



LUTONBID

Your choice, **Our future**



Luton Business Improvement District

BID Vote Yes

BID Business Plan 2015 – 2020

www.lutonbid.org

Luton Business Improvement District – Business Plan 2015 – 2020

1. Foreword

Message from the Chair of the Luton BID Town Team

We believe this will make a positive difference to your bottom line as a business in Luton. This plan has been created by business people like you, with a wide range of business experience, representing your interests on the Luton Town Team which has steered the development of this BID business plan.

One of the biggest challenges Luton has to overcome is the negative perception by many who have never even visited the town. Luton is undergoing and is seeing tremendous change, particularly in its public realm, its roads and its infra-structure. However Luton relies upon its people and its businesses to make it attractive and welcoming to all.

Businesses in Luton's town centre are not alone in facing the recent challenges of the economic down turn and the pressures from changing lifestyles, increased mobility, aggressive competitors, greater customer choice and internet shopping. However it will only be those town centres which are able to offer a pleasant experience and good quality customer service which are going to thrive in the future.

Our competitors such as Milton Keynes and even smaller towns such as Dunstable, Hitchin and St Albans are continuing to invest in their future which will all impact upon Luton's ability to attract retail and leisure spend and be seen as a commercially attractive setting for professional service businesses.

This BID Business Plan sets out projects and initiatives which will support businesses and complement the programme of investment in the physical infrastructure of the town centre.

We feel that the investment we are seeking from businesses in the BID is modest in relation to what collectively can be achieved. For the smallest business in the business improvement district, the daily cost is equivalent to a postage stamp and even for the very largest business the daily cost is less than the price of a single cinema ticket.

Our cumulative investment will provide a business-driven focus to ensure essential improvements to Luton town centre, a means of promoting the offer better and changing those negative perceptions. This investment will also set standards in the town centre which reflect and are in line with our own aspirations as businesses with a budget, over the five year BID lifetime of over £2 million.

This is a realistic plan with realistic targets at a realistic cost. It is a chance for Luton businesses to take the lead on the way in which Luton presents itself and is perceived, so don't let this unique opportunity slip by. We urge you to look carefully at the proposal and to give it your full support at the formal BID vote in October.

Mark Broadhead
Chair of the Luton Town Team
Manager of the Mall Shopping Centre

2. Executive Summary

BID background

Business Improvement Districts are created by businesses and organisations which come together to collaborate on initiatives that improve the location where they trade or do business. Business Improvement Districts are driven by participating businesses - who work together to draw up a business plan which is voted on and, if agreed, is then funded through a levy based on business rateable values, as well as trying to lever in additional funding where possible for investment into the delivery of projects for the benefit of businesses.

This levy is collected by the council and paid directly to the Business Improvement District company. This is a not for profit company which will be set up by the businesses and will be accountable to the businesses in Luton town centre to manage the business improvement district business plan.

The benefits of the Luton Business Improvement District

The economy is now slowly recovering from an economic recession like no other and with the recovery comes new opportunities. Lifestyles have changed, technology has progressed and the way in which people use and visit town centres is very different to what it was seven years ago.

Although Luton as a whole has many global brands based here and is an important international gateway with a cosmopolitan population, external perceptions have still yet to catch up with the changing face of Luton town centre.

This new business plan has been developed to ensure that it:

- is balanced to cover all business sectors
- clearly defines the role of the BID
- seeks to create and take advantage of new opportunities
- has focussed activity but remains relevant for next five years
- has deliverable and achievable objectives

It clearly lays out a business-led programme of investment to tackle issues identified by businesses with the aim of creating a positive and more profitable trading environment to potentially benefit all business sectors. To achieve this, the BID levy will be 1.5% of rateable value for businesses outside the shopping mall environments and 0.75% for those businesses inside the shopping mall. There are fixed levy charges for lower rateable values, and all charges rising in line with inflation each year for five years.

The Area

The Luton town centre Business Improvement District covers the commercial core. The boundary follows the inner ring road for much of the area but includes Power Court to the east and the Railway Station to the north.

The Vision

Through this business-led programme of investment the vision is:

To develop an energetic and entrepreneurial business community that is ambitious, innovative and always resourceful which connects, inspires and strengthens the business sector and creates cohesion, a vibrant town centre, a great visitor experience and a sense of pride in our town.

Strategic Objectives and Projects

The programme of investment will be delivered through the four strategic objectives and their related projects.

Promotion

1. **Identify, develop and promote the strengths, characteristics and the business offer** of Luton town centre to positively change perceptions of the town, locally regionally and nationally.

Environment

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

Experience

3. To provide a **safe, attractive and appealing experience** for visitors and workers in Luton town centre to enjoy.

Businesses working together

4. To build on the strengths of the businesses in Luton town centre, to **support and promote growth, development, investment and a sense of businesses community.**

Costs and funding

The budgeted income over the five year period of the BID is approximately £2.5 million. The yearly income will be made up of some £450,000 from the levy revenues and a sum averaging around £50,000 from voluntary private and public sector contributions.

Subject to a successful vote in October 2014, the new BID will start on 1 January 2015.

3. What is a Business Improvement District?

A Business Improvement District (BID) is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by parliament through the Business Improvement Districts (England) Regulations 2004. This legislation was based on the experience of some twenty years of successful BID activity in America and Canada. Since 2004, over 130 BIDs have been proposed and approved by business communities in England and Wales. These include Nottingham, Leamington Spa, Coventry, Bristol, Rugby, Birmingham, Bedford and Lincoln and 11 London boroughs.

There are a number of BID areas which have been operating for more than five years and have gone through a re-ballot. In most cases those BIDs going on to a second term have received an even greater endorsement in the vote than they did the first time. BIDs have brought significant improvements to the trading environment of the businesses based in these locations. Further details are available on the official National BIDs Advisory Service web site: www.ukbids.org

The lifetime of the BID is prescribed by the Regulations and is set at no more than 5 years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the BID lifetime for a fresh formal vote by the businesses.

The purposes of a BID are to provide new or expanded works and services or environmental enhancements within the prescribed BID area, funded via a BID Levy charge. All services/improvements will be additional to those already provided by Luton Borough Council. This charge is payable by non-domestic rate payers and is collected by the Council in much the same way as business rates. The manner in which the BID Levy charge is calculated is defined in Section 12

All works and services will be contracted by the Luton BID Company, the BID body for the BID area. The objectives and aspirations of the Luton BID are set out in this BID Business Plan.

This business plan has been prepared in line with best practice and guidelines of the 'Industry Criteria and Guidance Notes' prepared for the British Retail Consortium (BRC) and the Inter-Bank Rating Forum (IBRF).

A set of definitions for terms used throughout this document is contained in Appendix 1.

The vote

In order for the proposals set out in this Business Plan to go ahead, more than 50 per cent of business ratepayers who vote have to vote 'yes'. Those in favour also have to represent at least 50 per cent of the combined 'rateable values' of those who vote. If these two criteria are met, the Business Plan is activated and all businesses in the area concerned will be required to pay the levy.

The persons entitled to vote, and be liable for the levy, are the ratepayers of non-domestic premises in the Business Improvement District. Properties with a rateable value of less than £5,000 will be excluded from the vote and levy.

The council's returning officer will be the ballot holder for the Business Improvement District vote Luton Borough Council's Head of Legal and Democratic Services. Details of voting procedures and how you can confirm persons entitled to vote can be found by contacting Luton Borough Council's Legal and Democratic Services on 01582 510380 or by e-mail electoral_services@luton.gov.uk.

Alteration of arrangements

The Business Improvement District, its boundaries, business plan and the levy percentage cannot be altered without an alteration ballot. Although its board can adjust projects and spend as they feel appropriate, provided the basic tenants and budgets are not compromised.

The levy

A levy of 1.5% of rateable value (RV) is proposed for businesses outside the shopping mall with an RV of £10,000 or more, a levy of 0.75% for those businesses within the shopping mall and

paying service charges and levy bands for those below an RV of £10,000, which fall within the levy criteria laid down in Section 12. This levy arrangement will generate around £2 million in ring fenced funding over the life of the BID. This will be used to fund the projects identified in this Business Plan.

Duration

Our proposal is for the Luton Business Improvement District plan to operate for five years and to commence, on the 1st January 2015. After five years, in 2020, it can be extended or renewed – but only after being subject to a re-endorsement vote.

