

11 YEARS



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

Celebrating eleven years of Luton BID

Supporting businesses in Luton

The BID has continued working to positively change perceptions of the town centre and promote businesses and people who work in the area. Luton BID has also continued to enhance the town centre with various projects, including monthly litter picking sessions, a parklet for the summer holidays, as well as funding two BID Ambassadors, managing the LBAC Luton Business Against scheme, supporting the development of the Council's Town Centre Delivery Plan and Economic Growth Strategy, and providing and supporting events to drive footfall into the town centre.

This newsletter celebrates 11 years of Luton BID projects and the impact they have made on Luton Town Centre.

Luton BID Vision

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

To celebrate over a decade of projects delivered in the town centre, we're taking a moment to reflect on everything that Luton BID have achieved along the way.

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    @LutonBID

Promotion

Since 2015 we have been promoting the town centre and its businesses.

Alongside championing individual businesses, we've also delivered a vast range of projects, including: What's On Guides, Night Time Economy Guide, Business Sector specific directories, Monthly News Columns, Newsletters, Promotion across all major social platforms, Promotional films including Enjoy Luton, Summer Prize Draw, Christmas Golden Ticket, Hunt the Hamper, Student Guides and Offers, Mystery Shopping awards, Luton BID Business Heroes, Small Business Saturday, Bedfordshire Business Awards, Best Bar None Awards.



Mystery Shopper Awards

Luton BID
Our Town - Our Future

Summer Schedule
FREE FAMILY EVENTS
MUSIC, GAMES AND FACEPAINTING!
A Children's Story

LUTON TOWN CENTRE MAP
Hucklesby Way
Station Road
Bus Interchange
Guildford Street
Library Rd
Bute St
Cheapside
John Street
St Mary's Road
Crescent Road
Park Viaduct
Chapel Street
George Street
Stuart St
Castle St
Flowers Way
Park Street

LUTON BID Update
July 2025
ISSUE 36
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.
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 2nd 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 Foxy and Huggy the baby dragon, The Ashted Club with creative activities, arts and craft sessions, and free entertainment alongside other town centre activities like outdoor cinema and fitness classes from Step Forward Luton, and themed weeks of Luton BID, and themed weeks of Luton BID, and themed weeks of Luton BID.
For more information on the Parklet events, visit lutonbid.org.

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Tidy Days

Tidy Sessions

The **BID tidy sessions** continue to take place monthly, giving businesses and community members an opportunity to get involved in helping keep the town centre clean. This is an effective way for businesses fulfilling their corporate social responsibilities. The BID has been running the sessions since 2017 and they continue to be a great success.

Hot Spot Cleaning, Gum Boards and Rat Baiting

At different points through the last 11 years, we have supported the cleaning of **Hot Spot** areas and introduced **Gum Boards** and **Rat Baiting Bins**.

The hot spot cleaning addressed key issues across the town, whilst the gum boards enabled people to dispose of their used gum. The rat baiting bins were brought into the town centre to support the control of vermin. Many of these items are still in the town centre helping address trouble spots.



BID Produced 'Gum Boards'

BID Cleaning Machine

From 2018-2024, Luton BID funded the professional **Max Vac cleaning vacuum machine** to make Luton town centre streets cleaner for all.

With a lengthy nozzle and sweeper to blitz hard-to-reach litter, cigarette butts and chewing gum were removed from pavement cracks and kerbsides. The machine was funded by Luton BID with Luton Council supporting with operational staff and storage facilities.



Max Vac Cleaning Machine

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Facebook Instagram TikTok LinkedIn @LutonBID

Greening, Brightening and Lighting



Planters and Bunting

The BID has funded the installation of numerous **floral displays** and **bunting** over the years. These additions continue to add vibrancy to the streets from late Spring through the Autumn.

Hanging baskets, barrier baskets and planters are placed throughout the town centre to make the town a more attractive place to visit and work in throughout the week.

