

Prospectus for Luton Business Improvement District

2025 – 2030



LUTONBID
Our Town – Our Future



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www.lutonbid.org

Chair's Introduction

Message from The Chair, Gavin O'Brien

Over the last 10 years, Luton Business Improvement District (BID) has delivered a diverse, comprehensive and successful programme of projects and events across the town centre, playing a critical role in supporting businesses in challenging times, changing perceptions of Luton, driving footfall and developing the town centre into a much more desirable place to be.

The last few years in particular have been extremely challenging for businesses with the COVID pandemic and the cost-of-living crisis to contend with. Besides providing whatever support we can today, we need to look to the future to what can be achieved in the next five-year term of the BID.

I'm delighted to share with you our BID Proposal for 2025-2030 covering the third term of the BID, which is committed to using the strengths of the town to provide an exciting, attractive and vibrant place where businesses can thrive and people can enjoy themselves, living, working or visiting Luton town centre.

Following surveys, consultations and meetings, the BID Board have established clear objectives and identified how the BID will deliver these objectives, through ambitious initiatives and careful investment. In the proposal, you will find out how Luton BID plans

to build on the many successes of our previous terms.

Your support is crucial in helping Luton to reach its full potential. With your involvement we will be able to provide the projects and support you need now more than ever. We urge you to look carefully at the proposal and give it your full support.

Please look out for the ballot papers which will be in the post in October and make sure to **vote YES** to ensure that we continue to shape the future of our town together.

Gavin O'Brien

Chair of Luton BID Ltd and
Director of Clearhead Media Ltd



Gavin O'Brien

BID Board

Gavin O'Brien (Chair)
Clearhead Media

Marie Kirbyshaw
Culture Trust

Martin Blower
Howden Insurance

Cllr James Taylor
Luton Borough Council

Chris Bell
Luton Town Football Club

Abbas Shaffi
Shaffi & Sons Limited

Moses Khombe
The Galaxy Centre

Roy Greening
Luton Point

Gemma Goodge
The Whitehouse

Aimee Djengiz
Tokko Youth Centre

Anna Carluccio
University of Bedfordshire

This prospectus should be read in conjunction with the full BID proposal and business plan accessible at www.lutonbid.org, or you can request a copy by emailing info@lutonbid.org or calling **01582 510657**.

