

BID Business Survey 2023

Date of interview/survey:	Initials of interviewer/surveyor:
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Since 2015 businesses trading in Luton Town Centre have enjoyed the benefits of being part of a **Business Improvement District (BID)**. As we reach the mid-point of our second five-year term, we are seeking views from our BID businesses on what has been delivered so far and what businesses wish to be delivered in the next two years. Please complete and return via one of the methods outlined at the end of the Survey.

A digital copy is also available on www.lutonbid.org if you wish to complete this electronically. **All responses will be confidential.**

Section 1: Contact details – or please attach a business card

Contact name:	Position:
Business name:	
Business address (inc postcode):	
Tel no:	Email address:

Section 2: Your Thoughts on Luton Town Centre (BID area)

What is your perception of how Luton as an area has changed as a place to do business in the last 2 years?

Stayed the same Better place to do business Worse place to do business

How do you think your commercial performance within Luton will change in the next 2 years?

Stay the same Increase moderately Increase significantly Decrease

How do you rate Luton in respect of the following and how do you think it has improved since this second BID term started in 2020	How do you rate Luton? Tick as applicable (one tick per question)					How do you think it has improved since this BID term started in 2020?		
	Very poor	Quite poor	Neither good nor poor	Quite good	Very good	Improved a lot	Improved a little	No change

CRIME AND SAFETY								
Crime and safety generally								
Personal safety								
Anti-Social Behaviour								
Business Crime / Shop theft								

Section 3: Awareness and assessment of current BID activities

Luton has delivered a range of different BID initiatives since the beginning of the second BID term. The following is a list of some of these initiatives. For each please state:

- a)** if you are aware of the initiative? **b)** if you think it is a worthwhile/beneficial project?
c) if you would like to see the initiative continue for the next two years of the BID?

3.1 Promotion	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
Promoting Luton Town Centre and all the different business types in targeted campaigns via local and specialist media and on line				
Using social media to build profile, market and promote Luton and the businesses				
Ebulletins and business newsletters to keep businesses up to date with BID projects & activities				
Luton website, with event listings of activities				
Food and Drink directory				
Evening Economy Whats On Guide				
Initiatives to encourages students to use Town Centre – Student Guide, Discounts page etc.				
3.2 Environment	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
Provision of a dedicated street cleaning machine to work daily in the town centre				
Running of monthly tidy sessions/litter picks				
Improving public realm furniture				
Additional public bins which also house bait to reduce both litter and vermin				
Flower Displays, 3 tier planters, hanging baskets and barrier baskets				
Christmas Trees – St. Georges Square and Market Hill				
Additional Christmas lights to cover Chapel Street, Park Street and Bute Street				
Setting up a discounted parking scheme in the Mall for BID Businesses				
3.3 Experience	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
BID provides one BID ambassador – working with police and other agencies to tackle ASB, provide an ambassadorial service to visitors and help and assistance for businesses				
Neighbourhood Enforcement Officers (one of which is BID funded)				
Management of LBAC – Luton Business Against Crime, Crime Reduction scheme.				
Support of Luton SAFE pubwatch, completing minutes for meetings				
Funding the Purple Flag accreditation for the town to support the evening economy				

Safety Officers over the winter period to cover Friday and Saturday nights				
Providing anti-spiking drink covers				
Sponsoring and supporting key calendar events – such as St Patricks Parade, Carnival, Diwali etc.				
Christmas Entertainment to compliment light switch on event, such as characters				
Section 3.4 Growth and Investment	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
Representing Luton Town Centre businesses at key meetings and events				
Working with landlords and agents to enhance the physical attributes of the town centre				
Providing a collective voice for Luton businesses on investment consultations				
Footfall sensors to monitor visitor numbers				

Did you realise that without the BID none of these initiatives would happen? Yes No

Section 4: Final thoughts about the BID

Please provide suggestions on any other projects that you would like the BID to deliver.
1.
2.
3.

How would you be inclined to vote for the BID to continue after it completes this first term at end of 2024?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know
If your answer was 'No' or 'Don't Know' what would change your mind?	
Would you like to get more involved in the BID? (attend working groups / have a visit from the BID Manager etc)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know

Thank you for your time and effort in completing this form.

Returning your survey

Once you have completed this form you can return it to the BID office in the following ways:

- Hand to our BID ambassador Mo Ahmed.
- Contact the BID office on 01582 510657 and we will arrange for collection.
- Drop into the BID office at Luton BID Ltd, AW House, Studio 2a, 6-8 Stuart Street, Luton LU1 2SJ.

If you have any questions relating to this form or its future use, please contact the BID Project Manager, Julia Horsman on **01582 510657** or via email at info@lutonbid.org. For further information regarding the BID please visit the Luton BID website at www.lutonbid.org