

# BID UPDATE

Issue 29

November 2022

**LUTON BID**

Our Town - Our Future

Luton BID



Wishing you a  
**Merry Christmas!**

## LUTON BID VISION

Support business growth and investment in the town centre and build pride, loyalty and positive perceptions of Luton as a whole.

This Christmas, Luton BID have worked together with Luton Council and The Mall to promote the exciting array of free entertainment for the whole of the Town Centre and beyond to enjoy, including the brilliant 'Lighting Up Luton' on St. George's Square to really kick off the winter festivities.

Luton BID have again funded the Christmas Tree on St. Georges Square. This year Luton BID will fund an additional Christmas Tree on Market Hill and additional Christmas lights to really bring festive cheer to town centre businesses, shoppers and visitors.

Luton BID have funded this year's special guests, Bob & Stuart from the Minions! Bob & Stuart will entertain families in the lead-up to the switch on, on Saturday 26th November on St. George's Square.

Making free personal appearances throughout the day at separate intervals, this gives families and visitors even more of a reason to enjoy our wonderful town centre with amazing shops and businesses to visit.

As well as this, Luton BID have also funded free face painting and free children's entertainment; A Children's Story to entertain children on the day of the switch on - with special festive themed activities. And don't forget to have your photo taken with our free walking entertainment, the cheeky elves.

## Lighting up Luton for Christmas

Outdoor entertainment, live music and free arts and crafts from 12 noon until the lights switch on at around 6.15pm

### FREE Grotto at The Mall, Luton

Visit Father Christmas, take photos and have a go at Christmas crafts every weekend until 17 December, then every day until Christmas.

Saturday  
**26**  
November  
12 to 7pm

[www.luton.gov.uk/christmas](http://www.luton.gov.uk/christmas)

LUTON BID

Luton Rising

M  
the mall  
Luton

Luton



**OBJECTIVE 1 PROMOTION**

To identify, develop and promote the strengths, characteristics and the business offer of Luton town centre to positively change perceptions of the town, locally, regionally and nationally.



**Our weekly What's On guide comes out every Thursday and showcases events in the town centre across the weekend!**

We have continued to promote Luton town centre's night-life in our online What's On guide, which we started in November 2021.

Our What's On guide is populated with the best events in the town centre each weekend. This is the best way to find out events happening in the town centre on a weekly basis. Members of the public can subscribe for free and have it in their email

every Thursday to find out about events happening Thursday – Sunday. We will continue to use our What's On guide to showcase events happening in Luton town centre on a weekly basis. Available for free on our website, businesses are invited to get in touch via [info@lutonbid.org](mailto:info@lutonbid.org) and contribute their events on a weekly basis every Tuesday at 12pm.

Please contact us on [info@lutonbid.org](mailto:info@lutonbid.org) to have your event included or sign up via [www.lutonbid.org/whats-on-guide/](http://www.lutonbid.org/whats-on-guide/)

Also scan the QR code to download the What's on guide



**STUDENT DISCOUNT OFFERS**

Another way to welcome University students back into the town this September, the BID website is regularly updated with student offers and business discounts for students.

To submit offers, please email [info@lutonbid.org](mailto:info@lutonbid.org) and send us details of the offer.

**SOCIAL MEDIA**

We have been busy promoting businesses on our social media!

The BID social media platforms have strong followings and we continue to create on the ground content aiming to showcase activity from businesses in the town centre.

We promote businesses, events and anything positive happening in town on a weekly basis.

We continue to use our TikTok to showcase Luton BID tidy sessions and promote businesses. We invite all businesses to actively participate and get in touch if you would like to be featured.

If you have a good business story about your activities or achievements, please get in touch with us to be featured on our website or our social media.

Follow us on social media @LutonBID

#ThereIsMoreToLuton is a continuation of our Enjoy Luton campaign to showcase all the wonderful things our businesses and creatives' are doing in the town centre. We encourage everyone to adopt the hashtag and use it all over your socials and tag @LutonBID in your posts so we can stay involved in activities you are promoting.

Luton BID

**STUDENT GUIDE**

We created a Luton BID student guide to showcase some of the businesses in the town centre and their student offers.

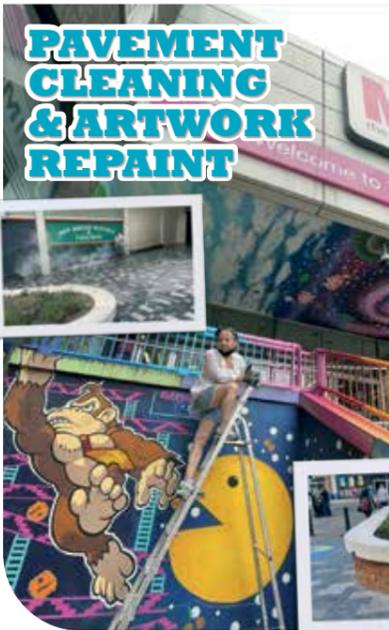
The 12-page guide showcases events, businesses, offers and Luton town centre information for incoming students who are new to the town. Highlighting various businesses in the town, we wanted to ensure there was a way to highlight not only student offers but Luton's day and night-time economy.

