Luton BID – Luton News column March 2022

**Get ready to ‘Enjoy Luton’**

Written by Julia Horsman, Luton BID Manager

Our Luton BID team has been working on behalf of Luton Council on something really quite exciting – it has been our biggest endeavour in the first quarter of 2022, and it is almost ready to launch.

All part of the wider ‘Welcome Back Fund’ – provided by the European Regional Development Fund to revitalise high streets – our brand new ‘Enjoy Luton’ guide and creative social media campaign will showcase all the good things about Luton town centre and encourage more people into the area.

We have been collaborating with the council, other town centre partners, our wonderful BID businesses, and inspiring people that live and work in Luton, and we cannot wait to share it next month.

Our ‘Enjoy Luton’ guide is a 20-page magazine with themes around music, theatre, arts and heritage, Luton talent, shopping, and food and drink. We also feature and promote local stories from businesses and workers in the town centre, along with other interesting articles, recipes, ‘how to’ guides and lots more too.

The guide will be supported by masses of social media activity on our Luton BID Facebook, Twitter, Instagram channels, as well as our new TikTok, and the whole BID team has been busy creating and filming content – some of it you may have seen under the #thereismoretoLuton hashtag.

I have obviously had the pleasure of seeing the final drafts before print, and it is looking amazing.

Luton town centre really does have heaps of culture, activities and pleasant places to enjoy, and we have pulled all of this together in a way we have never done before.

I have always been proud of our town, but this guide and the social media activity we have planned really does encapsulate the most exciting and vibrant elements. There will also be the opportunity to win over £1000 worth of prizes too.

Please make sure to follow @LutonBID on all the social channels so that you too can join us in celebrating Luton or visit [www.lutonbid.org/enjoy-luton](http://www.lutonbid.org/enjoy-luton). We will be after your pictures and videos using #thereismoretoLuton too, so please do get involved.