Luton BID – Luton News column June 2022

**Celebrating the ‘less apparent, but equally fantastic traits’ in Luton town centre**

Written by Julia Horsman, Luton BID Manager

The summer is almost here, and I love how it always brings an extra element of excitement and vibrancy to our town centre.

Luton really does have so much to offer all year round but in the warmer months in particular, as the sunshine beams and the town hosts some amazing events, the area comes to life.

The carnival which was back in the town centre and also represented at the Platinum Jubilee Parade in London is a prime example. Then there is the music, live performances, art exhibitions that take place in the creative quarter on the first Thursday of the month as part of the ‘Hat District Lates’ – really visual and high-profile occasions.

There is lots about our town that might not be so obvious though too, and I have been reflecting on our Luton BID Enjoy Luton guide this month which summarises some of the less apparent, but equally fantastic traits.

Take our tremendous transport links for example. As you step off of the train you dive straight into the heart of the cultural and historic Hat District where there are a variety of amazing businesses, including a long-standing record shop, the regionally famous vegan canteen Monstera and our world-famous jazz venue The Bear Club.

Did you know The Mall is currently celebrating 50 years in the town centre?

We all know about the centre’s shops and big brand names, as well as its large and diverse food offering, but what I love about The Mall is that it prides itself on being a community shopping centre, and has supported multiple local causes over the years, always offering fundraisers and activities for visitors to enjoy.

The Galaxy is our town’s traditional leisure hub, with something to offer for all ages – a large arcade, Cineworld, ten-pin bowling and some big names like Nandos and Wetherspoons.

We must not forget Luton Central Library – a perfect place for individuals to take out books, use the computer and printing services, and also enjoy a variety of workshops and the theatre.

We have a bustling student university right in the centre of Luton town centre too, right next to St Marys – a church with a rich long history and a fine example of medieval architecture. It is a beautiful historic building meeting modern structures of the future.

It has been great to use our Enjoy Luton campaign to highlight and showcase Luton town centre – the big and the small.

Luton BID also produces a weekly What’s On guide which highlights activities and events happening in the town centre over the weekend. Make sure to subscribe so that you do not miss out: lutontowncentre.org/whats-on-guide.