Timescales

| | 2014 |
|---|---------------------------------------|
| Establish Register of Businesses as specified in BID proposal | End of May |
| Notice by BID Proposer to Billing Authority & Secretary of State of intention to hold ballot (at least 84 days before Ballot Holder requested to hold ballot) | Wed 4 th June |
| BID Proposer requests Billing Authority to instruct Ballot Holder to hold a Ballot | Wed 27 th Aug |
| Billing Authority formally requests Ballot Holder to hold ballot | Thur 28 th Aug |
| Letter to Business Ratepayers to give information about the ballot and identify named person to receive ballot paper | Thurs 4 th Sept |
| Notice of Ballot (latest date = 42 days before ballot day) also to send copy to Secretary of State , a copy of the published notice of ballot, as per Schedule 2 3(d) of the 2004 Business Improvement Districts (England) Regulations. | Latest Thurs 18 th Sept |
| Issue of ballot papers (at least 28 days before Ballot Day) | Thurs 2 nd Oct |
| Last day to appoint a proxy (10 days before Ballot Day) | Mon 20 th Oct |
| Replacement of lost and spoilt ballot papers | From Sat 25 th Oct |
| Ballot Day (up to 5pm) | Thur 30 th Oct |
| Count and announcement of result | Fri 31 st Oct |

All businesses in the Luton Business Improvement District area will benefit from the BID initiatives.

4. The Luton BID - Working together will make a difference

Everyone hopes that the national and the international economic situation will continue to improve but at best this will continue to be a steady climb out of the current challenging situation. Lifestyles are changing and influencing the way in which we use our time and spend our money. Technology continues to develop and change the way we live, work and use our town and city centres both as individuals and as businesses.

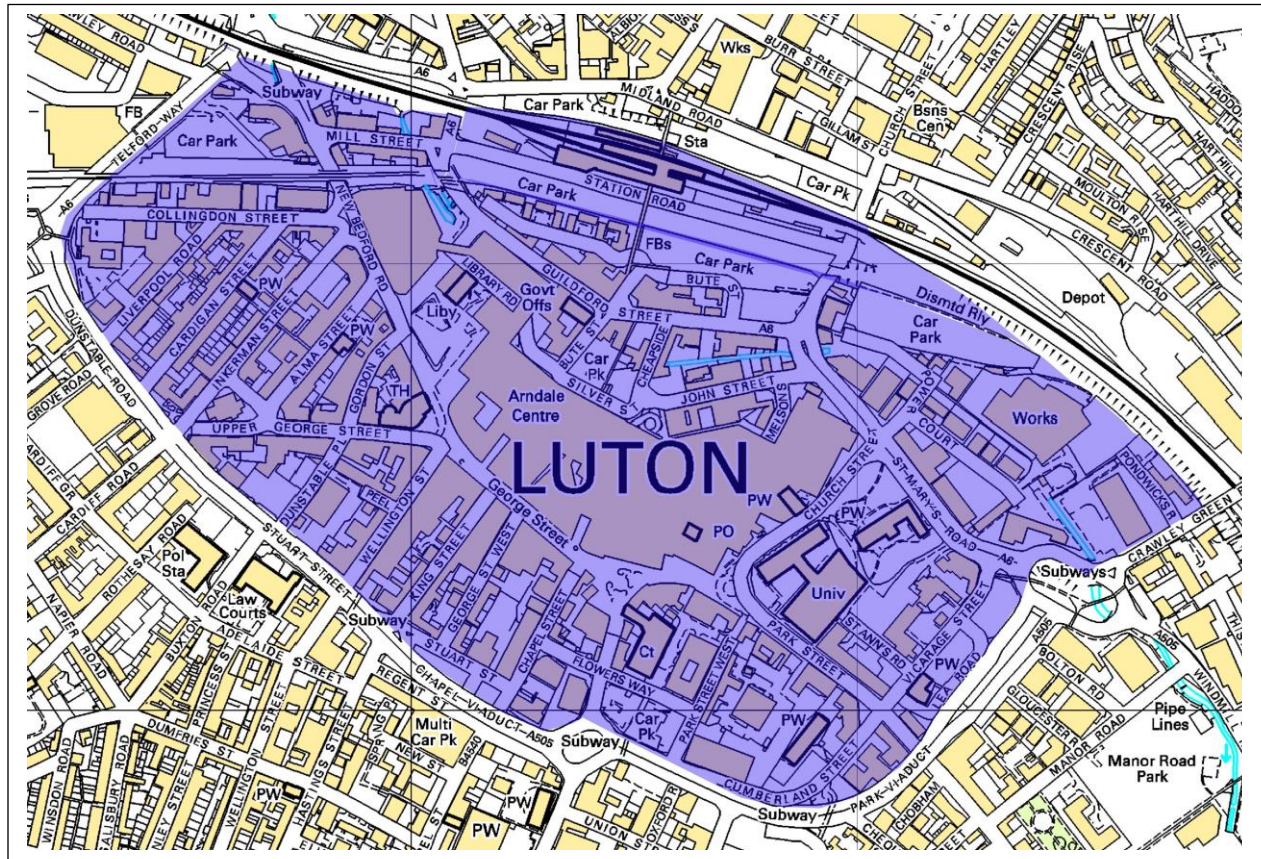
By 2018, over half the population in at least 500 towns across the country, will be frequent e-commerce users. We need to think about ways in which we can work together to create multi-media opportunities for smaller businesses working together and create an experience in Luton town centre which makes people want to come to the town to shop as well as simply clicking and buying online.

Nationally, e-commerce already accounts for 17% of all retail sales and will increase by 13% this year against 2012. In the UK sales via mobile phone are rising dramatically, in June 2012 sales via mobile were 360% up on the year.

Between 2003/4 and 2011 the volume of alcohol purchased per person in the UK from the off-trade increased by 38% while between 2001/02 to 2011 the volume of alcohol purchased on-site fell by nearly half. Luton is fortunate that it has a diverse range of restaurants but its night life struggles in terms of its ability to offer diversity and a perceived safe environment. All businesses stand to gain by taking a positive approach to the town centre at night to attract a wide range of visitors in contrast to just drinkers.

We recognise these things within our own businesses and make changes accordingly, However by working together through a Business Improvement District there is even greater potential to face the challenges and take advantage of new opportunities.

5. Where will the Luton town centre BID operate?



A full list of streets within the BID area is shown in Appendix 2. All non-domestic hereditaments within the BID area will, if the BID is approved, be liable for the BID levy (as defined in section 11). The BID covers those businesses, whose rateable value is £2,000 or greater. Thus banks, building societies, car parks, Council facilities, the university, restaurants, clubs and pubs, estate agents, leisure operators, recruitment agents, retail and health and beauty outlets, solicitors, hotels, museums, the railway station and transport and travel agents and all other non-domestic hereditaments are included within the BID and will, subject to the detailed levy criteria in Section 12, contribute to the BID's collective funding and activities flowing from the combined budget.

6. Services provided by Luton Borough Council

Council's Support for the Luton BID

Luton Borough Council fully supports the Luton BID. In particular, it endorses the fundamental principle of additionality within the BID by agreeing to maintain the provision of existing services from the Council to businesses at their current level (subject to budgetary constraints) across the Luton BID area. Thus, in line with BID legislation, BID services within the Luton BID will be additional to (not in substitution for) those provided by the Council. If there is a need for any change in service levels provided by the Council these will not be disproportionate to other parts

of Luton borough outside the BID area and will be discussed in advance with the Luton BID Company.

The Council's commitment to the Luton BID and the working relationships between the Council and Luton BID Company are set out in complementary documents agreed between the Council and Luton Town Team currently acting on behalf of the Luton BID Company which has yet to be formed:

- A Memorandum of Understanding and Operating Agreement which defines the working relationship between the Council and Luton BID Company and sets out the Council's Operational Support to the BID on a number of specific issues
- A set of Baseline Agreements, each defining the benchmark for a specific service provided by the Council and other agencies to the businesses in the area

Council's Vision for the BID

Beyond its clear commitments set out in the Memorandum of Understanding, the Council welcomes the opportunity offered by the BID disciplines to develop a strong and more dynamic partnership between the Council itself and Luton town centre businesses. The Council intends that this forward looking evolution of its relationship with businesses should take shape along the following lines during the five year BID period:

- Establishing a serious dialogue with Luton businesses on issues that can promote a stronger trading environment for them.
- Exploring more effective means of delivering council services to businesses. This will include more cohesive ways of tailoring and delivering specific services to Luton town centre.

