



Live Screenings

A Summer Packed with Free Fun & Entertainment:

Luton Council's **"Summer in Town"** programme is officially underway, bringing an array of free family-friendly entertainment right to our doorstep. Highlights that you, your teams and your customers can look forward to include:

Live Sports Screenings: Catch all the action from major tournaments! The screens have already shown the **Wimbledon tournament** and are now showing the **Womens Euros** (England matches) (continuing through July at Hat Gardens and Market Hill), and later, **The Hundred Cricket** (starting in August) on the big screens across Hat Gardens, Market Hill, and St George's Square. These popular screenings are perfect for drawing crowds looking to enjoy the matches in a lively, communal setting.

Luton Point

Luton Point is experiencing a significant uplift with a wave of exciting new store openings, set to enhance our entire town centre's appeal. Leading this exciting development is the brand-new, state-of-the-art **Sports Direct**, a major anchor that brings together top global sports brands alongside **USC**, **GAME** and

Evans Cycles under one expansive roof. This addition is expected to draw a substantial new demographic of shoppers into our town.

Luton Point have also recently welcomed the **House of Fraser Outlet**, offering compelling value on fashion, footwear, homeware, and more. Complementing these, the arrival of **MINISO's** fun and functional products, **Black Sheep Coffee** for a premium brew, and **Choice Fashion & Home Outlet** for stylish finds, collectively strengthens our retail and leisure proposition.

These significant investments at Luton Point are fantastic news for all businesses across the town centre. With further openings planned this summer, Luton Point's expanding offer is set to increase overall footfall and dwell time, making Luton town centre an even more compelling destination for shopping, meeting, dining, and enjoyment.



Black Sheep Coffee



New Sports Direct

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.

Town Centre Delivery Plan

We have been working with Luton Council to support the new Town Centre delivery plan. The document is in the final stages of being signed off and will be shared with businesses in the coming months. The delivery plan sets out how partners from across

the town centre are delivering against the Luton Town Centre Masterplan. As well as tracking progress to date, it will also capture work still to be done during the next year, five years and further out.

The plan will help to ensure that all Luton residents and visitors benefit from the £1.7 billion of planned investment in the town centre.

The Luton BID Team

Luton BID is project managed by Partnerships for Better Business (pfbb UK).



Julia – Luton BID Project Manager

Julia is our Luton BID Project Manager – having worked for Luton BID for four years.

Julia is here to support businesses with any BID queries, can give an overview of the BID and try to help in any way she can.

E: bidmanager@lutonbid.org



Steph – Luton BID Project Executive

In June we welcomed Steph to the team – Steph's role is planning and delivering BID projects in line with our BID objectives.

If you have any ideas of things you would like to see in the town centre, please get in touch with Steph.

E: bidprojectexecutive@lutonbid.org

We now have two **Ambassadors** – giving us increased visibility across the BID area, ability to visit more businesses and provide efficient responses to enquiries when businesses need support.

The BID Ambassador role has three key elements:

- Support and work closely with all those who have a responsibility for the creation of a safe, attractive, and welcoming town centre.
- Help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces.
- Support businesses in tackling communication issues which affect their businesses on a day-to-day basis.

Aishah and **Karol** are here to help businesses in any way they can, if you need advice, additional support or information.



Ambassador Aishah
E: aishah@lutonbid.org



Ambassador Karol
E: karol@lutonbid.org

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

Summer in Luton Town Centre

As we head into the heart of summer, we are delighted to share a comprehensive overview of the fantastic activities planned for Luton town centre.

This summer is set to be one of our most vibrant yet, designed to significantly increase footfall, enhance visitor experience, and create a truly buzzing atmosphere that benefits all our local businesses.

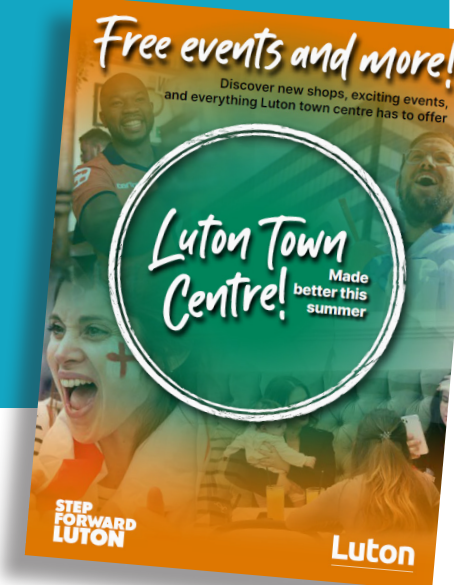
Luton BID Welcome Back the Parklet!

Luton BID is set to bring back its popular **parklet** to Market Hill for a second consecutive summer, running from July 23rd to early September, encompassing the entire school summer holiday period. This initiative, which transforms a section of Market Hill into a vibrant public space, is designed to significantly benefit businesses in Luton town centre.