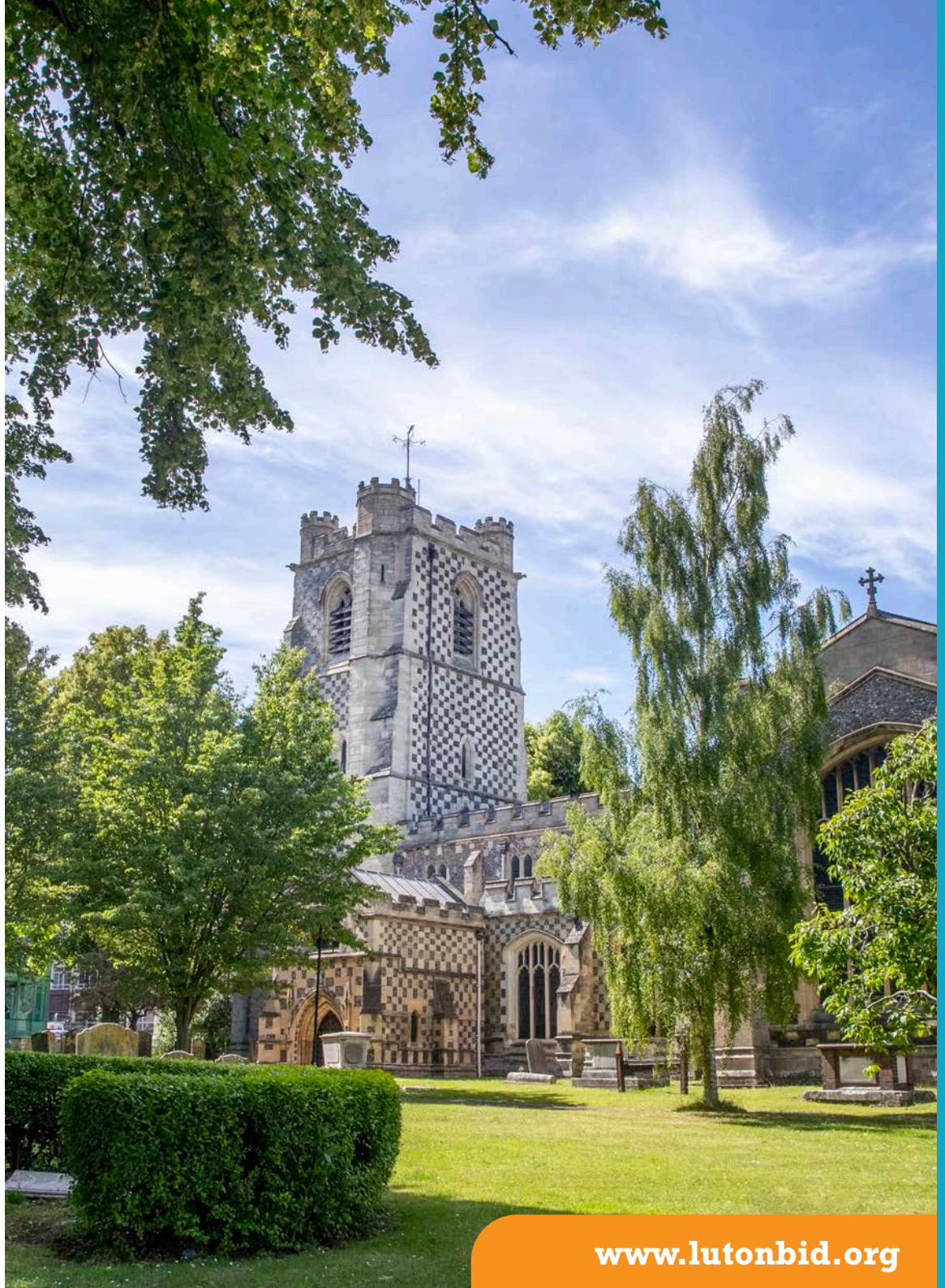
Vision

Through a business-led programme our vision is to:

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

What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- There are over 320 BIDs in the UK. For more information about BIDs visit <https://www.placemanagement.org/the-bid-foundation/what-is-a-bid/>



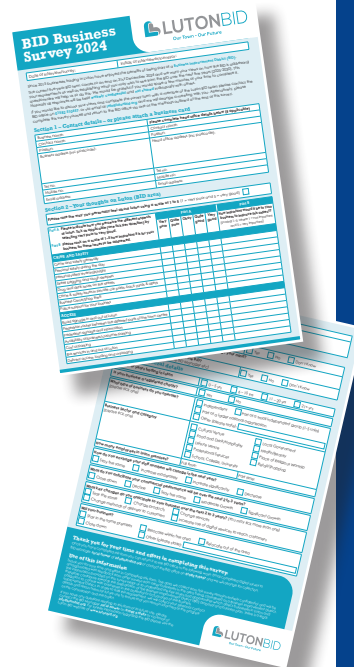


Bringing businesses together

Your Feedback

The last few months has seen extensive research undertaken across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in Luton.

Research and findings from the surveys, interviews and interactions of businesses and organisations from across the Luton BID area has been considered, in shaping the ultimate vision, objectives and their associated activities.



All potential levy paying businesses in the BID area were mailed survey forms and asked to complete them seeking their opinions on a variety of issues, through ebulletins, during a visit from a BID representative and via the BID website. All businesses were also provided with the opportunity to meet with a member of the BID team in person, via telephone or video call.

536

Personal business visits were made in total, with 180 of these being unique visits which represents 49% of the 367 occupied and trading businesses which meet the levy criteria having had a visit to discuss the BID.

38%

Detailed four-page surveys were conducted with businesses which covered 38% of the hereditaments which met the levy criteria.



The BID website and e-bulletins were used to invite feedback and opportunities for businesses to contact the BID team to discuss renewal.

BID Achievements 2020–2025

Projects and Activities to Support Businesses

Objective 1: Promotion

Identify, develop and promote the strengths, characteristics and the business offer of Luton town centre to increase positive perceptions and loyalty of the town, locally regionally and nationally.

- **Social media on all platforms for Luton BID** – Facebook, Instagram, X, LinkedIn and the introduction of a TikTok page.
- **BID website development.**
- **Press releases** throughout the year.
- **Weekly e-bulletins** emailed to businesses with news, updates and support.
- Three **newsletters** mailed to all BID businesses throughout the year.
- Weekly **Whats On Guide** covering activities and events in night time economy venues in the town centre – which can be subscribed to by members of the public to receive each week.
- Enjoy **Luton campaign**, celebrating everything the town centre has to offer. The campaign included a

20-page booklet mailed out to residents in Luton and a promotional video and digital campaign linked to BID website lutontowncentre.org/enjoy-luton.

- **Food and Drink Directory** and a **Student Discount Directory** added to the Luton BID website.
- **News Column** in the local newspaper monthly by BID Manager to showcase all positive things happening in the town centre.
- Promoting **The Big Trunk Trail** and **Short Tail Trail**, run by Keech Hospice – two large public art trail projects.
- Chaired the **Town Centre Communications Group** with key comms teams within the town centre to ensure joint up communication continues within the town.
- Promotion of town centre events, **Purple Flag month** (evening economy) and **Small Business Saturday**.
- **Bespoke ebulletins** with guidance on reopening for different times and sectors during COVID-19 as well as important information to the business community after the pandemic.