We also showcased this at the University of Bedfordshire Freshers Fair. This was an excellent opportunity to discuss BID activities and introduce the town centre and its businesses to new students.



**OBJECTIVE 2 ENVIRONMENT**

To ensure that the town centre and all its different areas present an accessible and appealing environment which attracts business investment, encourages visitors to stay longer and fosters a pride in the town.



**PAVEMENT CLEANING & ARTWORK REPAIR**

We funded pavement cleaning work to be carried out on the Bute Street ramp, outside The Mall.

This work took place during the Summertime and was done alongside additional work Luton BID funded for Aimi Rix to repaint her popular vibrant artwork outside The Mall.

This gave two outside areas in the town centre a fresh look, making them sparkle for the summer months for any visitors coming into the town centre.

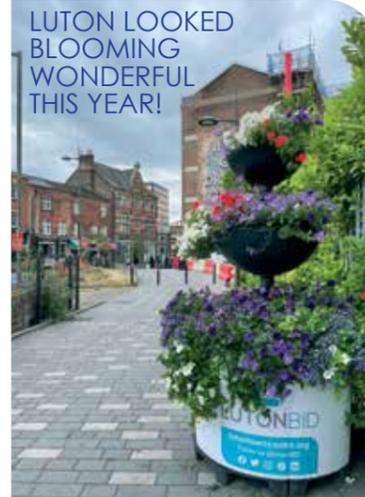
**MAXVAC CLEANING MACHINE**



We have continued to fund our MaxVac Cleaning Machine to blitz hard-to-reach litter, cigarette butts and chewing gum from the pavements.

The machine is operated by Luton Council as part of the town centre partnership and is in addition to their existing cleaning services, helping them carry out more efficient cleaning.

If you have an area that you would like the machine to visit, please get in touch and let us know.



**LUTON LOOKED BLOOMING WONDERFUL THIS YEAR!**

Luton BID worked with Luton Council to deliver beautiful floral displays and hanging baskets for the seventh year in a row.

The flowers were funded by Luton BID and arranged and cared for by the Council's Parks and Recreation team. We were delighted with how lovely the flowers turned out this year and feedback from visitors and businesses has been really positive, about how the flowers support an appealing environment, encourage visitors to stay longer and foster pride in the town.

**HAT DISTRICT BENCHES & PLANT POTS PAINTWORK**



In addition to the pavement cleaning and artwork repaint, we also funded the repainting of the benches and planters around the Hat District area.

This work took place in September to give the area some T-L-C before heading into the Winter months.

Feedback from visitors about the work carried out has been very positive and feel that it helps reinstate pride about how the town centre offers a fresh and appealing look for visitors.



**LUTON BID TIDY SESSIONS**



We re-launched our tidy sessions back in November 2021, and now hold them on a monthly basis with ABCD in Luton (Asset Based Community Development).

We are very appreciative of the level of support from the Luton town centre businesses and Luton community who get involved with these sessions and we welcome others to come along. It is a great way to meet new people, develop on Luton town centre relationships, and foster pride across the town.

We meet on the last Tuesday of every month; the meeting point is confirmed on our social media and events page of our website.

For the full line-up of tidy events and to confirm attendance, please email [info@lutonbid.org](mailto:info@lutonbid.org)

**LUTON BID MONTHLY FEATURE IN LUTON NEWS**

Our Luton BID Manager Julia has a monthly column in the Luton News

this is a great opportunity to talk about topics that matter to our businesses and showcase our town centre in a positive light.



To provide a safe, attractive and appealing experience for visitors and workers to enjoy.



Luton BID have funded My Local Bobby, two night time safety officers to patrol Luton town centre on a Friday and Saturday night during the winter periods from November to January.

They will help in tackling any on the ground issues faced on a Friday and Saturday night within night time venues and be a visible presence on the streets of Luton town centre at night.

My Local Bobby is a London-based company, with a new concept for crime deterrence, prevention and prosecution to create safe and secure communities across the UK. Established in 2007 by Ex Metropolitan Police Detective David McKelvey, My Local Bobby provides a full range of security services, residential patrols, and public realm security patrols across London. With a senior management team consisting of ex police officers and former military personnel, the scheme has made a significant difference to crime and anti-social behaviour levels in the areas they work.

