



Welcome

 LUTON BID



Welcome to the Luton Town Centre BID Area!

Our mission is simple yet powerful: to support business growth and investment, and to build pride, loyalty and positive perceptions of Luton.

We run image-boosting campaigns, sponsor events, and engage actively with the media to shine a spotlight on Luton town centre.

- From colourful floral displays to BID Ambassadors and Tidy Days, we ensure the town is a place where customers want to visit and stay.
- We work closely with the police through our Luton Business Against Crime (LBAC) and Luton Safe initiatives.

We support new business openings, run initiatives such as the Mystery Shopper Awards, and provide footfall data through BT Insights. Luton BID works in partnership with Luton Council, the University of Bedfordshire, The Culture Trust Luton, property developers, and other stakeholders to ensure coordinated town-centre development and investment opportunities. We are here to support you—whether through promotion, advice, networking, or improving your day-to-day trading environment. We want to hear from you, you will find details on how to contact us overleaf. Luton BID

YOUR BID MANAGEMENT TEAM



Fergus
BID Manager

Maternity cover

Driving change and championing Luton town centre, Fergus leads the BID with bold ideas, big energy, and a clear focus on delivering results. He's all about collaboration, creating impact, and making Luton a place where businesses and communities thrive.

[CONTACT US](#)

01582 510657

bldmanager@lutonbid.org



Steph
BID Project Executive

Born and bred in Luton, Steph brings local pride and passion to everything she does. From supporting businesses to delivering standout events and projects, she's the engine behind the scenes – organised, driven, and always ready to make things happen in the town she calls home.

[CONTACT US](#)

01582 510657

bldprojectexecutive@lutonbid.org



Aishah
BID Ambassador

On the front line and always in the know, Aishah is the face of the BID for many Luton businesses. Out and about in the town centre, she builds strong relationships, listens to local voices, and makes sure businesses feel heard, supported, and connected.

[CONTACT US](#)

07747 513422

aishah@lutonbid.org



Karol
BID Ambassador

A familiar face in the town centre, Karol is passionate about creating a safer, more welcoming Luton. Committed to tackling anti-social behaviour, he works closely with businesses and partners to build a cleaner, more confident community.

[CONTACT US](#)

07961 662087

karol@lutonbid.org



@LutonBID

www.lutonbid.org

How to get involved

Connect with us

Contact our BID Project Manager, to share ideas or ask any questions you may have:
01582 510657 info@lutonbid.org

Participate in events

Join BID campaigns like Mystery Shopper Awards, Tidy Days, holiday celebrations, and other occasions designed to drive footfall and foster community (lutonbid.org).

Stay informed

Keep an eye on our website, e-bulletins, and annual newsletters for updates, surveys, and invitations.

Your success is our success. Our team is ready to assist you—whether you need support navigating the BID services, want to collaborate on a project, or simply seek guidance as you settle in.

If you do not receive our e-bulletins then please email info@lutonbid.org

Get in touch any time:

📞 **01582 510657**

✉️ info@lutonbid.org

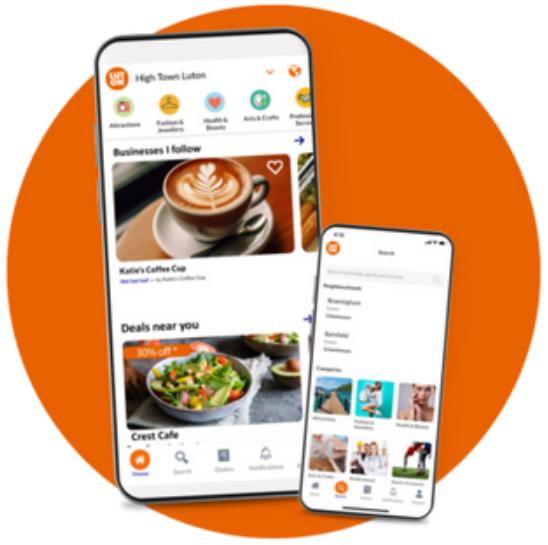
🌐 www.lutonbid.org

[@LutonBID](https://twitter.com/LutonBID)

By being part of Luton BID, you're connected to a powerful, business-led network committed to making Luton a thriving, safe, and welcoming place to trade. We encourage you to maximise on these opportunities.



