

Annual Report

April 2024 – December 2024



Our remit at Luton BID is to support you, the levy payers

This is Luton BID's tenth year in operation (the final year of our second five-year term).

The BID has continued working to positively change perceptions of the town centre and promote businesses and people who work in the town centre. Luton BID has also continued to enhance the look and feel of the town centre with various projects, including large scale public art, providing flowers over the spring/summer period, monthly litter picking sessions, motifs on lampposts, a parklet for the summer holidays as well as funding an enforcement officer, managing LBAC Luton Business Against Crime and providing and supporting events to drive footfall into the town centre.

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. To see a full listing of our Board Directors – please visit:

www.lutonbid.org/management-structure

Our BID Team

All of our BID projects are delivered by our BID Management company, Partnerships for Better Business Ltd (pfb UK). The BID Team is made up of Julia Horsman – Luton BID Engagement Manager, Jacki Flower – Luton BID Operations Manager and our Luton BID Ambassador Aishah Moyeen.

Luton 2025 – 2030

In October 2024 businesses across Luton town centre voted in favour of a new BID term running from 1st January 2025 to the 31st December 2029. The vision and objectives for the new BID and associated budgets for the first three months can be seen below.

Vision

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

Objectives

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.

Income	First 3 Months
BID levy revenue billed	£109,165
Other Income	£3,750
Total Income	£112,915
Expenditure	
Objective 1 – A great reputation	£19,449
Objective 2 – A great place	£49,903
Objective 3 – A great business community	£12,880
Central Management Costs, Administration, Office	£22,226
Levy Collection costs from Council	£3,048
Contingency	£5,458
Total Expenditure	£112,963

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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, please visit [luton.gov.uk/pay online](https://luton.gov.uk/pay-online) 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 and use the following account details:
Lloyds Bank, sort code 30-66-76, Account number 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 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

For April to December 2024

Over the last 9 months of this financial year, the BID received £263,180 of income from levy (this was a 9 month billing period) 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 £104,450. This included the funding of the dedicated Town Centre enforcement officers and the operator for the cleaning machine.

Unaudited accounts including estimated accruals as of November 2024. Luton BID has spent money against the four key BID objectives.

	Budget per Objective	Actual and Committed spend to date
Objective 1 – Promotion	£62,540	£65,862
Objective 2 – Environment	£93,412	£58,346
Objective 3 – Experience	£119,239	£106,412
Objective 4 – Growth & Investment	£40,720	£42,014
Central Admin & Overheads	£44,335	£42,497
Levy Collection costs	£11,000	£11,000
Renewal	£44,859	£41,104
Contingency	£8,000	£8,000
TOTALS	£424,105	£375,235