BID Funded Max Vac Machine



Floral Displays



Luton BID Tidy Session

- Development and update of **businesses support guide** and ongoing additional information on website to help both businesses and the public through COVID-19 restrictions.
- Business support **webinars**.
- Continuation of short videos and reels to **promote events** and the town centre.
- Worked in partnership with Luton Borough Council and Luton Point shopping centre to promote the exciting array of **free entertainment** at Christmas for the town centre.
- Delivered an **Annual Report** to all Levy payers sharing the financial health and all projects delivered by the BID.

Objective 2: Environment

To ensure that the town centre and all its different areas present a distinctive, accessible and appealing environment which attracts business investment, encourages visitors to stay longer and fosters a pride in the town.

- **Supplied Christmas trees** for St. George's Square, Market Hill and provided 20 additional lamp post Christmas light motifs across the town centre.
- Hosted **monthly tidy sessions** in the town centre every month with businesses and local community

members, with over 100 people attending each year and an average of over 90 bin bags of rubbish being collected each year.

- **Florals** put in place each summer and maintained for the summer season, 6200 blooms, 90 hanging baskets and window boxes and 20 three-tier planters each year.
- **Max Vac Cleaning machine** in operation in the BID area, which uses a lengthy nozzle and sweeper to get to hard-to-reach litter, cigarette butts and chewing gum from pavement cracks and kerbsides.
- **Funded pressure washing** of multiple high traffic areas across the town centre.
- **Funded orange bunting** to support businesses in celebrating the promotion of Luton Town Football Club to the Premier League.
- Upkeep of **12 BID branded public bins** with rat baiting have remained in place and maintained.
- Delivery of a **summer parklet** in Market Hill to provide a pleasant area to sit and relax and be entertained.
- Delivery of a **large public mural** on the wall of Luton Point.

Objective 3: Experience

To provide a safe and enjoyable experience for visitors and workers in Luton town centre to enjoy.

- Luton BID chairs and manages LBAC – **Luton Business Against Crime**, the Town Centre Crime Reduction Partnership. Chairing monthly meetings, managing the town centre radios and the data sharing intelligence system – DISC and liaising with key partners to tackle crime in the town centre.
- Supporting the **night time economy** businesses and providing support organising the **Luton SAFE pubwatch** meetings, with agendas, minutes and following up on points raised at the meetings.
- Provided nighttime economy businesses with **Stop Topps** – anti drink-spiking, self adhesive foil lids.
- Supported ‘**A Safe Night for Everyone**’ campaign with the nighttime economy businesses, with support of Luton Borough Council and Bedfordshire Police.
- Introduced **nighttime DISC** to the nighttime economy and supported the businesses in having a town centre wide banning scheme back in place.
- Funding of a dedicated **Neighbourhood Enforcement Officer** to help tackle low level crime in the town centre.

- Attended the town **Strategic Events group** to support events taking place in the town centre.
- Employment of a **new BID Ambassador** whose role includes business engagement and working with partners to help address Antisocial Behaviour. This role also incorporates the support of LBAC.
- Funding radios for the **Luton Street Pastors** and the SOS bus team – as well as general support required from either group.
- Working alongside multiple partners, remaining part of the **Luton Homeless Partnership** to support the vulnerable and tackle poverty in the town centre.
- **Sponsoring and supporting** the Diwali celebration, PRIDE in Luton, St. Patrick’s Parade, East Fest, Radio 1 Big Weekend, Hat District Lates, LTFC promotion to the premier league, Carnival, and Light Up Luton (Christmas Light Switch On).
- Initiated the implementation of **bleed kits** throughout the town to provide immediate medical support in an emergency.
- Two **nighttime economy safety officers** were funded to patrol the town centre every Friday and Saturday night from October to January.
- **Free family activities** provided for St. Georges Day, Queens Jubilee and the Kings Coronation celebrations.
- Funded a **giant snow globe** over Christmas in the new Hat Gardens Christmas event.



Character Meet and Greet



Luton Carnival



Selfie Globe



NET Team

- Funded various characters, including **Peppa Pig and George** and **Minions** for meet and greets and free face painting and childrens activities every year during the Luton Christmas Light Switch-on.
- Funded **Purple Flag application** and planned and supported the assessment process resulting in the prestigious Purple Flag accreditation for five years in a row.
- Funded a **Selfie petal globe** to boost footfall during the February Half-term.