Christmas Trees, Christmas Lights and Pea Lighting

Since 2015 Luton BID have provided **Christmas Trees** in the Town Centre. In 2025 the BID funded two trees located on St. George's Square and Market Hill respectively. For several years Luton BID also supplemented the **Christmas decorations** in the Town Centre with additional lamp post decoration on Park Street and Bute Street. We also installed **Pea Lighting** in the trees in St George's Square.

BID Funded Christmas tree



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Ramadan Crescent light installation

Ramadan Crescent

The BID funded **Ramadan Crescent light installation** in Hat Gardens celebrates the holy month of Ramadan.

A community-focused display, the Crescent brings a place for those celebrating to reflect, pray and enjoy. The display has been installed in 2025 and 2026 and will continue moving forwards.

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The Luton Business Improvement District (BID), in partnership with Luton Council, The Mall, and The Culture Trust commissioned a project aimed to enhance the vibrancy of Silver Street and Library Road, creating a captivating new landmark in Luton town centre.



Rough Gemstones

Rough Gemstones

The **Rough Gemstones** mural by internationally renowned artist Silvia Lerín, located on Silver Street and Library Road, reflects the town's support for creative initiatives that reflect the Luton's evolving identity. The artwork was officially unveiled 23 October 2024.

The project brings a colourful and intricate geometric design to the heart of Luton, symbolising the unity, creativity, and diversity of the town's 225,226 residents.

The mural's emerald hues were chosen by the local community through a public vote to represent the brilliance of Luton's multicultural identity and its bright future.

Dynamic Light Display on Luton Library

In 2017 we funded a **Dynamic Light Display** full of poignant, emotive, and thought-provoking images that celebrated and promoted Luton's rich history – from our landmarks to Luton Town FC memories.

As You Change, So Do I – The Beacon

'As You Change, So Do I'

was a contemporary public art project for Luton, which ran from 2016 to 2019 and was led by Culture Trust Luton. As You Change, So Do I' promoted and commissioned major projects in the public realm alongside a programme of performances, projections, screenings, and talks. Artists created new public works in response to Luton's unique industrial and cultural history. Luton BID supported the programme financially for three years.



The Beacon

Big Trunk Trail and the Short Tail Trail

Luton BID were significant supporters of the **Big Trunk Trail** in summer 2021 and the Short Tail Trail in 2024.

The brightly coloured elephants, tortoises, and hares were dotted around Luton town centre, Wardown Park and Stockwood Park by Keech Hospice Care. For 10 weeks, families were encouraged to use an app to solve clues leading them to each animal on the trails. The smaller sculptures were donated to the community groups and schools that designed them, while the larger sculptures were auctioned to raise money for Keech Hospice.



Big Trunk Trail Elephant

Safety and Reporting

Safety in the town centre has been at the heart of Luton BID's objectives from the very beginning. To support this, Luton BID has delivered and continues to run a wide range of projects designed to enhance safety and wellbeing.



BID Ambassadors

Ambassadors

Since the start of Luton BID, we have provided **Ambassadors** who support and work closely with all those who have a responsibility for the creation of a safe, attractive and welcoming town centre.

They provide support for the implementation of events and animation in the town centre, and support businesses in tackling and communicating issues which affect their business on a day to day basis.

Luton Business Against Crime (LBAC)

Luton BID have always been central to **LBAC**, and since 2022 have operated the programme along with the supporting Radio and DISC Systems. This allows businesses to report crime and stay in touch with the relevant authorities including Luton Council and Bedfordshire Police. Luton SAFE, the town's equivalent of Pubwatch, is also supported by the BID through administrative assistance, management of the radio scheme, and funding of the DISC system for its members.



Purple Flag

For the sixth consecutive year, Luton has achieved the **Purple Flag Award**. This confers a global mark of excellence in managing a safe nightlife in town and city centres. Luton BID have worked in partnership to secure the standard and promote the nighttime economy in Luton.



NET Officers and additional policing

For four years Luton BID funded town centre **NET officers** and **additional policing** in the town centre.

