

LUTON BID RENEWAL NEWSLETTER 1



We would welcome your views

You may already be aware that we are beginning the process of renewing the Business Plan for the Luton Business Improvement District for a third term.

A BID can only last five years and this BID term ends in December 2024.

Over the last nine years we have achieved a lot together, but in these uncertain times we need to ensure that we create a new business plan which will be fit for purpose for the next five years, allowing us to build upon what we have already achieved and ensure that our businesses can take advantage of the new opportunities which are emerging in Luton.

In order to develop the new business plan we need your thoughts, ideas and aims for the future. We are also circulating a survey form so that we can understand your views on the different projects which have been undertaken and identify those issues which you consider are important to your business in the future.

I would be very grateful if you could spend a few moments in completing the survey and

giving us a call to let us know when we can collect it. We also aim to contact a significant number of you from across Luton to meet up and discuss your thoughts personally. Your input is vital in identifying priorities for the future and shaping the new business plan. I appreciate your help and if you would like to arrange for someone to come and see you to discuss your ideas in more detail, please do not hesitate to contact the Luton BID Manager, **Jacki Flower** on **01582 510657** or email info@lutonbid.org

**Gavin O'Brien –
Clearhead**
Chair of Luton BID



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Why we need to work together in uncertain times

- Changing consumer habits and a move towards 'convenience' and leisure choices.
- The relationship between traditional bricks and mortar stores and online retail.
- Ensuring the right mix of independents and corporate businesses.
- Increasing importance of lifestyle and providing a great experience in Luton.
- The continued increase in residential accommodation in and around the town centre.

Countdown to ballot and ways you can help

January 2024 to July 2024

- Business visits and capturing thoughts, views and ideas.
- Surveys from businesses to gauge the relative importance of different thoughts and ideas for the future.
- Workshops for businesses to discuss different topics and identify new projects.
- Contact colleagues in head offices of national businesses to ensure they are aware and can contribute their thoughts to the BID plan.
- Discussion with Luton Borough Council and the Police to agree service levels and explore opportunities for additional services to address any issues.

July to August 2024

- Analysis of business feedback from visits, workshops and surveys.
- Steering Group to consider feedback and finalise the BID plan for January 2025 – December 2029.

August to September 2024

- Launch event for new Business plan.
- Business plans to be mailed out to businesses.
- Preparation of ballot by Council's Electoral Services.
- National businesses to provide contact names and addresses for best person to receive the ballot paper.

October to November 2024

- Ballot papers to be mailed out to businesses – businesses to vote and return their paper.
- Ballot papers to be received.
- Result of ballot announced.

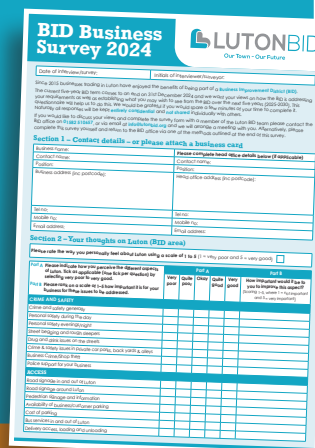
Surveys, Events and Workshops

All Luton BID businesses who currently pay a levy will receive a survey form through the post or will have the opportunity to complete one online or with a member of the BID project team.

Besides the surveys and one-to-one interviews, there will be a number of ways of getting involved in shaping the new BID Proposal and Business Plan including various events and workshops. Workshop dates already set are Wednesday 6th March and Wednesday 5th June 2024 . More details will follow.

The survey form is designed to enable businesses to provide feedback on Luton, current BID activities and what you would like to see over the next five years. The responses you provide will help shape the Business Plan which goes to ballot later this year.

If you would like any information or would prefer to complete the survey with assistance from a member of our team, then please do not hesitate to contact the Luton BID Manager, **Jacki Flower** on **01582 510657** or email **info@lutonbid.org**



The image shows a sample of the 'BID Business Survey 2024' form. It includes sections for contact details, feedback on current BID activities, and a table for providing contact information for national businesses. The form is titled 'BID Business Survey 2024' and features the Luton BID logo.