- **Consultee** for planning applications.
- Support of other organisations bids to the **Arts Council** and **Central Government** for funding for the benefit of Luton town centre.
- Working with **Luton Borough Council** as part of the Strategic Board guiding the Town Centre Masterplan.
- Strategic work on the **Town Centre Master Plan** to ensure our work through the BID aligns with the future plans for the town centre.

Objective 4: Growth & Investment

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

- **Working alongside key partners** as a number of exciting developments started works.
- Supported the successful **£20 million Levelling Up** fund application for a regeneration development in Bute Street Car Park.
- **Management of footfall cameras** and reporting of footfall and car parking statistics for the town centre. The sensors allow reporting on dwell time, movement around the area and more.
- **Parking scheme** in The Luton Mall and Power Court for people employed by businesses in the BID area.



Purple Flag



Luton BID Ambassador Aishah

Your Priorities for 2025-2030

Businesses from across Luton identified key priority areas for a new BID which fall into three 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.



Attractive Luton



Pride in Luton

Objective 1:

A great reputation

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

Amount the BID will spend

An average of **£80,000** per year.

A total of **£400,000** over five years.



In the workshop, the greatest number of comments made were around the marketing and promotion of the town centre. These included comments around changing perceptions of Luton and shouting out about the positives more and improved promotion for events.

Comments from the survey about marketing and promotion included the potential to have place focused apps to drive local people to use town centre and benefit the local economy and more marketing and promotion for individual businesses.

It was also suggested there could be an opportunity to invest in promotion and marketing to outside of the town, as some people from out of town have negative views of Luton and that many people have never even been to the town centre before and base their views on just what they hear.

67%

of businesses said 'Promoting Luton town centre and its businesses via social media channels including Instagram, Facebook, X and LinkedIn' is beneficial to them.

58%

of businesses said the BID's coordination of promotion of the town centre is of benefit to them.



What we can deliver if you vote YES

A	Work with others to promote, showcase and raise the profile of Luton town centre and its successful organisations and businesses as a great place to visit, invest, work and study.
B	Deliver campaigns to encourage customer loyalty and spend in retail and hospitality businesses and increase the use of professional services and other organisations based in the town centre.
C	Support and promote the arts, culture and leisure offer in Luton town centre so that it becomes an important reason to visit and stay in and around Luton both day and night.
D	Develop communications with and between businesses to promote awareness of BID activities and issues and opportunities which may affect trading conditions and the local environment.
E	Work with partners to develop a sense of identity for Luton town centre and its different parts which creates a sense of pride by its businesses and local population.

Measures and results

- Footfall to the streets and the indoor shopping and leisure centres
- Levels of sales activity
- Media exposure locally, regionally and nationally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent (a.v.e)
- Retention of the Purple Flag status for Luton town centre evening and night time economy
- Numbers of businesses and public engaged in BID activities

“As our main audience is families and children, we appreciate all the family-friendly activities the BID runs to attract them to the town centre. This has included the Christmas light switch on with the Minions, meet and greet with Peppa Pig and interactive trails. We will be voting YES to ensure that these events will continue to draw in families.”

Roy Greening
Centre Manager – Luton Point



Luton BID publications

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.

Amount the BID will spend

An average of **£205,000** per year.

A total of **£1 million** over five years.



From the survey results it is clear that reducing crime and enhancing safety is important to businesses in Luton and is something that needs to continue to be addressed. All of the top six aspects for being very poor or quite poor were all crime and safety related. Additionally, seven out of the top eight aspects for the question 'is it important for your business?' were crime and safety related.

For suggestions for future projects, comments that fell into the category of Crime and ASB were by far the most suggested. Comments included increasing Police presence, reducing the amount of street begging, rough sleepers and people drinking on the street and increasing safety for visitors as the town centre sometimes feels intimidating.

Another part of making Luton a great place is the appearance of the town centre, both through cleanliness but also improving the vibrancy of the streets through things such as floral displays, and festive and creative lighting.

An important aspect of this objective is to create a lively feel for the town through events. In the survey, 'Sponsoring and support for town events such as St. Patricks day, Diwali, Pride, the King's Coronation, the Queen's Jubilee and more' scored third highest for being a beneficial current project, with

70% saying it was beneficial to them. Also, for future projects 'Entertainment and installations to interact with visitors' scored highly for being beneficial to businesses, with 66%.

81%

of businesses said that both 'Crime and safety generally' and 'Personal safety evenings/night' are important to them.

77%

of businesses said that 'Luton Businesses Against Crime rebate scheme for BID businesses' would be a beneficial future project.

72%

of businesses said that 'Monthly Tidy sessions and Big Spring Clean to promote cleanliness in the town centre' is beneficial to them.