Council Services for Business

Businesses will continue to benefit from all the standard council services provided for the benefit of all stakeholders in the town (cleaning, lighting, access, safety, maintenance and public amenities). In addition, the Council delivers a wide range of services either directly or indirectly specifically for businesses, these include:

Land and premises
Grants and Loans
Planning
Business Information Service
Inward Investment
Accommodation, venues and transport
Licensing
Trading Standards and Consumer Advice
Environmental Health and Safety
Commercial Waste and recycling
Business Rates
Tendering for Council business
Parking permits

Details of these services are provided on the dedicated Business pages of the Council's web site.

Individual Baseline Statements

In full support of the above commitments, Heads of Service within the Council will draw up Baseline Statements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and the fact that any change will not disproportionately impact upon the BID area more than any other area outside the BID within the Borough's administrative boundary. They also cover how the services will be measured. The Council attaches particular importance to the incorporation of the Best Value and Performance Improvement (BVPI) principles and measures within all the Baseline Statements.

The Baseline Services are defined below:

- Community Safety
- Cycling
- Disabled Access
- Festive Lights
- Grounds Maintenance and Arboricultural services
- Highways and Visitor and Information Signs
- Highways Maintenance
- Markets
- Event coordination and organization and space hire in the public realm
- Parking – On and Off street operations
- Public Area CCTV
- Public transport
- Street Cleansing (waste collection, trade waste, fly posting, graffiti removal, street furniture maintenance, gully emptying etc)
- Street lighting
- Tourism
- Trading Standards

The process of having creating the baseline agreements proves valuable to both the service providers and the BID company. The development of these partnerships and the additional focus on the services provided in the area, will give tangible benefits over and above those derived from the projects outlined below.

Council's Operational Support for Luton town centre BID

The Council's support for the BID will take practical shape in the following specific ways:

- Conducting, through the council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures
- Arranging for all council hereditaments within the Luton BID area with a liability to business rates area to vote Yes in the formal BID vote
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Luton town centre businesses and transferring the levy sums direct to the Luton BID Company. The Council proposes to make a charge for the BID levy collection and will pay the gross levy sums to the Luton BID Company within 30 days of collecting it.
- Provide a Councillor from the Executive to sit as a Director on the BID Company Board
- Provide a senior council officer to act as adviser to the Luton BID Company Board and to provide a business-focused dynamic link on all BID matters with senior Council staff
- Paying the appropriate BID levy set out in the Business Plan in respect of all its own hereditaments within the Luton town centre BID area.

Monitoring and Review

The Council is committed to the regular monitoring of the operation of the BID Operating Agreement and reviewing its effectiveness in conjunction with Luton BID Company. This will be carried out as follows:

- An annual monitoring of each of the specific services for which a Baseline Statement is shown above. This will be led by the respective Head of Service who will provide an account to Luton BID Company of how the service commitments have been actually delivered during the period, the BVPI outturn against target, actions in hand to remedy any shortfall and scope to improve the service delivery.
- An annual review of the overall effectiveness of the Operating Agreement. This will be led by the Cabinet member with responsibility for the BID and will reflect the Executive's commitment to address any shortfalls and propose measures to evolve the partnership to the mutual benefit of the Council and Luton town centre BID. These reviews will be scheduled to best effect for the Council's and Luton BID Company's yearly budgeting cycles. These reviews should be conducted in line with the Council's own Best Value Reviews.

7. The Research and Consultation Process

Background

The last year has seen extensive research undertaken across a wide range of 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 the area.

Who was involved?

The research encouraged participation from all businesses across the town centre:

- All businesses in the proposed BID area were asked to complete questionnaires seeking their opinions on a variety of issues.
- All businesses were included in mail shots and publicity including special BID newsletters and frequently asked questions.
- Approximately 20% of businesses in the town centre participated in detailed one to one interviews.
- Consumers currently using Luton town centre during the day time.150 individual on street surveys were conducted.
- Three business open meetings were held for businesses across the town centre and a budget setting workshop was held, where businesses were invited to allocate funds to projects emerging from the research process.
- Over 150 employee surveys have been returned from different business across the town centre.
- Businesses were invited to submit their views via letters, e bulletins and a specially created website.
- Presentations and discussion at a number of other network organisations' events.
- Active participation by business representatives from the Luton Town Team in all aspects of the development of this plan.

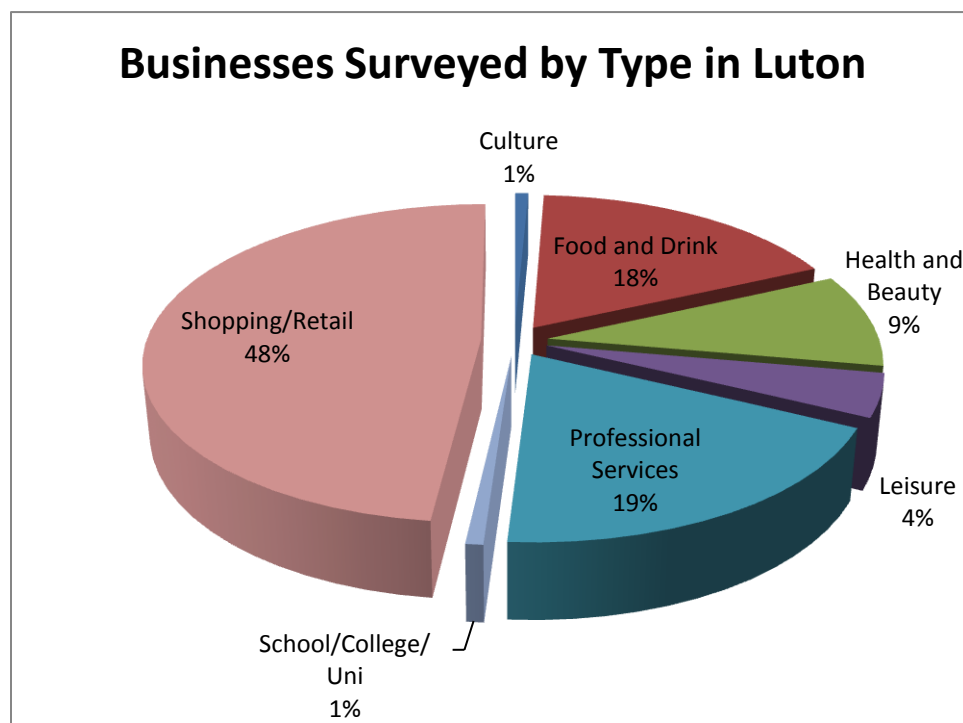
What were the aims of the research?

The objective of the research was to:

- Identify the key issues which directly impact upon all businesses in the area across all business sectors and to develop and achieve remedies that help businesses achieve their own internal objectives

- Identify any specific issues and opportunities by area to ensure that impacts on businesses of the different environments were fully appreciated.
- Understand current perceptions of the Luton town centre and identify those issues which would affect how long people stay in the area and how much they might spend and then generate solutions to them.
- Appreciate the views of people who work in the area on a daily basis and what might encourage others to come the area to work or spend more time there.

Businesses surveyed by type in Luton town centre



Research results – current situation

The business view of how Luton feels as a place to do business over the last two to three years is very mixed with almost equal numbers saying that it has become a worse place, a better place and stayed the same. In many respects this is encouraging, despite the economic challenges, Luton has managed to maintain a level of business activity which is relatively stable. It is not seeing dramatic improvement in its business environment but starts from a strong position relative to many places, to improve its ability to attract more visitors and clients to trade with businesses in the town centre.

