

ANNUAL REPORT

2022 – 2023

LUTON BID

Our Town – Our Future

Luton BID



February 2023

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



This is Luton BID's eighth year in operation (year three of our second five-year term).

Looking forward to a year of opportunity, bouncing back from lockdown restrictions, the town centre saw the launch of a wide events programme.

Many of this year's BID-funded projects were created upon feedback from businesses to allow us to support them with various challenges they faced.

The BID has continued to work with key partners and other agencies to improve safety, environment and overall experience of the town centre.

The BID works to positively change perceptions and promote businesses and people who work within the town centre. Here we look back at a busy 12 months and the BID's 2022 – 23 highlights and achievements...

MEET OUR DIRECTORS

Thank you to all of our directors who volunteer their time – without any remuneration – to steer the BID and ensure that all projects and BID events are in line with the Business Plan objectives that businesses voted for.

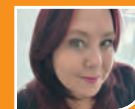
We are pleased to welcome our new board directors **Chris Bell** (L.T.F.C), **Anna Carluccio** (University of Bedfordshire) and **Aimee Djengiz** (Tokko Youth Centre)



Gavin O'Brien
Chair of the Board



Chris Bell
Director



Cherrie Bennett
Director



Martin Blower
Director



Anna Carluccio
Director



Bashir Dalvi
Director



Aimee Djengiz
Director



Sian Goding
Director



Roy Greening
Director



Marie Kirbyshaw
Director



Abbas Shaffi
Director

LUTON BID VISION

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



MEET OUR BID TEAM

All of our BID projects are delivered by our BID Management company, Partnerships for Better Business Ltd. (pfbb UK).

Julia Horsman is our BID Project Manager and is supported by our BID Project and Marketing Executive **Colleen Considine** and our BID Ambassador **Mohammed Ahmed**.



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.

Throughout the year Luton BID positively showcase town centre activities alongside projects and initiatives as part of a yearly social media campaign, committed to promoting Luton town centre.

E-bulletins

Weekly ebulletins share key town developments, initiatives and BID activities and events with local businesses.



The completely free What's On guide was launched over a year ago and has been issued out every Thursday to cover events occurring in the town centre across the weekend.

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



ENJOY LUTON & STUDENT GUIDE

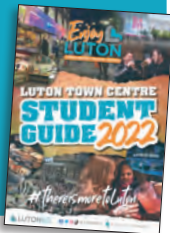
The Enjoy Luton guide was published in May 2022, showcasing Luton town centre businesses as part of the Welcome Back Fund. This included online blog posts showcasing Luton town centre businesses as part of #ThereIsMoretoLuton campaign.



Scan the QR code to visit our Enjoy Luton page

The Enjoy Luton video showcased some of the vibrant businesses in town, providing a glimpse of our night time economy, restaurants, shops and leisure businesses.

The Student Guide was published in September for students at the University of Bedfordshire. This helped students find out about some of the businesses, any information regarding safety and places they should visit.



SUMMER DRAW

The Enjoy Luton Summer Draw ran from April to June. It gave shoppers a chance to win over £1,300 worth of prizes.

ENJOY LUTON VIDEO

The Enjoy Luton promo video was created to showcase some of the vibrant businesses the town centre has to offer, providing a glimpse of our night time economy, cafés, restaurants, shops and leisure businesses.

STUDENT OFFERS AND FOOD & DRINK DIRECTORY

Promoting food and drink businesses and student discounts on the Luton BID website, has allowed members of the public to easily search for student discounts, food and drink takeaways, pubs, restaurants and eateries.

CHRISTMAS PROMOTION

A partnership with Luton Council and The Mall was put in place to promote the exciting array of FREE entertainment on at Christmas, for the whole of the town centre and beyond to enjoy.

LUTON BID MONTHLY FEATURE IN LUTON NEWS

Luton BID Manager Julia has written a monthly column in the Luton News - giving the opportunity to showcase all the positive things that are happening in the town centre.



