

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

# A Merry and Bright Festive Season



## Light Up Luton

Luton BID has joined with Luton Council and Luton Point for Light Up Luton on **Saturday, 23 November**.

Bluey will be meeting with children and families at intervals during the event while there will also be free facepainting **from 2pm to 6.30pm** when the Festive Lights of Luton will be switched on. Luton BID is funding Bluey's appearance as well as facepainting

Come and join the festivities in front of the town hall and see all the lights in town.

## Christmas at Hat Gardens

The pocket park's festive event is back again this year with live music and a giant glowing LED penguin on the **7th December**. The BID has funded two facepainters for free facepainting from **2pm-6pm** in Hat Gardens. A gingerbread man will walk around in intervals during the event as well.



## Small Business Saturday

Luton BID is once again supporting Small Business Saturday. In the lead up to the **7th December**, the BID will be promoting all the small businesses



of Luton Town Centre during the busy festive season. Please follow our social media accounts and support the numerous small businesses that make Luton unique and exciting as well as joining Christmas in Hat Gardens.

## Christmas on Market Hill

Join Luton BID on Saturday, **14th December** for some entertainment on Market Hill. Santa's Brass Band will be entertaining us with festive live music as well as an elf impersonator bringing laughs and joy to the afternoon. We will also be providing a facepainter for free. **Please join us between 2pm and 5pm.**



## Nighttime Economy Officers

Previously Luton BID have funded patrols to support the night time economy over the winter period, we are pleased to advise that now Bedfordshire Police have increased their patrols in the town centre each Friday and Saturday evening since early 2024.

Inspector Vick Sanghera said: "There will be a real focus on the Town Centre to tackle ASB and crime-related reporting of incidents.

"The Town Centre unit will be working closely with partners from Luton Borough Council's Neighbourhood Enforcement Team and the security team from The Point to make the community living, working, and using the Town Centre feel safer".

# Luton BID Renewal 2025-2030

## It's a **YES!**

Thank you to all those businesses that voted in favour of Luton BID renewing for another five years. This positive result follows many months of planning, in-depth interviews, surveys and a month-long ballot in which businesses in the town centre were asked to vote on the proposals.

82% of votes cast voted in favour of the BID Renewal Ballot by total number of businesses, and 88% of votes cast voted in favour of the BID by Rateable Value. This is an even better result than the previous ballot in 2019.

The BID has provided a range of support to businesses over the last five years. This has included an Ambassador, targeted street cleaning, floral displays and new lighting, new public street furniture and artwork and events to drive footfall such as character meet and greets.

This is fantastic news for Luton and a huge congratulations must go to all the businesses which rallied and joined forces to ensure we secured a yes vote in our renewal ballot. Thanks must go to all those businesses that engaged in the process by sharing their ideas and opinions on how we can work together to improve the area and who, ultimately, voted in favour of the plans to support each other in these challenging and uncertain times.

The BID's business plan, which businesses were being asked to vote on, has been designed to address the issues which came up during the lengthy consultations with many of the businesses in the BID area, from the small independent businesses to large national businesses.

The project team are now looking forward to delivering another five years of footfall driving events and other initiatives that benefit the levy paying businesses in the area and we encourage all businesses to get involved.

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



# LUTONBID

Our Town – Our Future



## The Vision and Objectives

As a result of the yes vote, the renewal of Luton BID will commence on the 1st January 2025 and businesses with a rateable value of £12,001 or above will pay a levy based upon their rateable value, creating a collective fund of more than £2.2 million to spend over the next five years. The money will be spent through the three key strategic objectives and their related activities.

### The vision is to:

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

### Objective 1 – A great reputation

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

### Objective 2 – 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.

### Objective 3 – 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.