

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

### Luton Businesses offer Top Customer Service!

## Mystery Shopping Awards

Luton BID has been delighted to bring back the Mystery Shopping Awards Scheme. The scheme was last held in 2019 and aims to celebrate and champion excellent customer service – with more than 45 businesses taking part this year.

Mystery shoppers were in Luton throughout June, when they visited BID premises, retailers and restaurants as any other visitor to the town centre would and provided a thorough review of the customer service they received.

Results and winners were announced at a special awards ceremony in September. All participants received a one-on-one review of their stores, including feedback

and any suggested recommendations. It was fantastic to see that overall customer service levels have improved since 2019 – as businesses strive harder than ever to give visitors a reason to come to the town centre.

Results for both retail and dining showed improvements in customer service compared to the last survey in 2019. The average score for the retail visits was 82.7%,

2.5% above 2019's level of 80.2%, and the average score for Dining visits was 85.7% v 83.9% in 2019. We were delighted to award 4 platinum awards to those venues scoring 100% across all aspects of service.

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## Mystery Shopping Award Winners!

### PLATINUM

- Costa
- HMV
- Howden Insurance
- Luton Point

### GOLD

- Better Brows
- Bubble Citea
- Laser Clinics
- Luton Central Library
- Pandora
- Shoezone
- The Castle Tavern
- Timpson
- Wilko
- Vibe Juice
- Vodafone

### SILVER

- AW House
- Café Smaczek
- Delikatesy Smaczek
- EE
- Esquires Coffee
- Flame
- H. Samuel

### • Metro Bank

- Peacocks
- Primark
- Smart Mobility
- Starbucks
- Tasty's
- The Works
- Warren James
- Vision Express
- Vulcauff

### BRONZE

- Cakebox
- Farmfoods
- Footlocker
- Lewis Foundation
- New Look
- One Beyond
- Poundland
- Scott's Menswear
- Sports Direct
- Superdrug
- The Perfume Shop

**OBJECTIVE 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 creates weekly e-Bulletins to share BID activities and updates, town developments and events with businesses. These e-Bulletins play a pivotal role in fostering a sense of community and collaboration among businesses in the area.



A fantastic way to stay updated with what's happening in our town centre every Thursday – Sunday, we create a weekly What's On guide.

Completely free to subscribe 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 in Luton town centre over the weekend.

## SOCIAL MEDIA

What's in it for you?

**FREE social media marketing!**



As an essential means of connecting with BID businesses, we are committed to continually promoting all town centre businesses within our BID community.

Luton BID's Social Media Engagement April to July

Facebook

Reach: 77,882 **up by 26.1%** Visits: 3036 **up by 92%**

Followers: 3299

Instagram

Reach: 9485 **up by 134%** Interactions: 1032

Followers: 2087

The BID can help **PROMOTE YOUR BUSINESS, EVENTS and PROJECTS** on our social media channels and website. Email [info@lutonbid.org](mailto:info@lutonbid.org)

**OBJECTIVE 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.

The BID (with support from Luton Point, Luton Borough Council and The Culture Trust) is unveiling a 40 metre mural on the wall of Luton Point across from Hat Gardens.

'Rough Gemstones' embodies the essence of hidden potential and diversity in Luton.

## 'ROUGH GEMSTONES'

Mural by Silvia Lerin





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



## TOWN CENTRE MONTHLY TIDY SESSIONS

Luton BID continues 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.

You can find out more about our tidy sessions on our website here [lutonbid.org/events/](https://lutonbid.org/events/)

## BID CLEANING MACHINE

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 the end of 2024. The machine uses a lengthy nozzle and sweeper to blitz hard-to-reach litter, cigarette butts and chewing gum from pavement cracks and kerb sides. The BID has organised weekly hotspots around the BID area, the Street Scene will be focusing on thoroughly cleaning those areas with the Max Vac cleaner.

In August, the Max Vac machine visited St. George's Square, The Hat District, Market Hill and the University. It will continue to spot clean the town centre.

Please contact Luton BID at [info@lutonbid.org](mailto:info@lutonbid.org) to request an area to be spot cleaned.



# RADIO 1'S BIG WEEKEND

Radio 1 held the Big Weekend at Stockwood Park in May earlier this year.

To support businesses to maximise this event and the footfall of over 100,000 visitors over the weekend, the Luton BID team:

- Stencilled the walking route through the town centre, supporting visitors to navigate to and from the train station to the event and back.
- Created a digital map of locations to eat and drink around the BID area, alongside a food and drink campaign, showing off what the town centre had to offer to those visitors that may not have been to Luton before – signage with a QR code to this was put on 30 lamp posts along the walking route.
- Offered free colourful bunting out to BID businesses.
- Dressed the lamp posts with flowers and butterflies to give a great first impression as visitors came off the train.
- Supporting communication from the Council to businesses – with regards to road closures, pedestrian areas and the Step Forward Luton app for the event.
- Offered free colourful bunting out to BID businesses.
- Were available across the week and weekend in the lead up and during the event to support businesses and identify any challenges, for example resolving concerns over the flow of festival goers quickly and efficiently.

This event showed the town centre at its very best and we hope that many of the visitors to the town will be inspired to return in the near future.



## BLEED KITS

Luton BID 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.

