

BID UPDATE

Issue 31

July 2023

 LUTON BID

Our Town - Our Future

Luton BID



2023 - 2024

OUR REMIT AT LUTON BID IS TO SUPPORT YOU, OUR LEVY PAYERS

LUTON TOWN ARE OFFICIALLY IN THE
PREMIER LEAGUE!

Congratulations
TO THE

**MIGHTY
HATTERS!**



Luton Town are officially in the Premier League! Luton BID want to wish the club a huge congratulations on such an immense game, you've certainly done Luton proud. We were excited to be part of the celebrations by providing bunting for businesses to show support for the club in the week leading up to the game.

This offered businesses the chance to experience the buzz of the football and allow us to create a town centre wide excitement in the build up to Saturday's game. In visiting businesses with bunting and flags, the BID team certainly painted the town orange.

Throughout the week we promoted businesses on our social media channels to heighten the project.

With 20,000 people taking part in the celebrations, that took place on Monday 29th May, the town centre was full of joy and excitement both for our

Premier League victory and the future of what's to come from the club. Luton BID are counting down the days until the stadium is built on Power Court, we're going to be painting the town orange once again and cheering on the best Premier League club from the side lines!

Welcome New Luton Bid Manager Jacki!

As Julia prepares to go on maternity leave, we welcome new Luton BID Manager Jacki to the team. Jacki comes to Luton BID having worked on events and community engagement alongside Buckinghamshire and Aylesbury Vale District Councils.

To get in touch with Jacki, please email bidmanager@lutonbid.org

We would like to wish Julia all the best during her Maternity Leave!



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.

The BID aims to showcase all positive aspects of Luton town centre activity alongside BID projects and initiatives. This allows businesses to stay updated with our yearly campaign, committed to promoting the town centre.

E-bulletins

Luton BID create weekly eBulletins to share BID activities and updates, town developments and events with businesses. This is a valuable way for businesses to stay updated with any number of our projects and find out how to get involved.



A fantastic way to stay updated with what's happening in town centre every Thursday – Sunday, we create a weekly What's On guide. Completely free to subscribe to, there's no better way of find out about the events taking place in town centre every weekend.

To ensure your business events are included within the What's On guide, please get in touch with your event details by emailing info@lutonbid.org



NEWSLETTERS

Regular print and digital newsletters continue to be mailed to all BID levy payers and are also available to read on our website.

LUTON BID MONTHLY FEATURE IN LUTON NEWS



Luton BID Manager Jacki has taken over the monthly column in the Luton News - giving the opportunity to showcase all the positive things that are happening in the town centre.

Look out for the news column which is featured in the Luton Newspaper at the end of each month.

Social Media

Luton BID

Our BID social media accounts are across Facebook, Instagram, Twitter, TikTok and LinkedIn and have a strong following.

This is an essential way to showcase projects, initiatives as well as elevate business profiles and positive activity within the town centre on a weekly basis.

We continue to use TikTok to not only showcase BID projects but also engage our audience to town centre events and promote businesses.

Some of our most popular TikTok videos have been, **Luton Are Premier League, Minions at Christmas** and **Santa's coming to town.**

FREE social media marketing!

Being another vital way to connect to BID businesses, we want to continue promoting all BID businesses in the town centre. We invite all BID businesses to take up our free social media marketing offer that allows you to be showcased on our platforms.

This offer includes:

- A TikTok video/ reel of your business
- Photos to feature you as a post
- Featured on our Instagram and Facebook stories
- A blog post on our Enjoy Luton website

To find out more information, please email info@lutonbid.org and our Project & Marketing Executive will be in touch to arrange a suitable time to visit your business.

LUTON BID'S SOCIAL MEDIA ENGAGEMENT APRIL – JUNE 2023

Facebook	Instagram	Twitter
Reach: 61,774 up by 25.2%	Reach: 15,553 up by 19.9%	Impressions: 61.7K
Visits: 3,177 up by 17.2%	Visits: 1,516 up by 40.8%	Impressions: 670 (per day)
Followers: 2,956 up by 120	Followers: 1,953 up by 199	Retweets: 120
		Link clicks: 200
		Followers: 3,020 up by 50

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.