What we can deliver if you vote YES

A	Support and encourage initiatives which protect and enhance the public realm, the buildings and other physical attributes of Luton town centre, in ways which complement and develop the characteristics of its different areas.
B	Support initiatives that improve access to and orientation of visitors to the town centre and enable them to find their way safely and enjoyably around the town centre.
C	Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration and when appropriate using additional floral displays and festive and creative lighting.
D	Work with businesses and organisations to develop and organise events which benefit businesses and creates interest, animation and a reason to visit and builds the reputation of Luton town centre as a great place to be.
E	Work with landlords and agents to ensure that vacant premises or derelict plots of land are maintained and do not detract from appeal of the immediate environment.
F	Work with and lobby the Police, Local Authority, CCTV, voluntary organisations and agencies to address business crime, antisocial behaviour, street drinking and begging on the streets, malls and open spaces.
G	Work with the Police, the Local Authority and other agencies to support business crime intelligence and information sharing opportunities between businesses for both the evening and day-time economies.
H	Provide an Ambassador / uniformed presence on the streets to: <ol style="list-style-type: none"> I. support and work closely with all those who have a responsibility for the creation of a safe, attractive and welcoming town centre II. provide support for the implementation of events and animation in the streets and open spaces III. support businesses in tackling and communicating issues which affect their business on a day to day basis.

Measures and results

- Perception of physical attractiveness of the area measured through surveys of visitors and those who live and work in Luton
- Levels of vacant and derelict properties in Luton
- Regular flow of information and sharing of intelligence to support business crime prevention
- Number of events and street entertainment and perception of things happening measured through surveys of residents and visitors
- Perceptions of personal safety in the early evening
- Day time perception of Luton as regards anti-social behaviour, begging and street drinking

“ We support Luton BID because when businesses speak with one voice, we can influence key decisions and play our part in shaping the future of the town.”

Abbas Shaffi
Owner – Shaffi and Sons Limited



Lighting up Luton

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.

Amount the BID will spend

An average of **£53,000** per year.

A total of **£263,000** over five years.



Comments from the survey about business community included there being regular events for BID members, running customer service awards for BID companies that would get businesses engaging and for businesses, the BID and other partners such as the Police working together to communicate more effectively.

Comments from the workshop around business community included more networking events for BID members and physical meetings to pull businesses together, collaborate more with young people in Luton through the University and possible running of workshops with them, and having a WhatsApp group to communicate news with businesses. The opportunity to work with the University was also echoed in the survey.

74%

of businesses said that 'Support from the BID' is important to them.

73%

of businesses said that 'Feeling part of Luton and its activity' is important to them.

67%

of businesses said that 'Establish new ways of working together as part and within the Luton community' would be a beneficial future project.

What we can deliver if you vote **YES**



Measures and results

- Monitoring of footfall across Luton town centre with regular reports and feedback to businesses
- Numbers of businesses actively engaged in award schemes for customer care and businesses performance
- Numbers of businesses engaged in BID activities
- Numbers of vacant units
- Securing heritage initiative grants via partners

A	Work closely with the local authority, partner organisations and other businesses to encourage a coherent and planned approach to the use and development or refurbishment of properties, sites and the public realm in Luton town centre.
B	Work with the local authority, partner organisations and other businesses to develop a commercial, retail, leisure, arts and cultural framework for the town centre and support its implementation with partners.
C	Encourage and support relationships between the university, businesses and organisations which seek to develop skills and have a positive impact upon their current business performance and future business development and to encourage a sense of a community of Luton businesses and a town centre focused Luton economy.
D	Work with other organisations to monitor footfall and foot-flow, commercial performance and customer perceptions across Luton town centre and provide regular reports and performance updates for businesses.
E	Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in Luton town centre.

