

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

Luton BID is bringing the magic this Christmas!

We've got a festive line-up of **FREE** family events to make your holidays sparkle...

22 NOVEMBER Meet the one and only **Paddington™** from **2pm – 6.30pm**.

6 DECEMBER **Hunt the Hamper** in Luton Town centre. Morning session **10.30am – 12.30pm**, afternoon session **1pm – 3pm**. Win a hamper full of goodies from our Luton Town centre participating stores. More details on our website www.lutonbid.org

7 DECEMBER **Real reindeer** arrive at Market Hill! Snap a photo in their sleigh and even feed them (first come, first served) from **11am – 2pm**.



20 DECEMBER

Step inside a **Giant Snow Globe** in St George's Square and sing along to **Christmas Carols** with the amazing Music 24 Community Choir. Plus, warm up with a **delicious hot chocolate** available to purchase. Snow globe **10am – 4pm**, Carols **11am – 2.30pm**.



Luton BID is proud to support our town centre with festive fun for everyone – we can't wait to celebrate the season with you!

COME AND MEET **PADDINGTON™**

AT INTERVALS BETWEEN 2PM AND 6.30PM

OUTSIDE
**LUTON
TOWN
HALL**

**FREE
EVENT**

**SAT
22
NOV**

**MEET & GREET
WITH PADDINGTON**

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Countdown to Christmas at Luton Point



Join the festive celebrations in Central Square, courtesy of Luton Point, with free family fun from 11am to 5pm every weekend from 22 November, and daily from 20 December to Christmas Eve!

What's on:

Saturday 22 and Sunday 23 November

Step into the Bauble Arena and get creative with bauble decorating – perfect for little hands and big imaginations!

Saturday 29 and Sunday 30 November

Saturday: **Peppa Pig** will be making personal appearances at intervals between 11am and 4pm.

Sunday: **SpongeBob SquarePants** will be making personal appearances at intervals between 11am and 4pm.

Plus, **all weekend long** – **Father Christmas** will make appearances and give out **free festive gifts!**

Saturday 6 and Sunday 7 December

Luton Point **Christmas Family Bingo** – prizes, laughter and festive cheer for the whole family!

Saturday 13 December

Christmas Concert, a heartwarming celebration featuring local performers.

Sunday 14 December

Boogie into the holidays at the Luton Point **Christmas Disco** – fun for all ages!

Saturday 20 to Wednesday 24 December

Mrs Claus' Gingerbread Kitchen – visitors can decorate a sweet treat and take home a delicious memory! Visit Luton Point's website to book your free slot:

Luton Point will also have a **Magical Christmas Trail** – encouraging visitors to explore the centre and discover festive surprises along the way.

More information on Luton Point's Christmas Plans – lutonpoint.co.uk/Christmas

Luton Council Christmas Events

Saturday 29 November

Santa's Sleigh will visit Market Hill from 11am to 6pm and it will be free to grab a magical festive family photo and say hello to the elves as Santa's sleigh stops off in town.

Saturday 13 December

Christmas in Hat Gardens comes to Bute Street – 2pm to 6pm – when you'll be able to meet giant walkabout performers and listen to live music from local artists. Write your letter to Santa and send it to the North Pole in the post box.



Christmas events



Fae and Flurry

Reflection on Summer Success and Looking Ahead

What a fantastic summer it's been! The activities and events in the town centre created a truly vibrant atmosphere, bringing a buzz that benefited our local businesses.

Our **Luton BID parklet** was placed on Market Hill for the duration of the summer holidays, with the aim to increase footfall and encourage dwell time of visitors into the town centre.

The colourful, free-to use public seating area enhanced the visual appeal of Market Hill and provided a visible, attractive space for visitors to rest, socialise and food and drinks purchased from local businesses.

Within the Parklet, we held a number of free family events to give families a reason to come into the town centre. These included free face painting, a meet and greet with creepy crawlies and animals, carnival arts crafting session and Fae and Flurry

performance (a very cute pink dragon puppet).