STEP FORWARD LUTON



Discover Luton's #1 app

Put Your Business on the Map with the FREE Step Forward Luton App!

Calling all local businesses — it's time to connect with more customers and showcase what you do best!

Step Forward Luton is the town's go-to app for discovering everything local — and listing your business is completely FREE.

When you sign up, you'll be able to:

Promote exclusive offers, deals and discounts

Showcase your goods and services

Take bookings for reservations and appointments

Chat directly with local customers

Get discovered by people exploring Luton's eateries, attractions, and green spaces

Whether you're a restaurant, salon, shop, or service provider — this is your chance to reach more locals and visitors who want to shop, eat, and explore in Luton.

It's free, easy to join, and helps put your business front and centre simply scan the QR code below and download the app.

SCAN
ME!



As break-ins continue to rise across the country, especially targeting small and independent businesses, taking extra security precautions is no longer optional it is essential. Criminals often see smaller shops as easy targets, particularly overnight when no one is around.

The good news is, with a few practical and affordable measures, you can significantly reduce your risk.

Install Security Cameras (CCTV)

Place them at all entry points, cash registers, storage areas, and outside the building. Use cameras with night vision and cloud storage.

Outdoor Lighting

Install motion-sensor lights around entrances, parking areas, and dark corners. Well-lit properties are less attractive to criminals.

Use Window Security Film

Reinforces windows to resist shattering from break-ins. Cheaper than bars or shutters but still adds protection.

Maintain the Property

Keep landscaping trimmed to remove hiding spots. Repair any broken locks, fences, or lights immediately.

Use an Alarm System

Choose a monitored alarm system that alerts you and law enforcement when triggered. Ensure it covers doors, windows, and motion detectors inside.

Secure Valuables & Cash

Empty the cash register and leave it open to show there's no money inside. Lock valuable items in a safe or remove them from the premises. Use a drop safe for after-hours deposits.

Insure Your Business

Get correct insurance to cover burglary, vandalism, and equipment loss. It is a financial safety net if something goes wrong.

Don't Leave Keys or Spare Keys on Site

Do not leave any keys or spare keys onsite, or in view.

Secure All Entry Points

Use high-quality deadbolt locks. Install security grilles, shutters, or reinforced doors and windows. Use smart locks or keyless entry system

Luton Business Against Crime (LBAC) and Luton Safe are trusted schemes designed to support businesses in reducing crime, anti-social issues across the town.

Benefits of Membership:

- Access to the Luton Businesses Against Crime Radio Network.
- Connect with CCTV control rooms, Bedfordshire Police, and local businesses for real-time incident alerts.
- DISC Crime Intelligence Platform
- Share and receive current intelligence on offenders, trends, & suspicious activity.
- Improved Prevention & Response
- An active network that helps stop incidents before they escalate.
- Reassurance to Staff and Customers



Lock Down Your Wi-Fi & Digital Access

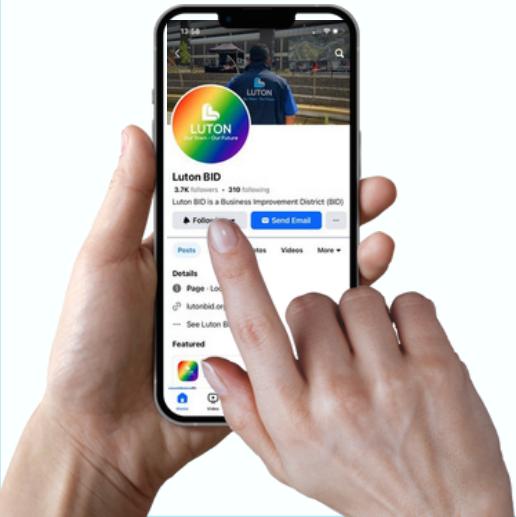
Make sure your Wi-Fi is password-protected and hidden. Use strong passwords and two-factor authentication on business systems.