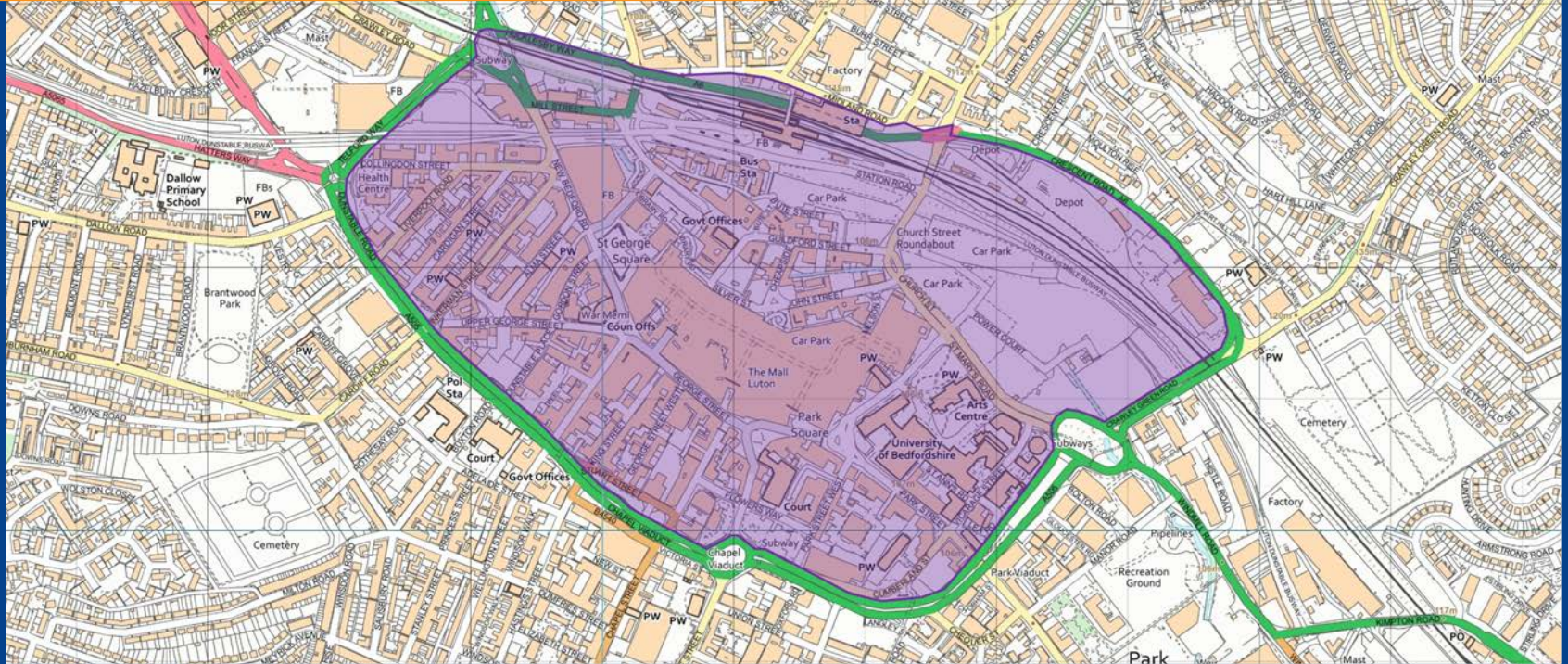
“ The Perfume Shop benefits greatly from being a part of the BID. The Ambassador's presence on the streets is a big help in ensuring there is a safe and welcoming experience, whilst the marketing the BID does through ebulletins, newsletters, social media and the BID's website is a big plus. We are proud to be part of Luton BID and are grateful for the support that the BID provides us as a business in the area.”

Michael Mooney
Store Manager – The Perfume Shop



The BID area

The shaded area represents the full extent of the Luton Business Improvement District.



The BID covers those businesses whose rateable value is £12,001 or greater.

The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.



Why we need the BID to continue

“ We have appreciated all the work the BID has done to make Luton a more attractive and welcoming place, such as public art and floral displays. The BID also funded the Max Vac cleaning machine and runs regular Tidy Sessions which have been instrumental in making Luton more appealing for visitors.”



Martin Blower
Manager – Howden Insurance

“ Having only been open in Luton for less than a year, the support that the BID has offered us already has been invaluable. The BID team welcomed us into the area and gave us all the help and assistance we needed being a new business in the town centre. We will be voting 'YES' in the upcoming ballot to ensure this support continues.”



Lorraine Lewis
Founder – Lewis Foundation

“ We will be voting YES as the BID has supported the night time economy in the town, which has helped in supporting our business in the evening and goes a long way to help visitors feel safe in the town.”



Gemma Goodge
Manager – The Whitehouse

“ Crime, safety and anti-social behaviour are key issues in Luton town centre as they are everywhere. Without the BID we would not have had the Luton Business Against Crime meetings and a dedicated Neighbourhood Enforcement Officer, to tackle these issues.”



Vasile Zota
Manager – Admiral Casinos

“ Fortress Operations Ltd is the Operator of the McDonald's Restaurants across Luton, and we support the Luton BID. The BID brings together businesses of all sizes, throughout the Town Centre, helping them to work with each other, the Council, the Police and many other agencies. This enables support, protection and improvement for all that get involved.”