**Ahmet Izzet**, Operations Director at My Local Bobby explained:   
 We are looking forward to bringing our successful My Local Bobby crime prevention initiative to Luton, as it is the first town outside of London to benefit from the scheme. Our Bobbies have been proven to provide a visible presence through regular patrols, and to act as a deterrent for crime and anti-social behaviour, dealing with issues as they arise and contacting the police if required.   
 Our Bobbies are naturally confident, sociable too, and will pro-actively engage with workers, residents and visitors in Luton town centre. They will focus on developing great working

relationships with businesses, who will all have a direct line via town centre radios to the Bobbies, providing reassurance that they can be contacted if staff or business owners are feeling vulnerable or concerned."   
**Luton BID Manager, Julia Horsman** said:   
 We have a fantastic working partnership with Bedfordshire Police and Luton Council and are determined as a collective to reduce the fear of crime for the benefit of staff and the public. We ultimately want to improve town centre safety and create a safe and secure environment for all."



Many businesses will have now met our BID Ambassador Mohammed, who joined the team in December 2021.

Mo is here to support businesses if you need help or advice. If you are looking to get in contact with our BID Ambassador Mohammed, please email him at [ambassdor@lutonbid.org](mailto:ambassdor@lutonbid.org) or phone 01582 510657

- Support and work closely with all those who have a responsibility for the creation of a safe, attractive and welcoming town centre.
- Help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces.
- Support businesses in tackling communication issues which affect their business on a day-to-day basis.

If you would like a visit, please contact us and we can arrange this.   
 Mo has visited over 600 businesses since first starting in December and had over 500 interactions.



Luton BID chairs Luton Business Against Crime (LBAC), the town centre's crime reduction partnership. LBAC works in partnership with The Mall, town centre CCTV, Luton Council and local businesses to manage issues of crime and antisocial behaviour.

**LBAC Membership allows businesses to:**

- Share images and information in a safe and lawful way, to reduce the opportunity to commit crime within the town centre.
- Have a radio linked to CCTV, enforcement officers, Luton BID and other LBAC members across the town that can be used day and night.
- Access to DISC – an online crime information sharing system, where businesses can be kept up to date with alerts and an instant message function.
- Monthly meetings to problem solve with key partners in the town centre.

Visit our website page to sign up to LBAC membership and find out details of what is included. [Lutonbid.org/luton-business-against-crime](http://Lutonbid.org/luton-business-against-crime)

**MEMBERS OF LBAC HAVE FREE ACCESS TO THE DISC SYSTEM**

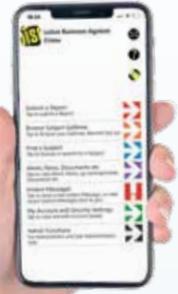


DISC is a unique online information sharing system that helps to drive down low-level crime and anti-social behaviour. The DISC system allows businesses to share information about incidents of crime and offenders.

DISC can be accessed on the app and can also be used on the desktop. The information generated from DISC is used to relay information, trends, patterns to key partners in the town centre.

If you are a member of LBAC – and have not yet got access to DISC, please get in touch [info@lutonbid.org](mailto:info@lutonbid.org)

To find out more – see our website [lutonbid.org/luton-business-against-crime](http://lutonbid.org/luton-business-against-crime)



**ENFORCEMENT OFFICERS**

Luton BID fund one of the two enforcement officers to assist in dealing with the antisocial issues in the town centre.

To get hold of the NET officers when you need support – radio for the NET team on the town centre radio.

**NIGHT TIME ECONOMY**

Luton BID attends every Luton SAFE Pubwatch meeting, conducting the minutes and continuing to do all it can to support businesses.





East Fest took place on Sunday 25th September on St. George's Square and was a fantastic multi-art form celebration of Polish and Eastern European arts and culture in Luton town centre. A fun weekend of music, art, dancing, food and entertainment was seen throughout the day.

## LUTON LITERATURE

Luton Literature took place on Saturday 24th September in Luton Central Library and the Hat Factory. A fun day exploding with authors, workshops and talks, all taking place in the town centre. The Luton Central Library also saw a range of stall holders showcasing their publishing works, all ranging from art, books, magazines and much more.



## Diwali

Luton BID were proud sponsors of the Diwali event which took place in St George's Square for the fourth year.

Diwali, the Hindu festival of lights, is the most popular of all South Asian celebrations and this year's free event was held in St. George's Square on Friday 21st and Saturday 22nd October.

The weekend was filled with award-winning dance acts, fantastic Asian singers, delicious food, all followed by a spectacular firework show from the top of The Mall shopping centre.