LUTON
SAFE
PUBWATCH SCHEME



LUTON BUSINESS
AGAINST CRIME



Engage with Social Media

KNOW YOUR STUFF

Set up business accounts on Facebook, Instagram, Twitter/X, and LinkedIn.

KEEP IT SIMPLE

Avoid jargon and fancy words. Speak like you're explaining to a friend.

USE LOCATION TAGS

Use location tags and hashtags like
#LutonTown
#LutonBusiness
#ShopLocalLuton.

CONTINUITY IS KEY

Post regularly: Highlight offers, events, behind-the-scenes, customer shoutouts.

ENGAGE WITH US

Like, comment, & share posts from Luton BID and other local businesses. Community is important, we can all support each other.

USE VISUALS

High-quality photos and videos get more engagement.

TRACK WHAT WORKS

Use built-in insights to learn what your audience loves.

MAXIMISE REACH

Tag Luton BID in your posts: Instagram/Facebook @LutonBID This extends the reach of your post.

HASHTAGS

Use hashtags: #LutonBID
#LutonTownCentre
Using trending hashtags helps your post be seen by those with a common interest.

COLLABORATE

Post joint posts with local businesses or, join BID-run promotions, trails, and seasonal events.

THINK COMMUNITY. THINK VISIBILITY.

Get involved with Luton BID events, trails, and campaigns = more footfall & exposure. Collaborate with neighbours for joint offers or prize draws.

REWARD YOUR CUSTOMERS

Offer loyalty cards or local discounts to keep customers coming back.

Add us



@LutonBID
www.lutonbid.org

Key:

- Public Car Park
- Pedestrianised Area
- Guided Busway
- Defibrillator location
- Bus Stops

THE NEAREST DEFIBRILLATOR LOCATION IS:

■ Go Coffee (outside George Street Mall entrance) 108-110 The Mail, Luton LU1 2AL Tel. 01582 290446	■ Chopstix (in Main stairway) Unit 85, 37 The Mall, Luton LU1 2LJ Tel. 01582 405466	■ Anytime Fitness Unit 19, The Mall Luton LU1 2TL Tel. 01582 380786	■ Costa Coffee (St. Georges Square Mall entrance) 55 The Mall, Luton, LU1 2TF Tel. 01582 481987
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There are also two defibrillators available through the LBAC radio which are looked after by The Hall Security team. The next defibrillators are over the radio station entrance.

alter by The Wall security team. Request deliberations and clear details of your location in the town centre.

Find more information www.lutonbid.org





Useful phone numbers

☰ Council & Licensing

01582 546 000 – Luton Borough Council
0300 790 0347 – Rates & Levy enquiries
01582 510 330 – Environmental Health
01582 546 040 – Licensing Dept.
01582 546 000 – Planning & Building

Luton Business Against Crime (LBAC)

LBAC is a partnership crime reduction initiative aimed at reducing crime and anti-social behaviour and is supported by the Home Office.

This scheme incorporates the retail radio link where businesses are linked via radio to Luton CCTV, Bedfordshire Police Town Centre PCSO, Safer Neighbourhood Teams and The Point Control Room.

⚡ Utilities & Services

0800 316 3105 – UK Power Networks
0800 316 9800 – Thames Water
0800 111 999 – Gas Emergency
0800 800 152 – BT Business
0800 783 2023 – Openreach

≡ Useful local numbers

08456 043719 – Luton Job Centre
01582 412636 – Luton Point
01234 845000 – Luton Fire station
01582 510333 – Luton waste

▢ Local Business Support

01582 510 657 – Luton BID
07747 513 422 – BID Ambassador Aishah
07961 662 087 – BID Ambassador Karol
01582 522 448 – Bedfordshire Chamber
0300 012 3435 – SEMLEP Growth Hub



We Are
CLOSED

Proud to be part of



We Are
OPEN

Proud to be part of





Get in touch any time:

01582 510657

info@lutonbid.org

www.lutonbid.org