Lloyd Evans
Safety, Security & Licensing
– Fortress Operations Ltd



The Budget



Average Annual
Levy Income
£450,000



Objective 1
Annual Average
£80,000



Objective 2
Annual Average
£205,000



Objective 3
Annual Average
£53,000

Luton budget: 2025 – 2030

Income							
	First 3 months	Year 1	Year 2	Year 3	Year 4	Year 5 last 9 months	Total
BID levy revenue billed (Note 1)	£109,165	£436,660	£445,393	£454,301	£463,387	£354,491	£2,263,397
Other Income (Note 2)	£3,750	£15,000	£15,300	£15,606	£15,918	£12,177	£77,751
Total Income	£112,915	£451,660	£460,693	£469,907	£479,305	£366,668	£2,341,149
Expenditure							
Objective 1 – A great reputation	£19,449	£77,794	£79,350	£80,937	£82,556	£63,155	£403,242
Objective 2 – A great place	£49,903	£199,611	£203,603	£207,675	£211,829	£158,525	£1,031,145
Objective 3 – A great business community	£12,880	£51,518	£52,549	£53,600	£54,672	£38,299	£263,517
Central Management Costs, Administration, Office (Note 3)	£22,226	£74,904	£76,402	£77,930	£79,488	£60,808	£391,757
Levy Collection costs from Council	£3,048	£12,000	£12,240	£12,485	£12,734	£12,989	£65,496
Contingency (Note 4)	£5,458	£21,833	£22,270	£22,715	£23,169	£17,725	£113,170
Total Expenditure	£112,963	£437,660	£446,413	£455,341	£464,448	£351,502	£2,268,327
Accrual for Renewal and end of BID (Note 5)	£–	£14,000	£14,280	£14,566	£14,857	£15,154	£72,857

Notes

- Assumes a 95% collection rate and 2% per annum inflation
- Including income from landlords, associate members of the BID and other sources (including in-kind)
- Central admin, office and fixed overheads
- Calculated as 5% of total levy billed
- Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term and managing end of BID term otherwise they will be spent on additional projects in the final year

What it will cost you

The levy is based upon a property's rateable value. A levy of 2.2% of rateable value (RV) is proposed for businesses outside a shopping or leisure mall with an RV of £12,001 or more and a levy of 1.09% of rateable value (RV) is proposed for businesses inside of a shopping or leisure mall with an RV of £12,001 or more which fall within the levy criteria.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the cost is equivalent to less than a bar of chocolate a day.

How the cost breaks down

With a 2.2% of rateable value of £12,001 and above in year 1, the indicative costs to a business outside a shopping or leisure mall would be:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £12,000	Zero	Zero	Zero	Zero
£12,001	2.20%	£264	£5.08	£0.72
£15,000	2.20%	£330	£6.35	£0.90
£25,000	2.20%	£550	£10.58	£1.51
£50,000	2.20%	£1,100	£21.15	£3.01
£100,000	2.20%	£2,200	£42.31	£6.03

With a 1.09% of rateable value of £12,001 and above in year 1, the indicative costs to a business inside a shopping or leisure mall would be:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £12,000	Zero	Zero	Zero	Zero
£12,001	1.09%	£131	£2.52	£0.36
£15,000	1.09%	£164	£3.14	£0.45
£25,000	1.09%	£273	£5.24	£0.75
£50,000	1.09%	£545	£10.48	£1.49
£100,000	1.09%	£1,090	£20.96	£2.99

The Benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan. As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will not only be benefiting your business but improving Luton.

Additional funding and inflation

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Businesses with a rateable value of £12,000 or less will be invited to enter into a voluntary arrangement with the BID to receive their own direct benefits and services.

Details of the levy rules and criteria can be found in the full BID proposal and business plan accessible at www.lutonbid.org, or you can request a copy by emailing info@lutonbid.org or calling **01582 510657**.

Monitoring Success

Working with key partners

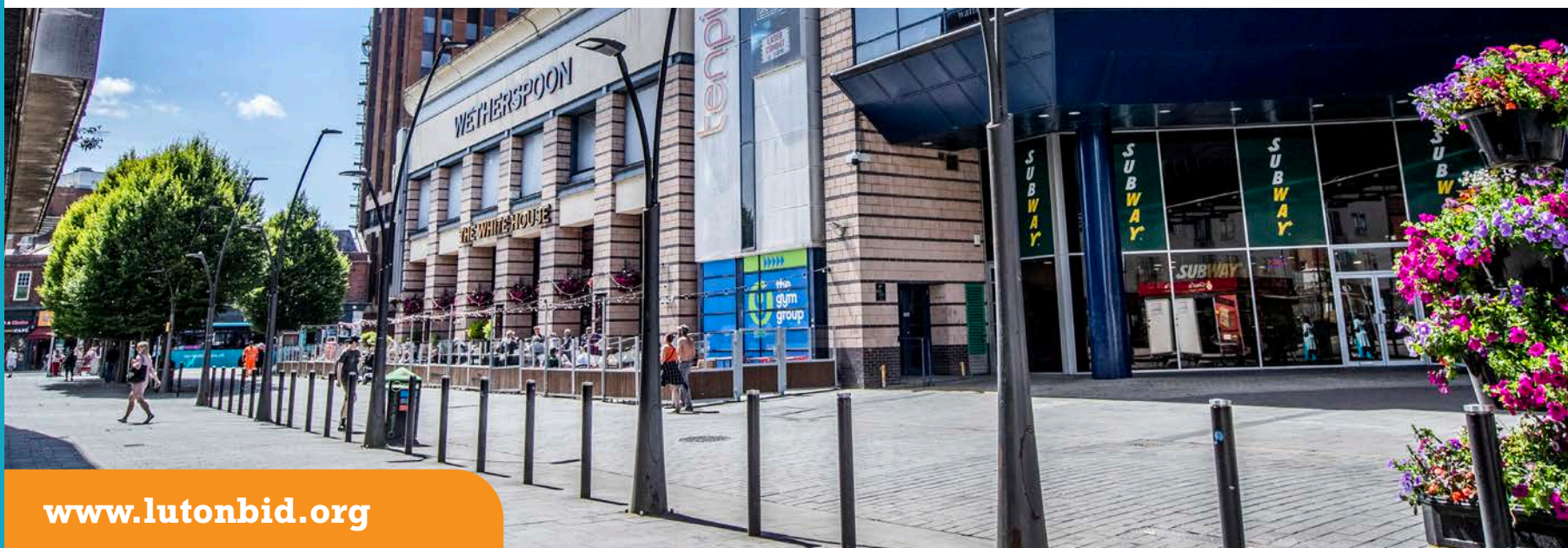
In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as property owners, local authorities, Police and other public bodies. It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Monitoring of basic service provision