SOCIAL MEDIA ENGAGEMENT

The BID social media pages maintain an on the ground presence, showcasing businesses, positivity and events, as part of our aim to promote the town centre. The platforms maintain a strong following and are used as a way to strengthen pride across the whole of the town centre.

Facebook

Followers: Over 2,600 **up by 425+**
 Engagement: 15,000 – 20,000
 Likes: 2,000 **up by 120%**
 Reach: 80,000 (Yearly)

Facebook highlights 2022: "It's all coming together at the Pocket Park!"
 Reach: 28,000 people
 Engagements: 200
 Likes: 76 Comments: 42
 Shares: 21



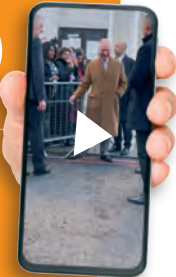
Twitter

Followers: 2,900+ **up by 200+**

Instagram

Followers: Over 1,700+ **up by 420**

Instagram highlights 2022: "An honour to welcome His Majesty King Charles III to Luton this morning"
 Reach: 1,088 Likes: 150
 Impressions: 1,273
 Engagement: 160



TikTok

445+ **up by 250**

Launched in December 2021, the Luton BID TikTok showcases projects, initiatives, businesses and events in the town centre. This is a valuable way of connecting with the wider Luton community.



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.

TOWN CENTRE MONTHLY TIDY SESSIONS



Re-launched in November 2021, the BID tidy sessions happen on a monthly basis, in partnership with ABCD-in-Luton.

The tidy sessions continue to give businesses and community members an opportunity to get involved in helping keep the town centre clean. Working in partnership with community group, ABC-in-Luton (Asset Based Community Development) these sessions are open for all to get involved in on the last Tuesday of every month.

TOWN CENTRE PAVEMENT CLEANING AND REPAIR

Pavement cleaning, artwork repainting and benches and plant pot paintwork was funded throughout the whole of 2022 to help make the town centre a more attractive place.

Aimi Rix also gave her artwork outside The Mall a spruce up, and in the Hat District work was funded for the repainting of planters and benches.

The work carried out across the year reinstates pride in the town centre and offers a fresh and appealing look for everyone who works and visits the town centre.



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.

PLANTERS

Hanging baskets and planters were placed throughout the town centre to make the town a more attractive place to visit and work in throughout the week.

Filled with beautiful flowers and shrubs as part of our commitment to the local environment, the flowers bloom in full in Spring each year.



CHRISTMAS TREE

This year, Luton BID provided two Christmas Trees, one located on St. George's Square and one on Market Hill as well as additional Christmas lights throughout the town centre on Bute Street, Chapel Street and Park Street.



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

UNIFORMED STAFF

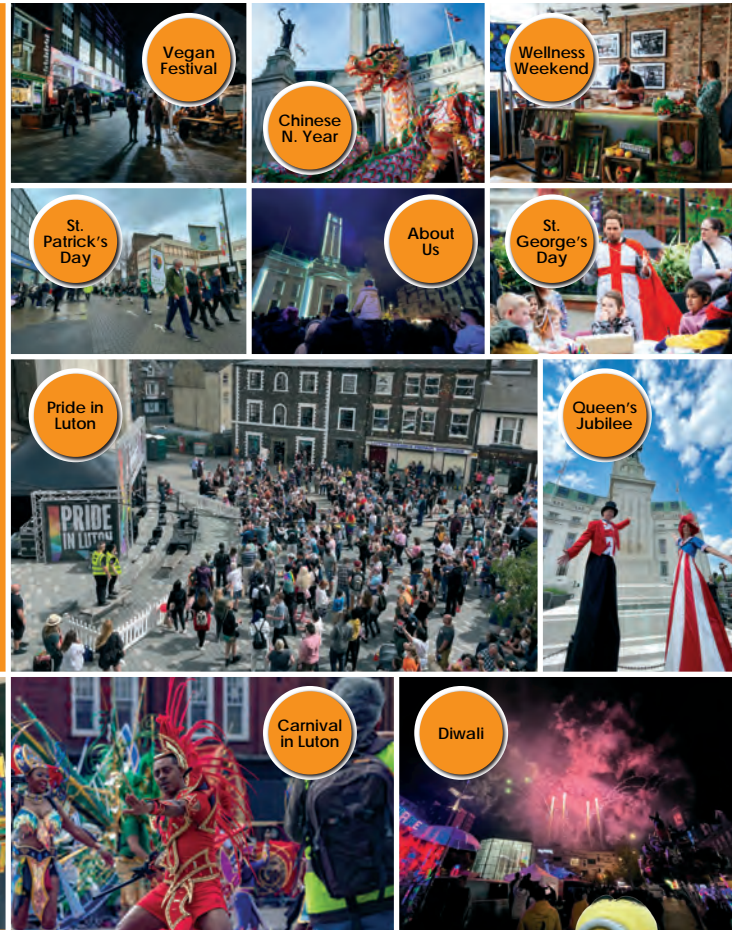
Our BID Ambassador Mohammed has three key elements to his role;

