

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

Wishing you a Merry Christmas!

CHRISTMAS LIGHT SWITCH ON

This Christmas, Luton BID have worked together with Luton Council and The Mall to organise an exciting array of free entertainment for the whole of the town centre and beyond to enjoy, as well as a brilliant Christmas Light Up on St. George's Square to really kick off the winter festivities.

Luton BID have again funded the Christmas tree on St. George's Square, an additional tree on Market Hill and additional Christmas lights to really bring festive cheer to town centre businesses, shoppers and visitors.

Luton BID funded this year's special guests, Peppa Pig and George!

Peppa Pig and George entertained families in the lead-up to the switch-on event on Saturday, November 25th, in St. George's Square. They made free personal appearances throughout the day at separate intervals, giving families and visitors even more reasons to enjoy our wonderful town centre with amazing shops and businesses to visit. Funded face painting was also available at the event.

Luton BID has also sponsored the life-sized snow globe at the upcoming Christmas at Hat Garden on 9th of December, adding a touch of enchantment to the festivities.



Lighting up Luton for Christmas

Sponsored by



FREE grotto
at the Mall until
24th
December

lutonbid.org/christmas/

HELPING KEEP OUR TOWN SAFE

Luton BID continues to sponsor a NET Officer working daily shifts throughout the week. Over Fridays and Saturday from October till January, the BID has dedicated night time patrols to support the evening economy and enhance safety measures.

Luton BID, with the support of Bedfordshire VERU, initiated the implementation of bleed kits throughout the town to provide immediate medical support in emergencies, aiming to enhance community safety and swift response to critical situations.

Luton Town Centre continues to have Purple Flag Accreditation for its evening and night time economy. Luton BID funds the Purple Flag application and joint leads the process with Luton Council.

Luton BID coordinates the Luton Business Against Crime Scheme and supports Luton SAFE.

Contact our BID Ambassador Mo if you require more details.



OBJECTIVE

1

PROMOTION

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.

Social Media

Luton BID continues to champion all of our businesses on our social media channels and has run a successful campaign for Small Business Saturday #SmallBizSatUK. Remember to tag in @LutonBID.

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

e-Bulletins

Luton BID create weekly e-Bulletins to share BID activities and updates, town developments and events with businesses. If you do not receive this, please contact us at info@lutonbid.org to be added to the mailing list.

What's On Guide

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 and add your events to, this guide serves as a dedicated resource that is thoughtfully crafted to ensure that everyone has easy access to the latest information about what's happening Luton town centre over the weekend.



Scan me!

OBJECTIVE

2

ENVIRONMENT

Town Centre Monthly Tidy

Luton BID continue to tidy up the town centre on a monthly basis.

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



Tidy Sessions are a great way of fulfilling your corporate social responsibilities.

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

Luton BID funds 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.

If you feel that the area around your premises would benefit from a visit, please contact us on info@lutonbid.org



OBJECTIVE

3

EXPERIENCE

Events

Luton BID continues to sponsor our town events and this year has sponsored:

- Carnival Luton
- Diwali
- Coronation
- Hat District Lates
- Pride Luton
- St. Patrick's Parade



OBJECTIVE

4

GROWTH & 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.

Luton BID is working with Luton Council to organise a youth workshop in January (date to be confirmed) providing a platform for young people and those with limited opportunities to express their perspectives and contribute to the Masterplan.



THE LUTON BID TEAM

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Luton BID are here to support businesses.

PLEASE GET IN TOUCH!

Our town – Our future

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For more details on all these projects contact us



Watch out for our January newsletter where we will be talking about our BID Renewal.