Luton Borough Council are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over Business Rates investment in their area and the effectiveness of local authority service provision.

Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results. The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area. They will include business surveys, photographic evidence, vacancy levels and new investment into the area. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.



Governance

The preparation of the BID Proposal has been managed by Luton BID Ltd which is a not-for-profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of Luton BID Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will continue to be driven by the private sector and includes a Councillor from Luton Borough Council as a Director and one Council Officer who will act as a key operational link, but not as a Director.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well as coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.



Ballot timetable

Ballot and voting

Businesses in Luton will be asked to vote on whether or not they wish the Luton BID to implement the business plan over the next five years 2025 to 2030.

Ballot papers will be sent out on Thursday 3rd October 2024 to the person identified in the specially prepared register of potential voters held by Luton Borough Council. Each rateable property has one vote. A proxy vote will be available.

Completed ballot papers are to be returned no later than 5pm on Thursday 31st October 2024.

The result will be announced on the following day.

Timetable

Ballot period begins

Thursday 3rd October 2024 – Ballot papers issued

Ballot period ends

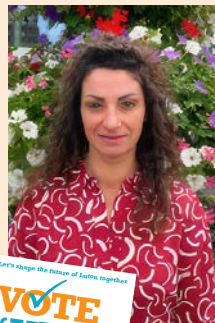
Thursday 31st October 2024 – Ballot closes at 5pm

Friday 1st November 2024 – Ballot results announced

Wednesday 1st January 2025 – Operations of the new BID start

“ The BID team are always approachable and informed; they keep us up to date with any matters or activities that impact children and young people and are there to support with any issues we have. They are listening to the voices of young people regarding the regeneration of the town centre, vote YES for this support to continue.”

Aimee Djengiz
CEO – Tokko Youth Centre



The importance of voting YES

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 1st January 2025 and businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote NO.

Get involved – This is your BID

Vote **YES** in the BID Renewal ballot

VOTE
'YES'



The University of Bedfordshire brings hundreds of students from all around the world each year into Luton, we appreciate Luton BID's commitment to improve the overall look and feel of the town centre to make Luton a welcoming environment for both current and prospective students."



Anna Carluccio
Programme Manager
– University of Bedfordshire

Final thoughts – Vote 'YES'

Throughout the period of the BID being in operation we have continued to do all we can to support businesses and give them a sense of pride in the Luton town centre.



Your feedback has highlighted just how valuable this has been and how important it is that this work continues.

The renewal of Luton Business Improvement District, working closely with the local authority and other key organisations, will provide us with an opportunity to drive key projects and plans which will shape the future of Luton.

The BID has helped Luton become a more attractive town through additional and targeted cleaning, floral displays and installation of Christmas trees and lights, created a more welcoming town through the great work of the BID Ambassador, staged and supported numerous events that have positively driven visitor footfall, facilitated business growth and generally supported the needs of the businesses within the BID area.

Without the BID, there will be no collective voice or mechanism through which you can shape or influence other support you may receive from the local authority or even government and businesses will be left to face the challenges and uncertainties of the future alone.

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

Gavin O'Brien

Chair of Luton BID
and Director of Clearhead Media Ltd

This prospectus should be read in conjunction with the full BID proposal and business plan accessible at www.lutonbid.org, or you can request a copy by emailing info@lutonbid.org or calling **01582 510657**.