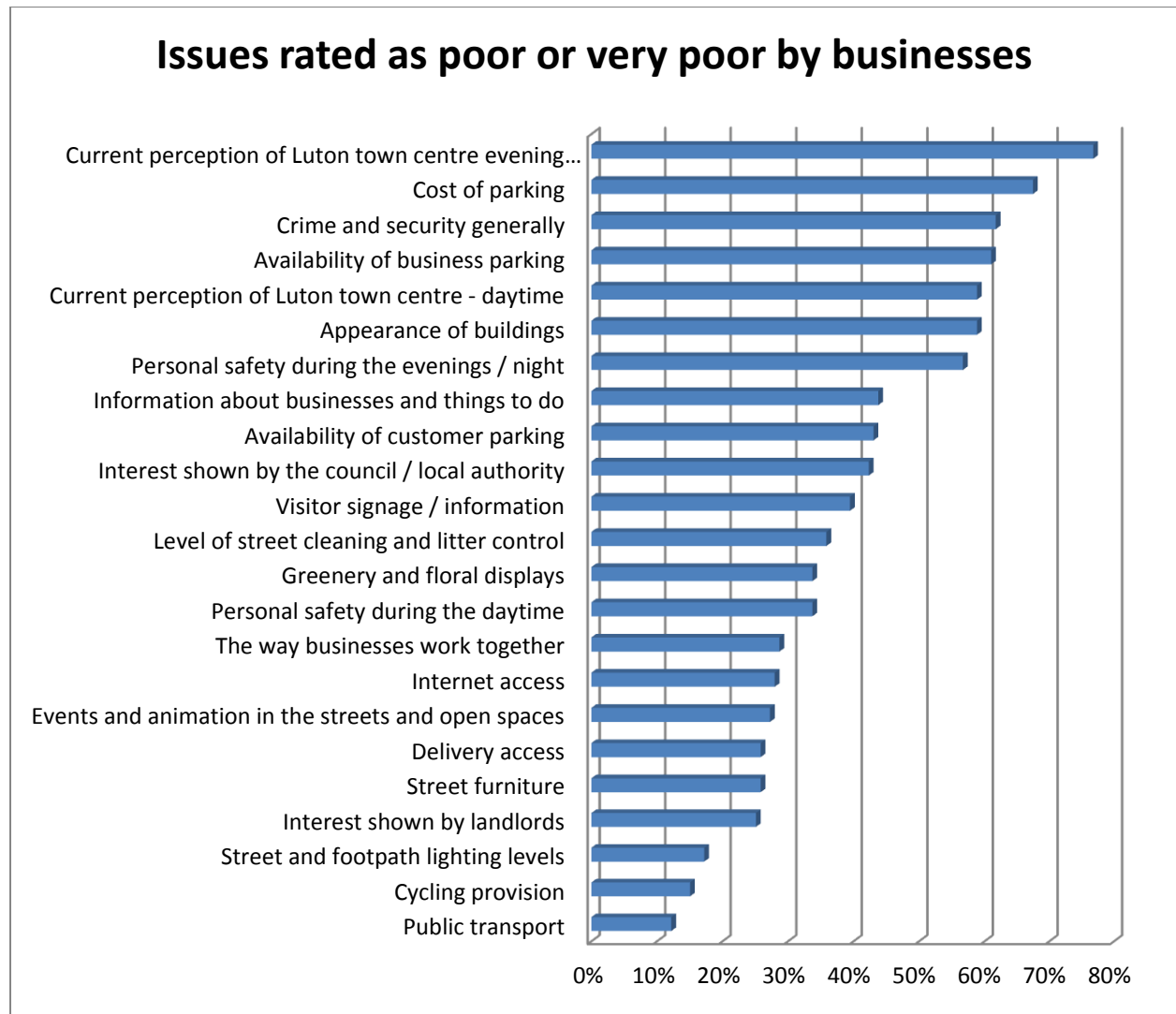


The public view and that of the people who work in Luton, gained from public and employee surveys, endorse the fact that Luton is seeing improvement in the way it feels as a town centre with 60% of the public saying that Luton has improved in the last two years and 51% of the employees saying that Luton has improved. One of the key factors identified by the public as improving was the state of cleanliness, however there are still many parts of the town centre which have not changed for the better and for those people who considered that Luton had become a worse place over the last two years, the biggest factor stated was the feeling of cleanliness.

This factor emerges again when assessing factors which businesses, employees and the public assess as being poor in Luton and at the top of the list is cleanliness along with the poor state of many of the buildings and the feeling of personal safety, particularly at night time. So although improvements have been made to the overall environment and clearly recognised by all who use Luton the state of the town in these respects is still rated as poor.

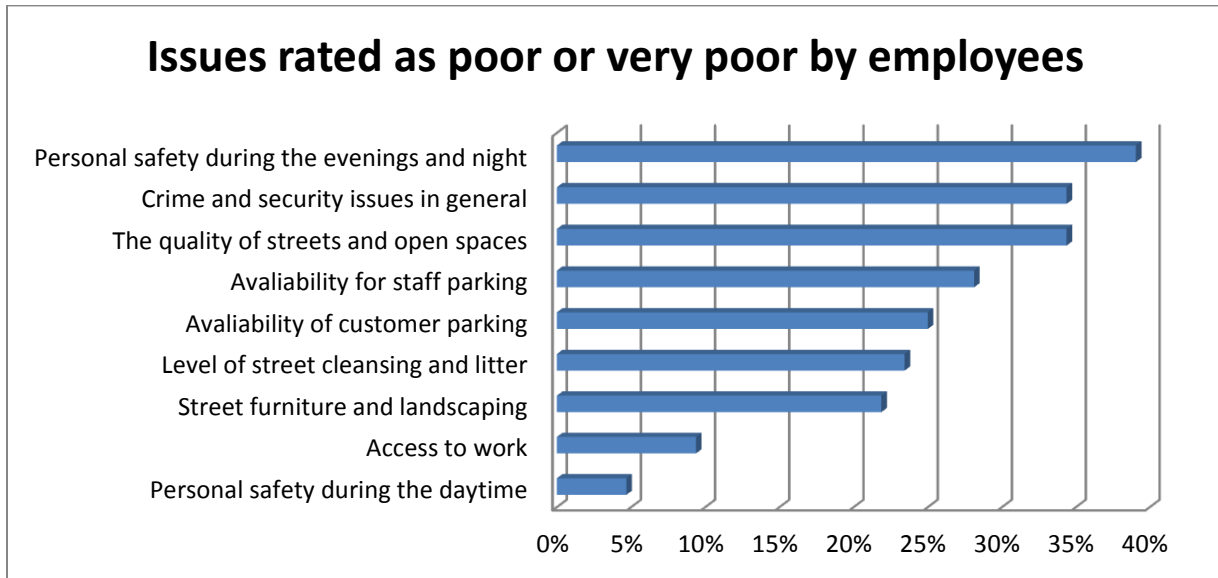
About half (54%) of visitors to the town centre during the day are here to shop and live locally, 85% coming from LU1, LU2, LU3 and LU4 post codes and 37% of people walk into town with Tesco, quoted as the most popular shop to visit. 35% of people come daily and 52% spend less than 2 hours in the town centre with 79% of people coming to Luton for many years. There is clearly a core of local people shopping locally but from the data it was clear that Luton can and

does attract people from further away on a less frequent basis spending more money in the town centre and who find the range of shops attractive. They also find getting into and parking in Luton relatively easy. The three key factors identified in response to an open question as to what they like most about Luton were: Convenience and ease of access, Luton’s cultural diversity and the shops and restaurants. However despite the shopping being a key attractor, the range of shops was also one of the top factors quoted as being something which should be improved and the most popular alternative shopping destination was Milton Keynes followed by London, St Albans, Dunstable, Bedford and Hitchin.

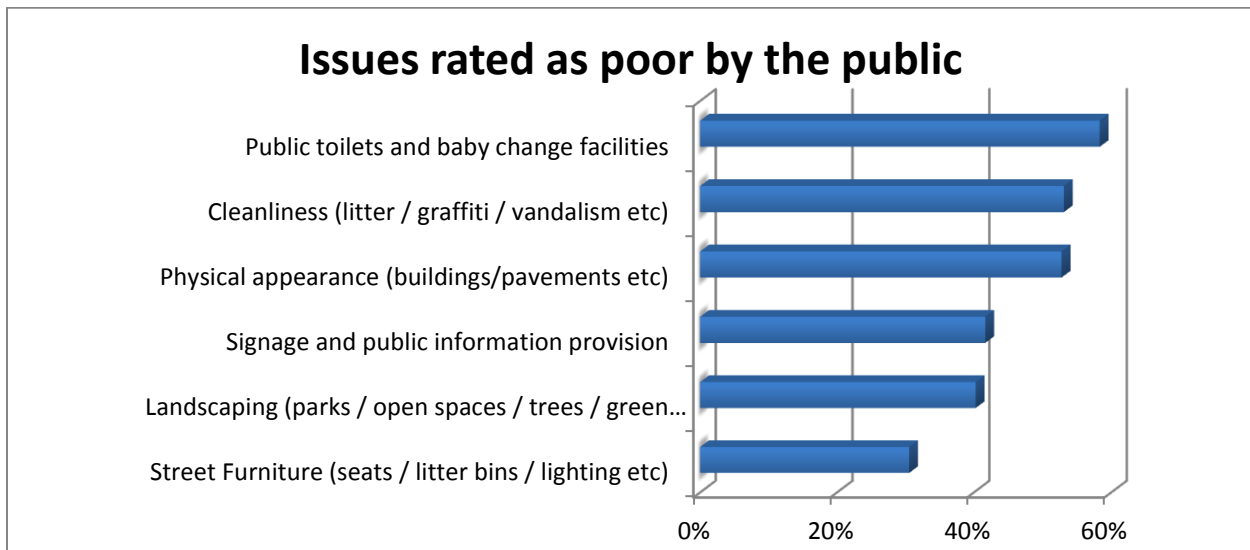


The biggest overall challenge which businesses considered Luton faces is that of its perception, particularly at night time and evening but also during the day. The surveys of the public, businesses and employees identified the general attractiveness and the feeling of personal safety as being the key potential issues which effect this perception. Although the level of cleanliness had improved in general, it was still an issue in specific parts of the town centre clearly identified by those members of the public who thought Luton had deteriorated in the last two years. It was the appearance of buildings together with the ‘quality of streets and open

spaces' which were stated as key factors in affecting the overall attractiveness of the town centre.

