Luton BID – Luton News column July 2022

**Making a difference to our town centre environment**

Written by Julia Horsman, Luton BID Manager

One of the most rewarding aspects of my role as Luton Business Improvement District’s BID Manager is that we are always helping to drive, fund or support projects to make Luton town centre cleaner, tidier and more attractive.

People might not realise that one of the BID’s core objectives is to improve the town centre area so that it is appealing for residents, visitors and workers, and I am lucky to have been involved in a number of significant environmental initiatives since I started at the BID – projects that would not have happened were it not for Luton BID’s backing or lead.

One of the most high-profile and well recognised of our various environmental projects are our award-winning Tidy Sessions.

We run them consistently on the last Tuesday of the month in partnership with ABCD in Luton and have lots of people join in from businesses and the local community.

We focus on different areas of the town centre depending on where might need a little extra care and attention, and also try to coincide with large events so that we can spruce up particular areas. We understand that cleaning is a responsibility of the Council, but we like to enhance the service delivered by them in the town centre.

For Luton Carnival and the Christmas light switch-on we made sure the key spots were litter-free and tidy so that visitors could see what a fantastic town centre we have. Our Tidy Mornings always receive such great feedback, and we urge more people to get involved – everyone is welcome to join us and take pride in the look and feel of our town centre.

Luton BID’s glutton vacuuming machine has been another fantastic investment. The machine has been loaned to and is operated by Luton Borough Council while the BID continues to fund the maintenance costs. Since we purchased it in 2017, it has been used to collect lots of rubbish from hard-to-reach pavement cracks and kerbsides.

Luton BID has also funded a number of deep cleans too, such as the recent one we arranged on George Street. These involve pressure washing pavements and surfaces, chewing gum removal, and litter-picking.

We are proud of our six Luton BID-funded bins which include bait trays to help control and reduce vermin numbers as well – these are dotted around the town centre. And of course our floral hanging baskets, flower displays and window boxes return every year, bringing a burst of colour for everyone to enjoy.

The cleanliness and tidiness of Luton town centre remains an important issue which is why we are committed to making a difference.