Bleed Kits/Metal Detector and COVID

Luton BID have provided businesses with **Bleed Kits** to support major incidents in the town centre and **metal detectors** to support the nighttime economy during a period of significant knife crime in the area.

During **COVID** businesses were provided with required distancing signage, floor vinyl, protective masks, and anti-bacterial gel.



Bleed Control Kits

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SOS Service

Luton BID have recently returned the **SOS Service** to Luton Town Centre. The mobile service has previously operated in Luton and provides on-the-ground support during peak night-time periods and large gatherings across the town. It also provides first aid, welfare checks, and safeguarding for vulnerable people, as well as reassurance for residents, visitors, and businesses in the town centre. The service will be in operation for all the England World Cup group games and relevant knock out fixtures.

Other ASB related programmes

Luton BID have also supported **Street Pastors** with radios, arranged **Nighttime security** Patrols, funded parts of the 'Big Change Luton' alternative giving scheme, been a partner in the Summer and Winter policing programmes and in recent operations with regards to the behaviour of those using e-bikes and e-scooters.



SOS Service

Events

Luton BID have supported an array of fantastic events in the town centre over the years including St Patrick's Day Festival, Pride in Luton, East Fest, Filmstock, Carnival, Vegan Festival, Chinese New Year, International Street Markets, the Halloween Pumpkin Patch and Wellness weekends. We were delighted to support the first ever town centre Diwali in Luton event which we will be supporting again in its seventh year in 2026.



Imagine Luton



Mike The Knight



Reindeer



Diwali celebrations

Christmas

Christmas is a key shopping time in Luton and our Christmas events have brought joy to thousands over the years.

They have included Christmas stilt walkers and performers, Giant Snow Globes, Carol Singing, real life Reindeer, Santas in Luton, Skating Rinks, Christmas Carousels and visits from many characters including Peppa Pig, Paw Patrol, Paddington Bear, Peter Rabbit, PJ Masks, Mike the Knight, Minions and the Teenage Mutant Ninja Turtles.

We have brought lots of other entertainment to the Town Centre including a Street Circus, Celebrate Luton Street Fest and our very own Luton Live events which we ran monthly for six years in St George's Square. We were also immensely proud to be a key partner in the fabulous Imagine Luton weekend in 2017 which caught the imagination of the town. The festival featured free circus acts, theatre, music, and dance performances in locations across the town centre.



Paddington Bear



Representing Business

You may not be aware that Luton BID also represents businesses on various boards, committees and working groups. These include the Town Centre Strategy Group, Town Centre Task Force, Luton 2040 Conference Steering group and Town Centre Communications Group.

We regularly support businesses in representing their views on key developments in the town centre. Over the years these have included Public Space Protection Order, Power Court Planning application, red routes consultation, Town Centre Master Plan, Town Centre Delivery Plan, Sustainable Transport Programme, and the Cultural Strategy.

We were also delighted to be invited to the visit of King Charles and other key moments in the town centre's recent history.

Other Support

Luton BID monitor the town centre footfall and supply weekly analysis to partners. We have previously run town centre Parking Schemes with our partners at Luton Mall and Luton Town Football Club to reduce parking costs to staff. We have facilitated networking events for businesses and area meetings to discuss key issues.

E-bulletin

We send out a weekly e-Bulletin with the latest updates of BID news, projects, and activity in the town centre. If you are not receiving this, then please get in touch via info@lutonbid.org and we will add you to the mailing list.

Get in touch!

Luton BID is here to support businesses. With lots of different projects that you can get involved in, we are always open to new ideas of how we can 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, 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.

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 highlight your business, activities or events then please let us know.

This is a fantastic way to promote your business in the town centre, and we encourage everyone to take advantage of all the opportunities the BID provides to raise their profile and access valuable support.

Please email info@lutonbid.org for more information or call us on **01582 510657**.



01582 510657 | info@lutonbid.org
www.lutonbid.org

Luton BID is project managed by Partnerships For Better Business Ltd (pfbb UK)