- 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 and communication issues which affect their businesses on a day-to-day basis.



EVENT SUPPORT:

Luton BID have sponsored and supported a wide range of events throughout 2022 as part of our aim to provide an appealing experience for all...



NET Officers

Luton BID continue to fund one of the two enforcement officers to assist in dealing with antisocial issues in the town centre. Please radio for the NET team on the town centre radio when you need support.



Another key focus, this year has been supporting Luton SAFE, the town centre's Pubwatch scheme



Working with the town centre Pubwatch scheme; Luton SAFE, Luton BID supported businesses in the retail and evening economy sectors. This included taking minutes at the monthly meetings and supporting a number of initiatives following on the feedback from the meetings.



DISC is an app which enables allowing businesses to share intelligence and information and report non-urgent crimes in a secure manner – which has allowed for a town centre wide banning scheme. DISC is available to LBAC & Luton SAFE members & continues to be used widely across the town centre.

LIGHT UP LUTON WITH THE MINIONS

Luton BID sponsored this year's guests, Bob and Stuart from the Minions on the day of the Light Switch On event, as part of the Christmas festivities.

As well as the Minions, Luton BID also funded face painting, A Children's Story and the Cheeky Elves. This gave families even more of a reason to visit the town centre and enjoy all our wonderful shops and businesses.



Purple Flag

Luton town centre was awarded the prestigious 'Purple Flag' accreditation for a third year for its vibrant evening and night-time economy. The Purple Flag is awarded to areas for providing a vibrant and diverse mix of dining, entertainment and culture, while promoting the safety and wellbeing of visitors and local residents.

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



A key focus of this year's work has been supporting LBAC (Luton Business Against Crime).



Luton BID continues to chair the town centre crime reduction partnership scheme, LBAC, hosting monthly meetings with regular engagement with businesses and key town partners. This includes organising and chairing the monthly meetings, sharing information with LBAC businesses and liaising with key partners such as Bedfordshire Police and Luton Council.



Luton BID funded My Local Bobby, two night time safety officers who patrolled the town centre on Friday and Saturday nights during the Winter periods from November – January.

An on the ground presence, the bobbies helped in tackling any on the ground issues and were a visible presence for night time businesses.

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 which enables town centre visitors to donate to homeless services using contactless donation points.

The BID's support has included working with more than 20 organisations to promote the project and funding the payment point in the Travel Centre by the station.

OBJECTIVE 4

GROWTH & INVESTMENT

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

KING CHARLES VISITS LUTON

Another highlight to the year was King Charles visiting Luton on Tuesday 6th December, as part of his first engagements in Bedfordshire since becoming Monarch.



BID Manager Julia had the wonderful opportunity of meeting the King in the town hall upon his arrival.

On his visit to Luton, the King visited the town hall, meeting community leaders and signing the book of visitors. He then visited the newly built **Guru Nanak Gurdwara**, greeted by **Professor Gurch Randhawa, Deputy Lieutenant** and Director of the Institute for Health Research at the University of Bedfordshire. King Charles then boarded the new DART train, the driverless railway connecting Luton Airport Parkway to the airport terminal.