FLORAL DISPLAYS

It's set to be a blooming wonderful Summer in Luton Town Centre!

Luton BID funded the town centre floral displays and hanging baskets for the eighth year in a row. The floral displays help to make the town centre a more vibrant space to work in and enjoy throughout the Summer period. The flowers are arranged and cared for by the Council's Parks Team.

Some changes have been made this year to provide three additional large planters – two of which are in the new Hat Gardens.



Luton BID continues to support town centre cleanliness by conducting monthly tidy sessions on Market Hill and St. George's Square on the last Tuesday of the month from 12pm – 1pm.

We held a larger tidy session in the Hat District as part of the Great British Spring Clean in March, we collected over 50 bags of rubbish and had attendance from The Mall, Luton Council, Luton Airport, Luton Irish Forum and many others.

You can find out more about our tidy sessions on our website lutonbid.org/events/

BID CLEANING MACHINE

Luton BID fund the Max Vac cleaning vacuum machine to make Luton town centre streets cleaner and safer for all.

The professional Max Vac cleaner has been funded by Luton BID until 2024 – using a lengthy nozzle and sweeper to blitz hard-to-reach litter, cigarette butts and chewing gum from pavement cracks and kerbsides.

The machine is funded by Luton BID with Luton Council supporting with operational staff and storage facilities.

If you have an area in need of attention, please get in touch with the BID team by emailing info@lutonbid.org



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



Uniformed Staff

Our BID Ambassador Mo continues to be an asset to the Luton BID team by visiting and supporting businesses daily.

The BID Ambassador role has three key elements;

- 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 businesses on a day-to-day basis.

Mo is here to help businesses in any way he can, if you need advice, additional support or information surrounding LBAC, please get in touch. You can contact him by emailing ambassador@lutonbid.org or calling **01582 510 657**.

NET Officers

Luton BID funds one of the town centre NET Officers to support businesses and to assist in dealing with any crime and anti-social behaviour issues within the town centre.

We also welcome Gus to the team! Gus is the new Neighbourhood Enforcement Team Leader, giving additional support to the two officers dealing with ASB issues within the town centre.

To contact NET Officer Abigail, please call **0786 468 541**

To contact NET Officer Steve, please call **07598 144 412**

You can get hold of the NET Officer through the town centre radio by calling for the NET Officers. If you do not have a town centre radio then please see the numbers below.



LBAC is the Luton Business Against Crime reduction scheme, chaired by Luton BID to support businesses with managing antisocial behaviour within the town. LBAC works in partnership with The Mall, town centre CCTV, Luton Council and local businesses in aim to manage crime and ASB issues.

A key focus surrounding safety continues to be our engagement with businesses through LBAC. In chairing and hosting the monthly meetings, this allows Luton BID to connect with businesses and partners.

This includes organising and chairing the monthly meetings and sharing information with LBAC businesses as well as liaising with key partners such as Bedfordshire Police and Luton Council.

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.
- Access to DISC – an online crime information sharing system, where business can be kept up to date with alerts and an instant message function.
- Have a radio linked to CCTV, enforcement officers, Luton BID and other LBAC members across the town that can be used day and night.
- 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. www.lutonbid.org/lutonbusinessagainstcrime



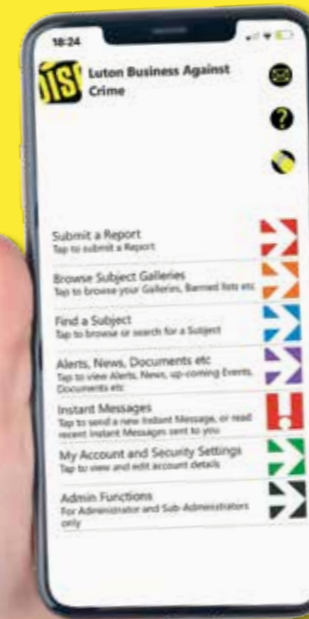
Members of LBAC have free access to the DISC system

DISC is a unique online information sharing system, helping 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 and patterns to key partners in the town centre.

