

BID Business Survey 2024

Date of interview/survey:	Initials of interviewer/surveyor:
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Since 2015 businesses trading in Luton have enjoyed the benefits of being part of a **Business Improvement District (BID)**. The current five-year BID term comes to an end on 31st December 2024 and we want your views on how the BID is addressing your requirements as well as establishing what you may wish to see from the BID over the next five years (2025-2030). This questionnaire will help us to do this. We would be grateful if you would spare a few minutes of your time to complete it. Naturally all responses will be kept **entirely confidential** and **not shared** individually with others.

If you would like to discuss your views and complete the survey form with a member of the Luton BID team please contact the BID office on **01582 510657**, or via email at info@lutonbid.org and we will arrange a meeting with you. Alternatively, please complete this survey yourself and return to the BID office via one of the methods outlined at the end of this survey.

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

Business name:	Please complete head office details below (if applicable)
Contact name:	Contact name:
Position:	Position:
Business address (inc postcode):	Head office address (inc postcode):
Tel no:	Tel no:
Mobile no:	Mobile no:
Email address:	Email address:

Section 2 – Your thoughts on Luton (BID area)

Please rate the way you personally feel about Luton using a scale of 1 to 5 (1 = very poor and 5 = very good)

Part A Please indicate how you perceive the different aspects of Luton. Tick as applicable (one tick per question) by selecting very poor to very good. Part B Please rank on a scale of 1–5 how important it is for your business for these issues to be addressed.	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important would it be to your business to improve this aspect? (Scoring 1–5, where 1 = not important and 5 = very important)
CRIME AND SAFETY						
Crime and safety generally						
Personal safety during the day						
Personal safety evenings/night						
Street begging and rough sleepers						
Drug and drink issues on the streets						
Crime & safety issues in private car parks, back yards & alleys						
Business Crime/Shop theft						
Police support for your business						
ACCESS						
Road signage in and out of Luton						
Pedestrian routes between the different parts of the town centre						
Pedestrian signage and information						
Availability of business/customer parking						
Cost of parking						
Bus services in and out of Luton						
Delivery access, loading and unloading						

Section 2 Continued – Your thoughts on Luton (BID area)	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important? (Scoring 1–5)
ATTRACTIVENESS						
Street cleansing and litter control						
Condition of street furniture						
Green or attractive spaces to sit and dwell						
Floral displays						
Festive lighting						
Appearance and state of the buildings						
REASONS TO VISIT						
Things to do for the family, visitors & local people during the day						
Leisure and culture facilities						
Things to do in the evening and night time						
Range of shops						
Range of café, pubs and restaurants						
Events and animation on the streets and open spaces						
Promotion and awareness of reasons to visit						
BUSINESS COMMUNITY						
Interest shown by the Council						
Interest shown by landlords						
The way businesses work together						
Support from the BID						
Feeling part of Luton and its activity						
Hotel facilities for visitors and business use						

Section 3 – Awareness and assessment of current BID activities

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (Where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial 1–5	Comments
3.1 PROMOTION			
BID website promoting the town centre, businesses and activities			
Delivery and maintenance of the town centre Professional Services Directory, Food and Drink Directory and the Health and Beauty Directory			
Overseeing the Town Centre Comms Group to promote communication cohesion between town centre organisations			
Delivering a weekly What's on guide to promote the businesses and activities in the town centre			
Issuing a weekly ebulletin to promote the town centre			
Regular newsletters & annual reports to keep you informed of business activities			
Promoting Luton town centre and its businesses via social media channels including Instagram, Facebook, Twitter and LinkedIn			
Promoting Small Business Saturday and national campaigns to promote businesses			
3.2 ENVIRONMENT			
Funding Max Vac machine to provide additional cleaning services within the town centre			
Monthly Tidy sessions and Big Spring Clean to promote cleanliness in the town centre			
Cleaning of street furniture and pressure washing across the town centre			
Installation of hanging baskets, rail baskets and floral planters in the summer			
Installation of Christmas Trees enhancing the public realm and festive feel			
Provision of new Christmas lights and working with the Council, Mall and other partners to provide coverage throughout the BID area			
3.3 EXPERIENCE			
Coordinating and managing Luton Businesses Against Crime monthly meetings, radio systems and the DISC system to share intelligence			
Providing resources and support for Luton SAFE			
Funding a night-time patrol for the winter/holiday months			

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (Where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial 1-5	Comments
Funding of a Neighbourhood Enforcement Officer to join the NET Team to tackle substance abuse, rough sleeping, begging and crime in the town centre			
Provision of the BID Ambassador to work with partners to address crime and ASB, engage with businesses and the public and report cleansing and maintenance concerns			
Supporting the Big Change Project			
Working with the Council to retain Purple Flag status and funding the application			
Providing Street Pastor radios free of charge			
Sponsoring and support for town events such as St. Patricks day, Diwali, Pride, King's Coronation, the Queen's Jubilee and more			
Supporting and funding numerous Christmas events including Light up Luton and Christmas at Hat Gardens			
Provision of bunting around the town centre to celebrate football successes			
Promotion of Enjoy Luton Campaign and website			
Provided essential support during the Covid-19 pandemic			