The BID has continued to fund three bleed kits across the BID area

- **McDonald's** (George Street)
- **The White House** (St. George's Sq.)
- **Grosvenor Casino** (Park Street)



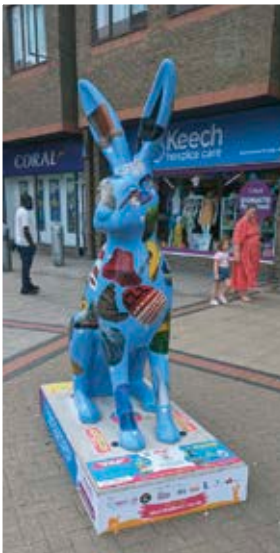


## Short Tail Trail



Luton BID sponsored a Short Tail Trail sculpture as well as running a receipt competition for all shoppers of town centre businesses.

Two prizes of £100 have been awarded and the winners have been contacted.



## LIGHT UP LUTON

Luton BID has joined with Luton Council for **Light Up Luton on the 23rd November 2024**

Bluey will be meeting with children and families at intervals during the event. Plus, there will be free face-painting from **2pm to 6:30pm** when the **Festival Lights of Luton** will be switched on.

Luton BID will also be sponsoring events on the **7th December 'Christmas in Hat Gardens'** and **14th December 'Christmas on Market Hill'** to provide entertainment and activities to families and shoppers.

**Luton BID provides additional lights across the town and two Christmas Trees in the town centre to add to the festive feel through-out the holiday season**



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

## Purple Flag

**Flying the Purple Flag high for a fifth year!**

Luton town centre has been awarded the prestigious 'Purple Flag' accreditation for a fifth 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'S POP-UP PARK

**For the month of August, Luton BID funded a pop-up park as well as activities in the park each Thursday.**

The park was funded to provide a calm, beautiful space for workers and visitors to the town centre to enjoy the summer and the range of activities available throughout the school holidays in Luton.



## Event Sponsorship

**Luton BID continues to support events throughout the town centre.**

This year the BID has supported the St. Patrick's Day Parade, Carnival, Pride in Luton and Revoluton Arts Public Trust.

**We will also be supporting Diwali and East Fest.**

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



*Surveying  
Young People*

Luton BID, in partnership with Luton Borough Council and Tokko Youth Space, has released a youth survey so we can gather the current use of the town centre by young people between 12 and 24 years of age, as well as what young people wish to see for the town centre in the future.

## 2040 Master Plan and Vision

Throughout the year Luton BID has been working alongside multiple key partners 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 master plan to align BID objectives and projects with future town centre plans.

### SUPPORTING THE CONSULTATIONS

Affecting The Town Centre

The BID has supported multiple consultations in the town centre in the last six months including the **parking consultation**, **Public Space Protection Order**, **gambling**, and the **Police and Crime Commissioner public consultation**. The BID supports businesses to have their say about the town centre and its services.

**GET IN TOUCH! Luton BID is here to support businesses.**  
Please get in touch with us as we aim to always do our best to support your business.

## MEET THE LUTON BID TEAM



**Jacki Flower**  
LUTON BID  
OPERATION MANAGER

email [bidoperationmanager@lutonbid.org](mailto:bidoperationmanager@lutonbid.org)



**Julia Horsman**  
LUTON BID  
ENGAGEMENT MANAGER

email [bidengagementmanager@lutonbid.org](mailto:bidengagementmanager@lutonbid.org)



**Aishah Moyeen**  
LUTON BID  
AMBASSADOR

email [ambassador@lutonbid.org](mailto:ambassador@lutonbid.org)

Our BID Ambassador **Aishah** is here to support you if you need help or advice while she can also provide more detail on LBAC and the DISC system. Email: [ambassador@lutonbid.org](mailto:ambassador@lutonbid.org)

To arrange a meeting with any of the BID team, you can call us at **01582 510 657**, or you can email us at [info@lutonbid.org](mailto:info@lutonbid.org)



# LUTON BID RENEWAL 2025 – 2030

## Shaping The Future of Luton



The next five years will see major changes in Luton town centre at a time when perceptions of Luton are starting to change and there is a definite sense of confidence about the future of our great town.

The BID enables you all to have a real say in the future of the town centre and make significant and lasting changes which will benefit your businesses.

The new BID Proposal and Business Plan 2025 – 2030 which has now been launched, aims to build on the BID's work to date and working with the Council, businesses and key organisations such as Luton Point, the University and Luton Town Football Club we will be focussing on all the positive and great things about Luton town centre.

To continue to build on the great work we have done so far, we need your support and the first step for you in making this happen is to vote **YES** in the ballot in October.

**Please look out for the ballot papers!**

**Gavin O'Brien**  
Chair of **Luton BID**  
and Director of  
**Clearhead Media Ltd.**



### The **Vision** and **Objectives**

The vision is to: **Support business growth and investment in the town centre and build pride, loyalty and positive perceptions of Luton.**

#### Objective One

##### **A great reputation**

**Promote and celebrate Luton town centre** to increase positive perceptions of the town, locally regionally and nationally.

#### Objective Three

##### **A great business community**

**Strive to achieve the best for businesses in Luton town centre**, encouraging everyone to work together to create a great working environment, a great place to develop a business and a great business community.

#### Objective Two

##### **A great place**

Work with organisations and businesses in public, private and voluntary sectors to **create a place which looks and feels great for families**, the local community, businesses, workers and visitors to our town.

## Key Ballot Dates

**Thursday 3rd October 2024**  
Ballot papers sent out to businesses.

**5pm**  
**Thursday 31st October 2024**  
Deadline for return of ballot papers.

**Friday 1st November 2024**  
Result announced.

## Our town – Our future

01582 510 657 | [info@lutonbid.org](mailto:info@lutonbid.org) | [www.lutonbid.org](http://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. (pfb UK)