If you are a member of LBAC and have not yet gained access to the DISC system, please contact ambassador@lutonbid.org

See our website to find out more lutonbid.org/luton-business-against-crime



Another key focus for us is supporting Luton SAFE, the town centre's Pubwatch scheme



Luton SAFE is the town centre Pubwatch scheme put together to support businesses in the retail and evening economy sectors. Luton BID supports these monthly meetings by taking minutes and supporting several key initiatives following on from feedback at the meetings.

DISC, an app enabling the sharing of intelligence and information, was set up to allow businesses to report non-urgent crimes in a secure manner. This has led to a town centre wide banning scheme, put in place for all businesses to use.



PURPLE FLAG

Flying the Purple Flag high for a fourth year!

Luton town centre has been awarded the prestigious 'Purple Flag' accreditation for a fourth year for its evening and night-time economy. ATCM judges praised Luton's submission, specifically highlighting Public Realm Premises licences, the transformation of a car park to a beautiful public space which opened the Lea River, and a committed working group.

Luton BID funded the Purple Flag application and joint-led the process with Luton Council.



EVENTS WE HAVE SUPPORTED

St. Patrick's Day

A fun filled day for all families to enjoy, Luton BID were proud to sponsor this year's Luton Irish Forum St. Patrick's Day Parade. A day with Irish dancing, music and entertainment, Luton's streets were painted green, with a wonderful parade showcasing Luton's amazing diverse community.



St. Patrick's Day

King's Coronation Celebrations

As a way to bring families into the town centre for the King's Coronation, Luton BID hosted a day of free children's fun on St George's Square. Funding free face painting from A Glitter Arty, art and storytelling from A Children's Story and Coronation themed still walkers, this was a fantastic way for people to get involved in the celebrations.



King's Coronation Celebrations

The Hatters are in the Premier League!

Congratulations to the mighty Hatters on their glorious victory into the Premier League. As a way to build on the excitement prior to the game, Luton BID painted the town centre orange by providing businesses with free bunting and flags. By supplying bunting, this allowed businesses to get involved in the pre-match anticipation and helped to create a buzz throughout the town centre. Luton BID were also in attendance at the big celebration party, which saw over 20,000 people help in turning St George's Square into an orange sea of Hatters fans.



Carnival

UK Centre for Carnival Arts one day celebration saw thousands enter the town centre for a fantastically colourful parade, full of dancing, music and fun. We were happy to sponsor this amazing event that sees people come to the town centre each year for a day of celebrations.



Luton Carnival

Pride in Luton

Pride in Luton returned to Luton for the second year, having sponsored last years event, the BID were thrilled to be able to sponsor it once again. Taking place in the Hat District, the event allows the community to unite and come together as one voice, to both celebrate and look back at the past.

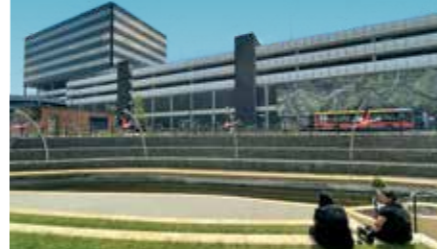


Pride in Luton

OBJECTIVE 4 GROWTH & INVESTMENT

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

2040 Masterplan & Vision



Throughout the year Luton BID have been working alongside key partners within the town centre as several key developments continue to take place throughout the town centre.

Luton BID is part of the town centre strategic board and town centre stakeholder group to represent businesses with key decisions for the town centre. This includes working through the town centre masterplan to align BID objectives and projects with future town centre plans.

POWER COURT

With Luton now in the Premier League, the infrastructure element work of Luton Town Football Club stadium in Power Court has begun, allowing the club to develop the detail of the stadium's design.