Over these four sessions, we saw just under 1000 children make the most of these events.

We are delighted to announce that we will be bringing the parklet back into the town centre in Spring 2026, to cover the Easter holidays and make the most of the spring sunshine.



Luton BID Parklet

Summer in Town

Luton Council's **"Summer in Town"** programme featured many free, family-friendly events such as craft sessions, fitness classes and outdoor sports screenings. These events gave families lots of reasons to visit the town centre, often a number of times per week.

By offering structured, entertaining activities in public



Summer in Town

spaces like St Georges Square, Hat Gardens and Market Hill, the programme encouraged people to stay in the town centre for longer periods of time.

Alongside the Luton BID Parklet and Luton Councils Summer Programme – Luton Point had the **'Festival of Fun'** which took place in Central Square, a series of free, family-friendly events held weekly, including crafts, workshops, fashion shows and an end of summer party.

There has been so much going on this summer in Luton Town Centre – giving people more reason to come to the town.

The fun continues...

The fun did not stop at summer, with a number of events taking place over September and October, including Luton Council's **Market Hill Live** and **Beats and Bites**, and their **free pumpkin patch** in Hat Gardens over the October half-term, at which Luton BID provided the family arts and crafts activities.



Market Hill Live



Free Pumpkin Patch

Objective 1

– A great reputation

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

Mystery Shopper Awards

The **Luton BID mystery shopper awards** are a vital initiative designed to drive up customer service standards and recognise the excellent customer service being offered by businesses in the town centre. Earlier in the year, participating businesses were anonymously assessed on key criteria such as staff helpfulness, product knowledge, store appearance and overall customer services.

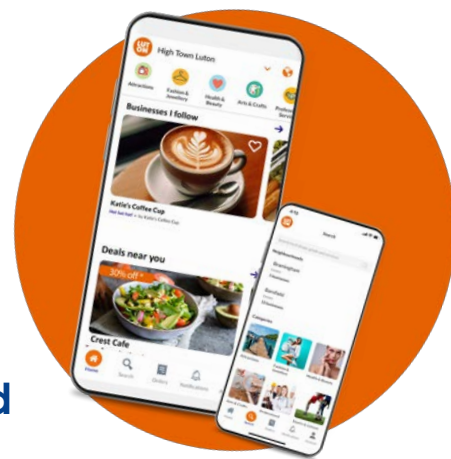
The Mystery Shopper awards took place on Wednesday 17th September, a special ceremony where businesses were celebrated and received recognition. The primary benefit of the scheme is the provision of detailed, constructive feedback, enabling businesses to identify specific areas for improvement, ultimately leading to higher customer satisfaction, increased loyalty, and a more competitive and appealing retail environment across the BID area.



Mystery Shopper Awards

Step Forward Luton App

The **Step Forward Luton App** offers a free marketing platform for local businesses to gain exposure, attract new customers and showcase their products and services to residents and visitors to Luton. Business can manage their profiles, post promotions, and provide exclusive discounts through the app. To get involved, businesses should visit the stepforwardluton.co.uk/business-support/sfl-app/ to register their business and create their profile.



Students Discount Page

Ahead of welcoming new students into the town centre in September, we updated the **students discount page** on our website to:

- **Maximise engagement with new arrivals** – Freshers week marks the period when thousands of new and returning students arrive in Luton, wanting the best deals.
- **Drive footfall and spending** – encouraging students to spend their money on their doorstep.
- **Enhance Town Centre Appeal** – A comprehensive, up-to-date discount programme helps position the town centre as a welcoming, budget-friendly destination for students.





Look Up Luton

In Autumn we did a social media **'Look Up Luton' initiative**, this was a campaign aimed at encouraging both residents and visitors to appreciate and engage with the architectural and historical features of the town centre – specifically those that go unnoticed at eye level.

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.