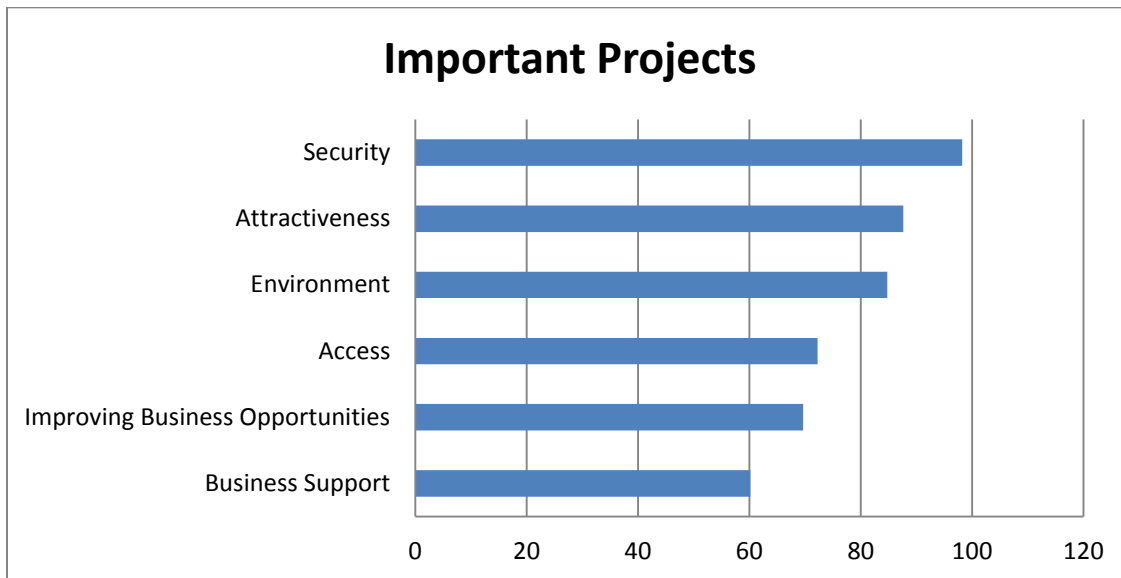


The quality of the streets and open spaces also appeared to be affected by the concern about street baggers and anti-social behaviour generally. Although this did not appear to affect the feeling of personal safety during the daytime, general crime and security was identified as a key issue by businesses and the public alike and this certainly had an impact upon the feeling of personal safety at night time. Other factors such as events and animation on the streets also play a significant part in the perception of the way a place feels.

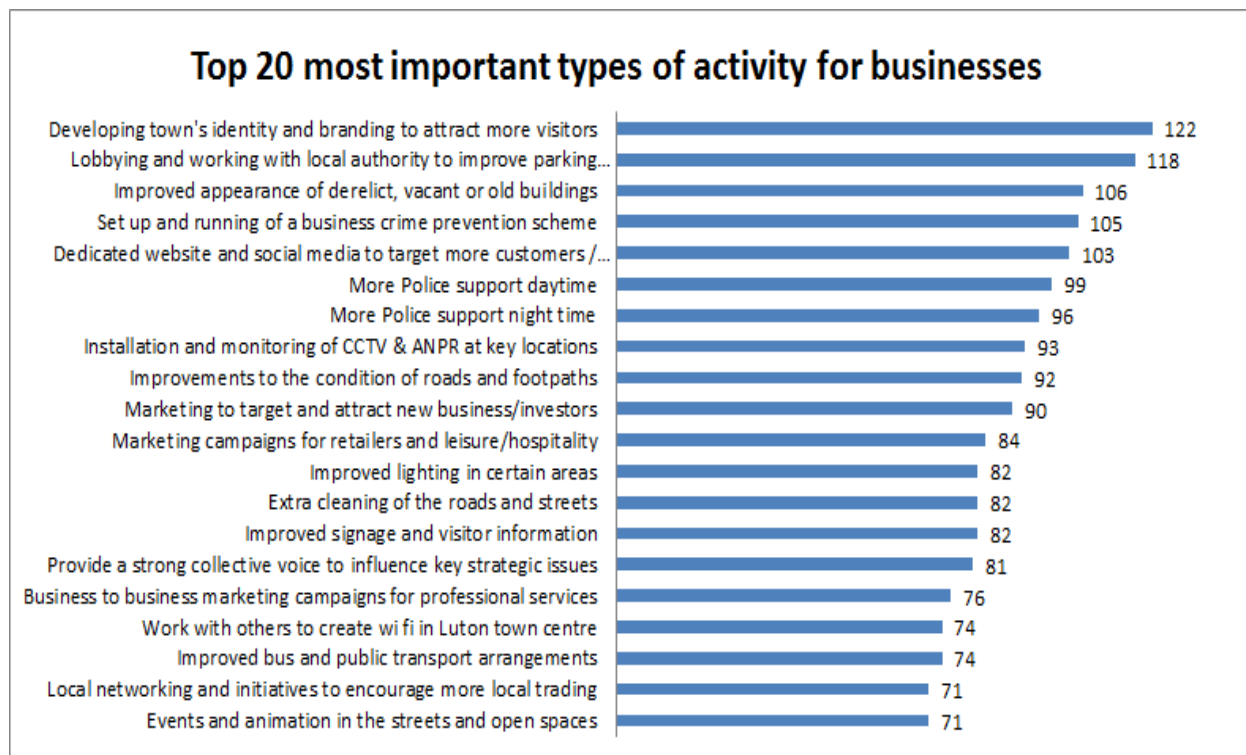


Research results – the future

The most important projects identified by businesses were related to Security, attractiveness and the overall environment.



The three of the most important individual projects identified by businesses were ‘Developing town’s identity and branding to attract more visitors’ along with activity which would address issues on the ground which affect people’s experience in the town centre: ‘Improving derelict, vacant or old buildings’ and an effective ‘Business crime prevention scheme’.



8. The BID's response

Following our extensive research four key project areas of the Luton town centre BID have emerged reflecting the key issues and opportunities identified by the consumers and businesses. The activities within each of the project areas have been specifically designed to address and take advantage of these.

It was clearly evident from the comments and feedback from businesses that there is a desire to work with the Police and Local Authority in tackling the overall perception of the town centre and build upon the strengths identified as the town's cultural diversity, ease of access and relatively good range of shops.

The life of the town centre in the evening and night time is a particular issue and needs concerted effort to address the challenges of a limited night time offer and concern for personal safety.

There are many professional service businesses in the town centre which by their very nature have a market which reaches well beyond any catchment area for the town but who still rely upon an attractive trading environment to ensure that they project the right image to their clients and customers.

It is important to take advantage of the strengths Luton has to offer, to raise the profile of Luton as a town and its businesses in a targeted and cost effective way, both across the catchment area but also beyond which will benefit all businesses across all sectors being associated with the Luton's values and lifestyle.

Luton businesses are very passionate about the town and have considerable confidence in the future. Many have commented that the BID now needs to build upon this, working with the

businesses to define a new era of collaboration and partnerships which bring benefits and add value to all those associated with Luton and which could not be achieved by any one business working on its own.