We are excited to watch this space expand and see the stadium grow, which is set to bring an influx of visitors right into the heart of Luton town centre.



University of Beds Business Growth Workshop

Sign up to our Business Growth Workshops at the University of Bedfordshire!



Luton BID is working with the University of Bedfordshire to provide two fully funded Business Growth Workshop courses, the two courses will be taking place over two days (each course taking half a day) covering strategic planning, marketing and finance, operations planning and change management.

The dates for the course are the 7th and 14th September 2023. Please register your interest by emailing info@lutonbid.org

HAT GARDENS IS OFFICIALLY OPEN!

The Hat Gardens is now officially open to the public and is looking wonderful! Having opened up the River Lea and with some lovely seating spots, the garden is a great place to meet friends and have a picnic to enjoy the space.

We attended the launch event to kick off what's set to be a fantastic events season. From family movie days, street food, music in the gardens and much more, we're so excited to see the space being used.



BIG CHANGE LUTON

Luton BID is proud to be a key partner in the Big Change Luton programme. A scheme led by the Luton Homeless Partnership to enable town centre visitors to donate to homeless services using contactless donation points in the town centre.

We have worked with more than 20 organisations to promote the project and help fund the payment point in the travel centre.

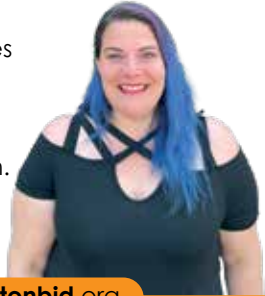
THE LUTON BID TEAM

Jacki

LUTON BID PROJECT MANAGER

Our BID Project Manger
Jacki is supporting Luton BID
whilst Julia is on Maternity Leave.

You can get in touch
with Jacki on any queries
relating to getting an
overview of the BID
and she can try to
help in any way she can.



email bidmanger@lutonbid.org



Colleen

PROJECT & MARKETING EXECUTIVE

Our Project & Marketing Executive can help
promote your business, events and projects
on our social media channels and website

email colleen@lutonbid.org

Mo

AMBASSADOR

Our BID Ambassador Mo is here to support you
if you need help or advice and he can provide
more detail on LBAC and the DISC system



email ambassador@lutonbid.org

To arrange a meeting with any of the BID team, you can call us on 01582 510 657, or you can email us at info@lutonbid.org

GET IN TOUCH!

Luton BID are here to support
businesses, please get in touch with us. We aim to always do our
best to support your business.

With lots of different
things you can
get involved in, 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 social media
sharing, business liaison,
information sharing
and Ambassador
attendance (and
this in-kind value may
help with your match
funding applications),
or we may be able to
provide a small amount
of financial support.

The BID team are
happy to arrange a
meeting to discuss
our BID objectives,
provide a background
of the BID and see
what we can do to
help support you.

E-BULLETIN

If you are not receiving our
e-bulletin, then please get in
touch via info@lutonbid.org
and we will
add you
to the
mailing list.



CELEBRATING BUSINESSES

We invite all businesses to get in
touch so we can promote your
business activities through our
social media channels.

If you would like us to showcase
your business, business activities or
events then please let us know. This
is a fantastic way to promote your
business in the town centre and we
encourage all businesses to take up
the opportunity.

Please email info@lutonbid.org
for more information.

LUTON BID AGM 2023

Our Luton BID Limited Annual General Meeting will take
place on the **27th September 2023 at 11.30am.**

If you wish to attend and vote on key matters, you will need to be a
Luton BID member. If you are not a member at this time, please visit
the Luton BID website where you can download an application form:

lutonbid.org/faqs/

Membership is open to all Businesses located in the Luton BID area
who are Levy payers.

If you are interested in standing as a BID Director, please contact
our BID Manager Jacki Flower on info@lutonbid.org and she will
be happy to meet with you to discuss what this entails.

Our town – Our future

01582 510 657 | info@lutonbid.org | 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)