The BID aims to showcase all positive aspects of Luton town centre activity alongside BID projects and initiatives. This allows businesses to stay updated with our yearly campaign, committed to promoting the town centre.

Social Media

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 and Facebook stories

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

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.

If you are not receiving this, then please get in touch via info@lutonbid.org and we will add you to the mailing list.



Newsletters

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



Luton BID monthly feature in Luton News

Luton BID Manager Fergus has now picked up the monthly news 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.

Celebrating Businesses

We invite all businesses to **get in touch** so we can promote your business activities through our social media channels.

If you would like us to showcase your business, please email info@lutonbid.org for more information or call us on **01582 510657**.

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.



Purple Flag

Luton has been awarded **Purple Flag status** for the sixth consecutive year in recognition of the town's commitment to creating a dynamic, safe, and welcoming evening and night-time economy. We were delighted that the assessors recognised the strong partnership working in the town centre and some outstanding diverse cultural venues with special mentions to Luton's internationally recognised Jazz venue The Bear Club and the Hat Factory

We would like to thank all the night time economy businesses that we visited during the Purple Flag visit – who really showed Luton at its absolute best.

BID Ambassadors

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 surrounding LBAC, please get in touch.



Luton SAFE

Alongside our Purple Flag application we have continued to support **Luton SAFE**, the town centre's Pubwatch scheme.

Luton SAFE was 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.

LBAC

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. We encourage ALL LBAC members to attend these meetings where possible – and if unable to, to ensure you are feeding back and reporting issues to the Luton BID team to be raised at this meeting. LBAC members also have access to DISC, details of which follow.



DISC

Members of LBAC and Luton SAFE 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 DISC 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



Floral Displays

Floral Displays

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. With the mix of lots of rainfall and sunshine, the flowers were absolutely blooming this year.

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, Hat Gardens and St George's Square on the last Tuesday of the month from 12pm – 1pm.

Anyone and everyone is welcome to join. Our final Tidy session of 2025 will take place on Tuesday 25th November at 12pm on Market Hill.

Remembrance Poppies

Luton BID will be proudly marking the period of remembrance by installing **commemorative poppy displays** on lampposts on George Street and Market Hill in the lead-up to Armistice Day and Remembrance Sunday. This initiative serves as a poignant, unified tribute to honour the sacrifices of the Armed Forces, visibly demonstrating the towns respect and gratitude.



Monthly BID Tidy Sessions

Get in touch!

Luton BID are here to support businesses, please get in touch with us as we aim to always do our best to support your business.

With lots of different things you can get involved in, we are always open to new ideas of what we can do to support you.

Luton BID is always happy to consider requests for support for events happening in our area and that match our BID objectives. We may be able to support in kind through social media sharing, business liaison, and information sharing and Ambassador attendance (and this in-kind value may help with your match funding applications), or we may be able to provide a small amount of financial support.

The BID team are happy to arrange a meeting to discuss our BID objectives, provide a background of the BID and see what we can do to help support you.

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 has now been signed off by the Executive Committee.

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 and well beyond. A first year report will be available to the public shortly.

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



Fergus McLardy
– Luton BID Project Manager

Luton BID Manager, Julia, has recently commenced her maternity leave. We wish Julia the very best during this special time.

We are pleased to welcome back Fergus, who has returned

as the interim BID Manager. Fergus previously held this position and brings valuable continuity and a deep knowledge of the town centre to the role. Fergus is here to support businesses with any BID queries, can give an overview of the BID and try to help in any way he can.

E: bidmanager@lutonbid.org



Steph Rodgers
– Luton BID Project Executive

In June we welcomed Steph to the Luton BID Team - Steph's role is planning and delivering projects for Luton BID in line with our BID objectives.

If you have any suggestions or ideas that you would like to see in the town centre, please

get in touch with Steph.

E: bidprojectexecutive@lutonbid.org

Uniformed Staff



Ambassador Aishah
E: aishah@lutonbid.org



Ambassador Karol
E: karol@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.