The Diwali celebrations showcased Luton in a dazzling light, as sponsors of the celebration were ecstatic to see the footfall of visitors it brought into the town centre.

We saw families and external visitors enjoy the parade and line up throughout the whole day.



## 4 GROWTH & INVESTMENT

OBJECTIVE

To build on the strengths of the business community to support and promote growth, development and investment.



### 2040 MASTER-PLAN AND VISION

Luton BID have continued our work alongside key partners in the town, as a number of exciting developments take place in the town centre.

Earlier this year, the Council approved a new town centre master-plan, with a long-term vision re-imagining what the centre of Luton should be.

The master-plan has included the re-opening of the River Lea and bring pocket parks to the town centre.

Luton BID is represented on the Town Centre Strategic Board and at the Town Centre Stakeholder events.

### POCKET PARK

Luton Council secured a 50% contribution from European Regional Development Fund to help deliver these works and have been working for the past year with Lutonian contractor, Ryebribe Construction.

The first stage has been a key factor in the rejuvenation of the area, it unveiled the river on the corner of Bute Street and Silver Street on the former car park site. This was originally home to Victorian pubs and industry, such as hat making.

More of the river is set to be opened, this will see an uncovering of the river flowing through the area, creating new waterside space and a green corridor which will also help improve air quality.

There will also be a series of other green corridors extending into the town centre and tree planting, making an even greener town centre.

The area has really started to take shape and we look forward to seeing the area bloom in the spring and summer periods.



### POWER COURT

Work on the Luton Town Football Club stadium on Power Court has continued to develop, as work started early this year.

We are excited to watch the area start to take shape, which will bring lots of new visitors into the heart of the town centre.

### Think Luton Business Event

As a highly valued Luton-based business, you are invited to an exclusive event, which will showcase the world-class developments, with sustainability at the heart of the transformation journey.

Hear about the exciting new opportunities on funding, supply chain and business support to grow your company.

#### ▲ Invest and Develop with Luton

Hear from investors and developers on supply chain opportunities that will be available as a result of current developments happening in Luton

#### ▲ Dash on the DART

Be one of the first to take a ride on the pioneering new transport system linking London Luton Airport with Luton Airport Parkway mainline station

#### ▲ See the Lea

Join in for the official opening of the Hat Gardens Pocket Park in Luton town centre, where work is continuing on opening up the River Lea that has been hidden for years

#### ▲ Business Support Sessions

Find out how Luton Council can help your business grow by utilising the many grants and training opportunities on offer



Tuesday 29 November 2022  
From 9am | Hat Factory Arts Centre

## THE LUTON BID TEAM

### Julia

#### LUTON BID PROJECT MANAGER

Our BID Manager Julia can give an overview of the BID, support with any queries or help you may need.



### Colleen

#### PROJECT & MARKETING EXECUTIVE

Our Project and Marketing Executive Colleen can help promote your business events.



### Mo

#### AMBASSADOR

Our BID Ambassador Mo can support you if you need help or advice and can provide more information on LBAC and the DISC system.



To arrange a meeting with any of the BID team, you can call us at 01582 510657, or you can email us at [info@lutonbid.org](mailto:info@lutonbid.org)

## GET IN TOUCH!

Luton BID are here to support businesses, please get in touch with us and we will always do our best to support your businesses.

There are lots of different things you can get involved in and we are always open to new ideas of what we can do to support you.

Luton BID is always happy to consider requests for support for events happening in our area and that match our BID objectives. We may be able to support in kind through our social media sharing, business liaison, and information and Ambassador attendance. Or we may be able to help in-kind with match funding application or provide a small amount of financial support.

## CELEBRATING BUSINESSES

We invite all businesses to get in touch so we can help promote and market your business activities on our Enjoy Luton website and on our social media.

If you have a business story, award or anything newsworthy you'd like to share with us then we'd love to write an article to showcase your business.

This is a fantastic way to help promote your business in the town centre and we encourage all businesses to take up the opportunity.

Please email [info@lutonbid.org](mailto:info@lutonbid.org) for more information.

## E-BULLETIN

We send out an e-bulletin every week with the latest updates of what's happening in the town centre.

If you are not receiving this – please get in touch and we will add you to the mailing list.

Email [info@lutonbid.org](mailto:info@lutonbid.org)



Have a very,

# Merry Christmas!

from  LUTONBID

Our town – Our future

01582 510 657 | [info@lutonbid.org](mailto:info@lutonbid.org) | [www.lutonbid.org](http://www.lutonbid.org)

For more details on all these projects contact us

Luton BID     

Luton BID Ltd is project managed by Partnerships for Better Business Ltd. (pfbb UK)