Your business stands to benefit from these additional projects and activities which have been identified by businesses and visitors to the Luton as crucial to the future of business success in the town centre:

- to build on the assets of Luton as a whole and address outdated perceptions of the town centre
- to promote the strengths of all business sectors, night and day, to foster business growth and provide a trading environment where there is opportunity to grow and develop and improve the business diversity and offer in the town centre

How will the delivery be monitored?

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, including footfall, customer surveys, business surveys, photographic evidence, vacant properties and footfall trends

9. Vision and objectives

Assuming a positive BID vote by a majority of businesses by both rateable value and number, BID operations will start on 1st January 2015 and will continue for a total of 5 years.

The Vision

To develop an energetic and entrepreneurial business community that is ambitious, innovative and always resourceful which connects, inspires and strengthens the business sector and creates cohesion, a vibrant town centre, a great visitor experience and a sense of pride in our town.

Strategic Objectives and Projects

Promotion

- 1. Identify, develop and promote the strengths, characteristics and the business offer** of Luton town centre to positively change perceptions of the town, locally regionally and nationally.

Environment

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

Experience

3. To provide a **safe, attractive and appealing experience** for visitors and workers in Luton town centre to enjoy.

Businesses working together

4. To build on the strengths of the businesses in Luton town centre, to **support and promote growth, development, investment and a sense of businesses community.**

Objectives, Activities and Results

Objective 1 – Promotion

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

Amount the BID will spend:

An initial budget of £110,000 pa, **increasing** to £122,000. by year 5 – a total of £580,000 over five years.

Activities

- a. Develop a 'brand' which reflects the strengths and characteristics of Luton town centre and its different parts and which will develop a sense of pride in Luton.
- b. Encourage and support collaboration and joint working relationships between businesses in Luton to increase their ability to deliver new products and service offers to new and existing clients and customers.
- c. Develop specific campaigns to enable the professional service businesses in Luton town centre to raise their profile locally and regionally and benefit from the association with the Luton brand identity.
- d. Support and promote the development and diversity of the culture and leisure offer in Luton town centre to ensure that it becomes a more important part of the overall attractiveness of Luton both day and night.
- e. Design and deliver a series of annual campaigns focusing on key retail and leisure trading periods aimed at maximising pedestrian flow around and across the whole of Luton town centre.
- f. Develop and deliver campaigns and initiatives which promote the retail and leisure experience and create customer loyalty for Luton town centre.
- g. Develop effective communications between businesses to promote awareness of different issues which may affect trading conditions, opportunities and the local environment.
- h. Use all traditional and digital media forms as an integral part of communicating the brand, the events, offers and business opportunities for visitors and businesses alike

Measures and Results:

- Footfall to the streets and the mall which is stronger than national high street trends
- Visits year on year to dedicated Luton web site and numbers of active users of other forms of digital media promoting Luton and its businesses.
- Increased levels of sales activity across the whole of the town centre
- Positive 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)
- Numbers of businesses and public regularly engaged and involved in a loyalty scheme
- Numbers of businesses using Luton branding in association with their own marketing and promotion.
- Increased numbers of people visiting Luton from beyond the immediate catchment area

Objective 2 - Environment,

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

Amount the BID will spend:

An initial budget of £88,000 pa, **increasing** to £98,000. by year 5 – a total of £463,000 over five years.

Activities

- a. Provide additional cleaning services to portray a 'gold' standard for the town centre every day with a focus on targeted street cleaning and deep cleaning in problem areas within the town centre and work with businesses and partners to reduce and control litter and waste in the public realm wherever possible.
- b. Support the development and implementation of initiatives which protect and enhance the buildings and other physical attributes of Luton town centre which complement and develop the different characteristics of the areas within the town centre.
- c. Work with landlords and agents to ensure that vacant premises or derelict plots of land are maintained and presented in a smart and tidy appearance and do not detract from appeal of the immediate environment.
- d. Influence or adopt the responsibility for co-ordinating street trading policies, space management and the use of A frames and promotional structures in the streets and open spaces to ensure a consistent approach which contributes to the overall appeal and economic vitality of the town centre.
- e. Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration when appropriate through the use of additional floral displays and festive and creative lighting.
- f. Encourage and assist with the provision of better signage to enable visitors to more easily make full use of the town centre and its facilities.

Measures and Results:

- Improved perception of physical attractiveness of the area measured through surveys of visitors and those who work in Luton
- Reduced levels of vacant and derelict properties in Luton.
- Improved perception of physical attractiveness of the area measured through surveys of visitors and those who work in Luton

Objective 3 - Experience

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

Amount the BID will spend:

An initial budget of £141,000 pa, **increasing** to £156,000. by year 5 – a total of £743,000 over five years.

Activities

- a. Introduce a uniformed presence of Rangers on the streets to:
 - work closely with the Police and other agencies in tackling antisocial behaviour and crime issues which impact upon the visitor experience and affect businesses in certain areas at certain times.
 - 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 and communicating issues which affect their business on a day to day basis.
- b. Work with the Police, the Local Authority and other agencies to develop business crime intelligence sharing opportunities between businesses and work towards developing one effective and inclusive Business Crime Reduction and radio scheme for both the evening and day time economies.
- c. Work with the Police, Local Authority, CCTV, voluntary organisations and other agencies in tackling antisocial behaviour, street drinking and begging on the streets which impacts upon businesses and impact upon visitor experience.
- d. Work with businesses and other partners including the Police and Local Authority to create a diverse town centre evening and night time leisure offer which appeals to people from all ages and backgrounds, which is distinctively 'Luton', in a safe, clean and attractive environment.
- e. Work with businesses and organisations to develop and organise events which create a more animated feel to the area, builds the reputation of Luton as a great place to be entertained, benefits businesses in Luton and attracts more visitors and extends the length of stay of visitors to Luton town centre.

Measures and Results:

- Improved perceptions of personal safety in the early evening
- Regular flow of information and sharing of intelligence to support business crime prevention
- Increased number of events and street entertainment and a greater perception of things happening measured through surveys of visitors
- Award of the Purple Flag status for Luton town centre evening and night time economy
- Improved day time perception of Luton as regards anti-social behaviour, begging and street drinking

Objective 4 - Businesses working together

To build on the strengths of the businesses in Luton town centre, to support and promote growth, development, investment and a sense of businesses community.

Amount the BID will spend:

An initial budget of £57,000 pa, **increasing** to £63,000. by year 5 – a total of £300,000 over five years.

Activities

- a. Work closely with the local authority, partner organisations and other businesses to encourage a coherent approach to the use of properties and sites in Luton town centre which will build on the town's strengths and serve to develop the town's brand and identity.
- b. Encourage and support relationships between businesses and organisations which seek to develop skills and have a positive impact upon their current business performance and future business development.
- c. Work with partner organisations, to encourage and support new businesses and investment into the town centre which serves to establish distinctive areas within it and develops Luton's identity
- d. Work with businesses to identify opportunities, where working together will contribute towards reduction of business overheads.
- e. Work with other organisations to monitor footfall, commercial performance and customer perceptions across Luton town centre and provide regular reports and performance updates for businesses.

Measures and Results:

- Monitoring of footfall and sales performances 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 actively engaged in BID activities,
- Numbers of businesses engaged in joint initiatives
- Costs saved by businesses in overheads and operating costs

10. Organisation, Resources and Delivery

The preparation of this plan has been managed by the Luton 'Town Team' which is made up of a cross section of businesses from across Luton town centre together with representatives from Luton Borough Council. The 'Town Team' will form a company to act as the BID Company. It will be a not for profit BID company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area for all for the delivery of the BID business plan and its associated activities and will act on their behalf.

The management structure of the BID will be a Board responsible for governance, a Management Group responsible for coordinating activity and delivery and working groups developing the individual projects.

The Board will be elected by the members of the BID Company, 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 be driven by the private sector and will include one Councillor from Luton Borough Council as a Director and one Council Officer who will act as an advisor, 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 externally 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 a Management Group and associated working groups to represent the levy payers. The Management Group will report to the Board. Through specific working groups, the Management Group 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.

The Board and Management Group will provide a consistent, collective and effective voice for the businesses in Luton.

All roles on the Board, Management Group and specific working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also be hands-on project and contract management to support the initiatives from the working groups and Management Group. This support will provide administrative support to the BID Company, coordinate activity with partner organisations and ensure cost-effective delivery of projects through tendering and careful project and contract management.

The Luton BID will be audited annually and the effectiveness of the measures undertaken will be gauged by key performance indicators for each project area, including footfall, customer

surveys, business surveys, photographic evidence and retail turnover movement Full measures are identified in this plan with each objective.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an annual general meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.