3.4 GROWTH & INVESTMENT

Funding footfall monitoring that provide real time figures for benchmarking performance and producing weekly footfall monitor reports			
Analysis of car park monitoring to aid in benchmarking performance of businesses			
Working alongside the Council to develop the delivery plan for the Luton 2040 strategy and influence town centre developments			
Undertaking quarterly vacancy surveys to assist in evaluating the economic health of the area and inform future projects and initiatives			
Providing and promoting discounted parking to employees in the town centre			
Representing BID businesses at meetings, summits and conferences to help build the BID's profile locally and nationally and support businesses priorities			

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

Section 4 – What additional projects do you think the BID should consider delivering for the next BID?

Please rate how beneficial the following projects would be for your business, using a scale of 1-5, where 1 equals a little and 5 equals a lot.	Rank 1-5	Comments
CRIME AND SAFETY		
Luton Businesses Against Crime rebate scheme for BID businesses		
Further promotion of safety initiatives		
ACCESS		
Improved signage, visitor information and wayfinding		
ENVIRONMENT		
Work with businesses to introduce more sustainable and environmentally-friendly working practices		
Light projections and augmented trails to enhance animation in the area		
Promote environmental initiatives		
Additional artwork and cultural projects to beautify the town centre		
MARKETING AND PROMOTION		
Seasonal Window Vinyl applications		
Annual footfall driving events i.e interactive dinosaur event with key stakeholders		
Monthly calendar events in association with town centre partners – BID role to encourage and co-ordinate business participation within these events and marketing of events		
Competitions to engage the public and promote the BID area		
Entertainment and installations to interact with visitors		
Digital Loyalty Scheme		
BENEFITS FROM WORKING TOGETHER		
Leverage grant funding wherever possible		
Establish new ways of working together as part and within the Luton community		

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

Section 5 – Final thoughts about the BID

Would you be inclined to vote for the BID to continue?	<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/meet the BID Manager etc)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't Know

Section 6 – General details

Number of years trading in Luton	<input type="checkbox"/> 0 – 5 yrs	<input type="checkbox"/> 6 – 10 yrs	<input type="checkbox"/> 11 – 20 yrs	<input type="checkbox"/> 21+ yrs
Is your business a registered charity?	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
What type of business do you operate? (please tick one)	<input type="checkbox"/> Independent <input type="checkbox"/> Part of a small independent group (1-5 units) <input type="checkbox"/> Part of a larger national organisation <input type="checkbox"/> Other (please state): <input type="text"/>			
Business Sector and Category (please tick one)	<input type="checkbox"/> Cultural Venue <input type="checkbox"/> Local Government <input type="checkbox"/> Food and Drink/Hospitality <input type="checkbox"/> Health/Beauty <input type="checkbox"/> Leisure Venue <input type="checkbox"/> Place of Religious Worship <input type="checkbox"/> Professional Services <input type="checkbox"/> Retail/Shopping <input type="checkbox"/> School, College, University			
How many employees in Luton premises?	Full time:		Part time:	
How do you envisage your staff numbers will change in the next year?				
<input type="checkbox"/> Stay the same <input type="checkbox"/> Increase moderately <input type="checkbox"/> Increase significantly <input type="checkbox"/> Decrease				
What do you anticipate your commercial performance will be over the next 2 to 3 years?				
<input type="checkbox"/> Close down <input type="checkbox"/> Decline <input type="checkbox"/> Stay the same <input type="checkbox"/> Moderate Growth <input type="checkbox"/> Significant Growth				
What key changes do you anticipate to your business over the next 2 to 3 years? (You may tick more than one)				
<input type="checkbox"/> Stay the same <input type="checkbox"/> Change products <input type="checkbox"/> Change services <input type="checkbox"/> Change methods of delivery to customers <input type="checkbox"/> Increase use of digital services to reach customers				
Will your business?				
<input type="checkbox"/> Stay in the same premises <input type="checkbox"/> Relocate within the area <input type="checkbox"/> Relocate out of the area <input type="checkbox"/> Close down <input type="checkbox"/> Other (please state): <input type="text"/>				

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

Once you have completed this form you can return it to the BID office in the following ways: Email completed digital survey to BID Manager **Jacki Flower** at info@lutonbid.org or contact the BID office on **01582 510657** and we will arrange for collection.

Use of this information

Thank you for your time and effort in completing this form. The data we collect from this survey remains entirely confidential and will be amalgamated with feedback from other surveys from other businesses in the area being considered as a Business Improvement District. The information provided on this survey helps us to understand the key issues and opportunities which affect businesses in Luton and therefore contribute towards the preparation of the Business Improvement District (BID) proposal and business plan. There is a legal obligation to consult with businesses in the potential or actual area of the Business Improvement District. In order to fulfil this requirement, we will collect your personal contact details and retain them for future use to ensure that you remain informed of the progress of this consultation and the ballot.

If you have any questions relating to this form or its future use, please contact the BID Manager **Jacki Flower** 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