The parklet will offer a welcoming, family-friendly environment with picnic

tables and a program of free activities, including visits from characters like **Fae and Flurry** the baby dinosaur, **The Animal Club** with creepy crawlies, arts and craft sessions, and **free face painting**. This array of entertainment, alongside other town centre activities like **outdoor cinema** and **fitness classes** from Step Forward Luton, and **themed weeks** at Luton Point, aims to increase footfall and dwell time in the town centre.

For more information on the Parklet events visit lutonbid.org/events.



Parklet

Free Face Painting

Festival of Fun at Luton Point

Get ready for a summer packed with **FREE family-friendly activities** in Central Square!

Every Monday, Wednesday & Friday | 11am – 5pm

Enjoy a rotating lineup of exciting themed activities – there's something new to discover each day!

SEN Sundays | 10am – 12pm

Prefer a quieter setting? SEN Sundays offer a calm, inclusive environment featuring a selection of the week's activities – designed with sensory-friendly experiences in mind.

Luton Landmarks Trail

Explore the centre with an interactive trail – available daily! Complete it and collect your prize during any of our event days.

Kickoff Event: School's Out Party!

25th July | 11am – 5pm
Luton Point are starting the summer with a bang! Don't miss this fun-filled celebration to launch the holidays in style!



For more details on the Festival of Fun visit – www.lutonpoint.co.uk/Summer

Objective 1

– A great reputation

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

Our aim is to highlight all the positive developments and vibrant activity within Luton town centre, alongside the impactful projects and initiatives led by Luton BID. This ensures your business remains fully updated on our ongoing yearly campaign, which is dedicated to promoting and enhancing our town centre.



Our BID social media accounts are across **Facebook, Instagram, TikTok** and **LinkedIn** and have a strong following. This is an essential way to showcase projects, initiatives as well as elevate business profiles and positive activity within the town centre on a weekly basis. We continue to use **TikTok** to not only showcase BID projects but also engage our audience to town centre events and promote businesses.

Free social media marketing!

Being another vital way to connect to BID businesses, we want to continue promoting all

BID businesses in the town centre. We invite all BID businesses to take up our free social media marketing offer that allows you to be showcased on our platforms.

This offer includes;

- A TikTok video/reel of your business
- Photos to feature you as a post
- Featured on our Instagram/Facebook stories
- A blog post on our Enjoy Luton website

Please email info@lutonbid.org and our Project Executive will be in touch to arrange a suitable time to visit your business.

Monthly BID feature in Luton News

Luton BID Manager Julia continues to write the monthly column in the Luton News – giving the opportunity to showcase all the positive things that are happening in the town centre.

Look out for the news column which is featured in the Luton Newspaper at the end of each month.

eBulletins

Luton BID create weekly eBulletins to share BID activities and updates, town developments and events with businesses. This is a valuable way of businesses staying updated with any number of our projects and finding out how to get involved.

Newsletters

Regular print and digital newsletters continue to be mailed to all BID levy payers and are also available to read on our website.

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.

Floral Displays

Set to be a blooming wonderful Summer in Luton Town Centre

Luton BID funded the town centre floral displays and hanging baskets for a tenth year in a row. The floral displays help to make the town centre a more vibrant space to work in and enjoy throughout the Summer period. The flowers are arranged and cared for by the Council's Parks Team.

Town Centre Monthly Tidy Sessions

Luton BID continue 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.



BID funded floral displays



LBAC

Luton BID continue to focus on supporting LBAC (Luton Business Against Crime)



A key focus surrounding safety continues to be our engagement with businesses through LBAC. In chairing and hosting the monthly meetings, this allows Luton BID to connect with businesses and partners.

This includes organising and chairing the monthly meetings and sharing information with LBAC businesses as well as liaising with key partners such as Bedfordshire Police and Luton Council.



DISC

LBAC members have free access to the DISC system

DISC is a unique online information sharing system, helping to drive down low-level crime and anti-social behaviour. The system allows businesses to share information about incidents of crime and offenders.

DISC can be accessed on the app and can also be used on the desktop. The information generated from DISC is used to relay information, trends and patterns to key partners in the town centre. If you are a member of LBAC and have



not yet gained access to the DISC system, please contact lbac@lutonbid.org

See our website to find out more – lutonbid.org/luton-business-against-crime

Luton SAFE

Another key focus, this year has been supporting Luton SAFE, the town centre's Pubwatch scheme



Luton SAFE is the town centre Pubwatch scheme put together to support businesses in the retail and evening economy sectors. Luton BID supports these monthly meetings by taking minutes and supporting several key initiatives following on from feedback at the meetings.

Flying the Purple Flag high for a sixth year!

Luton town centre has been awarded the prestigious 'Purple Flag' accreditation for a sixth year for its evening and night-time economy.

We have just applied for the accreditation for this year and have an assessment that will take place in the town centre on Saturday 16th August.

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