11. Luton BID Budget and Finances

“The Town Team, made up of business representatives from across Luton Town Centre was brought together two years ago to consider and tackle the challenges facing town centres across the UK. Changing lifestyles and increased options for shopping mean that the way in which town centres are used today will not be the same in another five years. A BID provides the opportunity for town centre businesses to have a real influence on their trading environment to ensure that collectively we can take advantage of the new opportunities these changes will bring.

In the next five years we will strive to lever in additional cash funding and value in kind to support the delivery of this plan and add to the investment made by the Luton town centre businesses through the BID.

We feel that the investment we are seeking from businesses in the BID is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the daily cost is less than half of a first class postage stamp and even for a very large business the daily cost is less than the price of a single cinema ticket.”

Mark Broadhead
Chair of Luton Town Team and BID Steering Group
Manager of The Mall

With levy bands and a 1.5 % levy, the indicative costs to a business would be:

| Rateable Value | Annual | This equates to: weekly | This equates to: daily |
|-------------------------|--------|----------------------------|---------------------------|
| £1,999 and below | none | none | none |
| £2,000 to £4,999 | none | none | none |
| £5,000 to £9,999 | £150 | £2.88 | £0.41 |
| £20,000 | £300 | £5.77 | £0.82 |
| £50,000 | £750 | £14.42 | £2.05 |
| £100,000 | £1,500 | £28.85 | £4.11 |
| £250,000 | £3,750 | £72.12 | £10.27 |
| £500,000 | £7,500 | £144.23 | £20.55 |

Luton BID 5 year Budget: 2015 – 2020

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total | % to total |
|---|------------------|------------------|------------------|------------------|------------------|--------------------|-------------|
| Income | | | | | | | |
| BID levy revenue (Note 1) | £ 421,039 | £ 433,670 | £ 446,680 | £ 460,081 | £ 473,883 | £ 2,235,353 | 89% |
| Other Income (Note 2) | £ 50,000 | £ 51,500 | £ 53,045 | £ 54,636 | £ 56,275 | £ 265,457 | 11% |
| Total Income | £ 471,039 | £ 485,170 | £ 499,725 | £ 514,717 | £ 530,159 | £ 2,500,810 | 100% |
| Expenditure | | | | | | | |
| Objective 1 – Promotion | £ 110,000 | £ 112,460 | £ 114,994 | £ 117,604 | £ 120,292 | £ 575,349 | 23% |
| Objective 2 - Environment, | £ 88,000 | £ 89,980 | £ 92,019 | £ 94,120 | £ 96,284 | £ 460,403 | 19% |
| Objective 3 - Experience | £ 141,000 | £ 144,150 | £ 147,395 | £ 150,736 | £ 154,179 | £ 737,460 | 30% |
| Objective 4 - Businesses working together | £ 56,987 | £ 58,277 | £ 59,605 | £ 60,973 | £ 62,043 | £ 297,885 | 12% |
| Central Management Costs, Administration, Office (Note 3) | £ 36,000 | £ 37,080 | £ 38,192 | £ 39,338 | £ 40,518 | £ 191,129 | 8% |
| Levy Collection costs (LBC) | £ 18,000 | £ 18,540 | £ 19,096 | £ 19,669 | £ 20,259 | £ 95,564 | 4% |
| Contingency (Note 4) | £ 21,052 | £ 21,684 | £ 22,334 | £ 23,004 | £ 23,694 | £ 111,768 | 5% |
| Total Expenditure | £ 471,039 | £ 482,170 | £ 493,635 | £ 505,445 | £ 517,269 | £ 2,469,558 | 100% |
| Accrual for Renewal (Note 5) | £ - | £ 3,000 | £ 6,090 | £ 9,272 | £ 12,550 | £ 30,913 | |

Notes

- 1 Assumes a 95% collection rate and 3% per annum inflation
- 2 Including income from landlords, associate members of the BID and other sources (including in-kind)
- 3 Central admin, office and fixed overheads
- 4 Calculated as 5% of total levy billed
- 5 Accrual retained from levy revenue to provide for costs of renewal of the BID for any further term, otherwise they will be spent on additional projects in the final year

Cost of the BID Development

The costs incurred in undertaking the research, developing the BID proposals and holding the ballot are being met by Luton Borough Council, for which we give sincere thanks.

Sources of Additional Funding

The BID Company is committed to seeking additional funding to increase the benefits that can be delivered by the BID to businesses. Additional income will be generated by way of voluntary contributions from property owners, companies and organisations outside the BID area, and those not liable for the levy and grants. It is estimated that this could be around £250,000 over the five year period.

Discussion with developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

Application of BID Funds

The BID funds will be ring-fenced and will be controlled by participating businesses. Details of the BID Company's accountability to businesses are given in Section 13.

The budget headings and the project costs can be altered within the constraints of the revenue received through the levy. The BID Company will be empowered to move funds between budget headings to provide the services which best meet the requirements of the BID area. Such adjustments will be fully accountable to the businesses through the performance monitoring arrangements set out in section 6.

Governance and management of the BID Budget

In order to ensure that the projects remain relevant and continue to address needs and priorities of the businesses in Luton during its five year life, the Management Group may from time to time make recommendations to the Board that budget allocations are modified for each of the main projects and the management and administration of the BID.

It will be the responsibility of the Board to assess these recommendations and make adjustments to the allocations of expenditure budget as and when they deem appropriate. It will be the responsibility of the Board to ensure that all the main aims of the BID, stated in section 9, continue to be addressed and that all BID activity contributes towards the achievement of the vision. The Board will also monitor and gauge the effectiveness of the BID operations and activities.

12. BID Levy Criteria for the Luton BID

Every BID has to establish its own levy rules. Reference has been made to the 'Industry Criteria and Guidance Notes' prepared for the British Retail Consortium (BRC) and the Inter-Bank Rating Forum (IBRF) in developing the rules which will apply to the Luton BID.

The 'Town Team' has tried to balance the ambitions of businesses in the BID plan against the affordability of the levy and the requirement to ensure that the BID is able to deliver best value.

1. Assuming a positive BID vote by a majority of businesses by number and rateable value of those who vote, the BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy. The levy is collected by the billing authority, Luton Borough Council. The Luton BID Company will invoice the billing authority, Luton Borough Council, for the levy collected for exclusive use of the BID.
2. All businesses which will be subject to the BID will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 1st October 2014, with the close of ballot at 5pm on 30th October 2014. The result will be announced the following day or as soon as possible thereafter.
3. If successful at the ballot, the BID will commence operation on 1st January 2015, and will be for a fixed term of 5 years
4. The levy amounts for ratepayers who have business premises which do not fall under the management of a shopping mall or a market and who do not pay service charges to the shopping mall operator or market operator will be applied as follows:
 - a. The BID levy will be 1.5% of the 2010 rateable value shown on Luton Borough Council's (the billing authority's) Capita's NNDR billing system as at 1st September 2014 for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £10,000 showing on the billing authority's Capita system as at 1st September 2014.
 - b. Ratepayers with a RV of less than £10,000 but more than £4,999 will pay a fixed contribution of £150.
 - c. Ratepayers with a RV of less than £5,000 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area
5. The levy amount for ratepayers who have business premises which do fall under the management of a shopping mall operator and who do pay a service charge to the shopping mall operator will be applied as follows:
 - a. The BID levy will be 0.75% of the 2010 rateable value shown on Luton Borough Council's (the billing authority's) Capita's NNDR billing system as at 1st September 2014 for each defined business (including any premises used and owned by the shopping mall operator for purposes relating to the management of the shopping