LUTON 2040 VISION

Luton BID is part of the town centre strategic board and the town centre stakeholder group to represent businesses with key decisions and future plans for the town centre. We are also working through the town centre master plan to align our BID work with the future plans of the town centre.

This year also saw the opening of 'Our River' on The Mall wall facing the Hat Gardens. A public art memorial to commemorate those lost to the Covid 19 Pandemic and celebrate key workers and moments of joy.



BUSINESS SOS CAMPAIGN

Luton BID supported the national Business SOS campaign this year, following the spiralling energy costs this year.

Founded by organisations representing over 150,000 retail, leisure, hospitality and tourism businesses, the campaign worked to help support businesses survive the cost-of-living crisis.

REDUCE VAT
HEADLINE RATE FROM 20% TO 12.5%
BUSINESS ENERGY BILLS FROM 20% TO 5%

ENERGY RATE RELIEF
DISCOUNTED RATE ON ALL BUSINESS ENERGY BILLS

BUSINESS RATES
100% RATE RELIEF UNTIL 31ST MARCH 2023

TOWN CENTRE COMMS GROUP

The BID chairs the Town Centre Comms Group, pulling together the communications of key stakeholders within the town centre and aiming to ensure that everyone is working together. Allowing everyone to share what is going on and having the opportunity for different communication teams to support each other.

FOOTFALL

A new sensor-based system identifying areas where there are large gatherings of people was installed in January 2021, using central government funding. This can also help monitor entry points, timings, dwell times and consumer movement.

This has been extremely helpful to track the town centre's recovery throughout 2022 since the Covid-19 pandemic.

CAR PARKING SCHEME

The partnership with The Mall Luton and Luton Town Football Club continued for those working in the Town Centre, running two reduced rate car parking schemes for employees at town centre businesses, helping to make working in Luton cheaper for individuals and to reduce overheads for businesses.



HOW TO PAY YOUR LEVY

Every business in Luton town centre is required to pay a levy. This is in addition to Business Rates and needs to be paid separately, regardless of how or if you pay Business Rates. Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition.

You can pay the levy in the following ways:

- **Online or telephone.** Visit luton.gov.uk/payonline or telephone our 24-hour payment line on **0300 456 2725** and follow the instructions.
- **Bank Transfer** (via your own banks website). Create a new payee for Luton Borough Council using these account details: **Lloyds Bank**, sort code **30-66-76**. Acc. No. **172 56 862**

Please quote your eight-digit account number in the reference box. Please always quote your BID account reference. This is an eight-digit number starting with a number 5.

If you have any questions regarding payment of your levy, please contact the revenues office at Luton Borough Council. Tel: **0300 790 0349** or email revenuesNDR@luton.gov.uk

OUR FINANCES

Unaudited accounts including estimated accruals as of December 2022.

Over The last financial year, the BID received £308,332 of income from levy and £4,000 from LBAC (Luton Business Against Crime). Its expenditure this year, also drew on cash reserves.

The BID was successful in leveraging in in-kind support and match funding of circa £72,700. This included the funding of the dedicated Town Centre enforcement officers and the operator for the cleaning machine.

Luton BID has spent money against the four key BID objectives and money to date has or will be spent as follows (as at December 2022):

	Budget	Actual + Estimated (Spend to date)
Objective 1 Promotion	£57,608	£59,534
Objective 2 Environment	£60,669	£63,265
Objective 3 Experience	£129,615	£119,090
Objective 4 Growth and Investment	£51,620	£54,749
Central Admin & Overheads	£36,537	£37,478
Levy Collection costs	£11,000	£11,000
BID Renewal Accrual	£9,000	£0
Totals	£356,049	£345,116

FOCUS FOR 2023-24

Luton BID will continue to deliver against the BID Objectives as outlined in the business plan.

Full final accounts will be available at the AGM in September 2023.

Our town – Our future

For more details on all these projects contact us

01582 510 657 | info@lutonbid.org | www.lutonbid.org

Luton BID     

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