- mall, excluding car parks) within the scope of the BID, with the exception of those premises with a rateable value of less than £10,000 showing on the billing authority's Capita system as at 1st September 2014.
- b. Ratepayers with a RV of less than £10,000 but more than £4,999 will pay a fixed contribution of £150.
 - c. Ratepayers with a RV of less than £5,000 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area
6. The levy will be due from businesses who are liable to pay business rates, including empty properties other than those that are exempt within the criteria laid out in Section 12 of this business plan (this section).
 7. The liable person is the ratepayer liable for occupied or unoccupied premises. In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), Luton Borough Council will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Council will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
 8. There will be an annual inflationary increase of all levy charges (including fixed band charges) year on year for the duration of the Business Improvement District. This will be a minimum of 3% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st September of the year before the next billing process, whichever is the greater, rounded to the nearest tenth of a penny. (e.g if a levy bill is £200 the inflation applied to this at a level of 3% would be 60p per annum). Negative inflation will not apply. Inflation will not apply for the first billing cycle in 2014.
 9. The levy will be charged annually in advance, although businesses which cease to have liability for business rates during the year will be entitled to a refund for the remainder of the period, and the new occupier will be charged on a pro-rata basis.
 10. Any changes during the life of the BID will be handled as follows:
 - a. New premises, or properties which were not on the rate valuation list but become subject to rates in the BID area or new streets raised in the BID area after the BID is in force will be expected to pay a BID Levy based on the % or fixed levy charge appropriate in relation to its new/current rateable value
 - b. Where property is split, two or more BID levies should be made on the revised premises from the date of split on the basis of the revised new/current rateable values
 - c. Where premises are merged the BID Levy should be charged at the appropriate % of the revised properties new/current valuation
 - d. Any change of use or ownership (or the creation of a new business within the BID (boundary) will be liable to the levy rate current at the time of the change.
 - e. Adjustments will be made for changes in occupation and if a property is deleted from the rating list and revised bills issued provided that the amount due on charge or

- refund is £50 or more. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end.
- f. No amendments will be made to the RV of any property in the BID area as a result of any general or property specific re-valuation within the life of the BID other than for the criteria listed above.
11. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament: -
- a. whose owner is prohibited by law from occupying it or allowing it to be occupied;
 - b. which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it;
 - c. which is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b);
 - d. where, in respect of the owner's estate, there subsists a bankruptcy order within the meaning of section 381(2) of the Insolvency Act 1986(c);
 - e. whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies;
 - f. whose owner is a company which is subject to a winding-up order made under the Insolvency Act 1986 or which is being wound up voluntarily under that Act;
 - g. whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003(e);
 - h. whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986.
- in which case the hereditament will be exempt.
12. For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is included in a list compiled under section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in Section 12 of the business plan (this section).
13. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID. New or altered properties entered into the valuation list will become liable for the levy from the date they appear in the list
14. Businesses with a rateable value of less than £5,000 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with an R.V which falls below this will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID. These businesses will also receive BID bill with zero charge to aid administration

15. Charity shops, hostels, places of refuge or rehabilitation where the rates are paid by a charitable organisation will be exempt from the levy for that hereditament only and will not be permitted to vote for this hereditament in the ballot. Any other hereditament where rates are paid by a charitable organisation will be included. Places of religious worship will be excluded. Market stalls will also be excluded. No other discounts or reductions shall apply. Charity shops, will be permitted to enter into a voluntary arrangement with the BID company.
16. The BID financial year will start on 1st April and last for 365 days (366 in a leap year). The BID charge is a daily charge based on rateable value. It is to be paid in full in advance, the payment date being the 1st April of that year. The daily BID levy charge for each individual ratepayer is to be calculated by multiplying its rateable value by the BID percentage levy or levy charge from either of the fixed bands and dividing the result by the number of days in the financial year.
17. Subject to this criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.

13. Risk analysis

The responsibilities of BID Company

The BID Company will be a legal entity and a significant business in its own right. It will not only have all the attendant risks and responsibilities that go with this but also, subject to the vote in favour of the BID, will have a mandate from the businesses in the area to deliver the BID Business Plan. This is a significant responsibility which has an influence over the commercial prosperity of the Luton town centre, the businesses in the area and their staff who rely upon it for their living.

It is important therefore, to articulate some of the external and internal issues that have a direct bearing on the ability of the Company to trade successfully, as well as highlight the consequences of not adopting the principles of the BID and the benefits that accrue from the delivery of the plan.

BIDs have been proving their worth and commercial value across the UK over the last nine years as effective mechanisms to improve trading environments for all sorts and types of businesses. Where BIDs have reached the end of their first term the majority have seen even greater votes in favor and larger turn-outs than the first time of voting. They are seen as providing businesses with very effective returns on investment. There are other towns and cities in the south midlands region which now have Business Improvement Districts. These include Royston and Hitchin which have just successfully gone through renewal ballots and Letchworth which has just gained BID status after being reliant upon the local trust for much of the work and economic regeneration in the town centre. Bedford is also now in its second BID term.

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 such as property owners, developers, the Borough Council and the Police. 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 over-riding 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.

Sustainable mechanism for the development of Luton town centre

The BID is a unique mechanism which combines solid business support with a compulsory payment scheme which creates benefit for all on an equitable basis. It also guarantees constant cash flow to deliver the projects and priorities identified by the businesses. It provides a solid platform for the BID Company to control costs, plan over the longer term and rise to the expectations of its stakeholders.

A contingency is contained within each of the project areas, meaning, that should the income from the additional voluntary contributions fall short of those budgeted for any period, costs can be adjusted accordingly.

In the unlikely event that circumstances beyond the control of the BID Company mean that it fails to bring about the benefits envisaged, the business electorate will have the final say. At the end of the 5 years, if no discernable difference is detected then a vote against renewal can simply “switch off” the BID and with it all business contributions.

There is no plan to rely upon bank or other financial support other than the levy and so there is no prospect of financial insecurity. In any event, the Company will produce monthly management accounts and financial forecasts for information of the Board, nominated by the levy payers. Appointed auditors will produce end-of-year accounts, made available to all contributors and the local authority and these will be filed at Companies House in the normal way.

The Company will be VAT registered to ensure that the tax can be reclaimed on expenditure. It is also anticipated that it will benefit from mutual trading status meaning that it is exempt from any Corporation Tax liability.

Final thoughts

“I have been privileged, over the last year to work closely with businesses who have been committed to creating a new opportunity for all town centre businesses, and who are passionate about Luton. It is a place which has a sense of community but is seeking direction, a sense of purpose and a clear identity in a rapidly changing world.

A Business Improvement District provides us with an opportunity to forge even stronger links between us and work on projects which we initiate and which are important to us as committed and hardworking business people. Town centres across the UK are changing rapidly and we need to ensure that Luton does not get left behind but takes advantage of its unique position in terms of its transport access locally and internationally and the strength of its people through their passion for the town.

This plan provides us with a clear direction for a new exciting era in Luton. I urge you to get involved and work together for the future of the town and our businesses by voting YES in the ballot in October”.

Mark Broadhead
Chair of Luton Town Team and BID Steering Group
Manager of The Mall

Appendices

Appendix 1 – Definitions

- The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.
- This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.
- “the 2003 Act” means the Local Government Act 2003.
- “the 1988 Act” means the Local Government Finance Act 1988.
- “BID” means Business Improvement District.
- “BID ballot” means a ballot under section 49(1) of the Local Government Act, 2003.
- “BID body” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements in this case defined in the plan as the ‘Luton BID Company’ whose final company name has yet to be determined.
- “BID proposer” means a person who draws up BID proposals in the plan the ‘Luton Town Team’
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to section 53 of the 2003 Act, the BID arrangements are to come into force.
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under section 64(3)(b) of the 1988 Act apply.
- “renewal ballot” means a ballot under section 54(2) of the 2003 Act.

Appendix 2 – Streets included in the BID Area

| Streets included in the Luton BID |
|-----------------------------------|
| Alma St |
| Bridge St |
| Burrs Place |
| Bute St |
| Cardigan St |
| Castle St |
| Chapel St |
| Cheapside |
| Church St |

| |
|---|
| Collingdon St |
| Cumberland St |
| Dunstable Place |
| Dunstable Rd (East side) |
| Flowers Way |
| George St |
| George St West |
| Gordon St |
| Guildford St |
| Inkerman St |
| John St |
| King St |
| Lea Rd |
| Library Rd |
| Liverpool Rd |
| Manchester St |
| Melson St |
| Mersey Place |
| Mill St |
| New Bedford Rd (from junction with Telford Way) |
| Park St |
| Park St West |
| Peel St |
| Pondwicks Rd |
| Power Court |
| Silver St |
| Shopping Mall (Currently known as the Mall) |
| St Anns Rd |
| St Georges Square |
| St Marys Rd |
| Station Rd |
| Stuart St (North Side) |
| Telford Way (East Side) |
| Town Hall Square |
| Upper George St |
| Vicarage St |
| Wellington St |



LUTONBID

Your choice, **Our future**

This prospectus should be read in conjunction with the full Business Improvement District business plan accessible on the Luton BID website www.lutonbid.org or by phoning 01582 412636 or emailing Georgina Barker at info@lutonbid.org

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