

LUTON BID RENEWAL NEWSLETTER 1

We would like to hear your views

You may already be aware that we are beginning the process of renewing the Business Plan for the Luton Business Improvement District. A BID can only last five years and this one ends in December 2019.

We have achieved a lot together over the last four years but in these uncertain times we need to ensure that we create a new business plan which is fit for purpose for the next five years, so we can build upon what we have already achieved and ensure that our businesses can take advantage of the new opportunities which are emerging in Luton.

In order to develop the new business plan we need your thoughts, ideas and aims for the future. We have already issued invitations to you all for the first series of workshops to be held on the 26th and 27th March where there will be an opportunity to discuss our current challenges and opportunities.

We are also circulating a survey form so that we can understand your views on the different projects which have been undertaken and identify those issues which you consider are important to your business in the future.

I would be very grateful if you could spend a few moments in completing the survey and giving us a call to let us know when we can collect it. We also aim to contact a significant number of you from across the town centre to meet up and discuss your thoughts personally.

Your input is vital in identifying priorities for the future and shaping the new business plan. I appreciate your help and if you would like to arrange for someone to come and see you to discuss your ideas in more detail, please do not hesitate to contact the Luton BID Project Manager, Fergus McLardy on **01582 510657** or email **info@lutonbid.org**.



Gavin O'Brien
Clearhead Media
Chair of Luton BID Ltd

Uncertain times

Why we need to work together

- The relationship between traditional bricks and mortar stores and online retail
- Changing consumer habits and a move towards 'convenience' and leisure choices
- Ensuring the right mix of independents and corporate businesses
- Increasing importance of lifestyle and providing a great experience in Luton town centre
- The potential impact of 'Brexit' on the local and national economy
- The continued increase in residential accommodation in and around the town centre
- The increased presence of the University and more students living and working in the town
- New investment and the development of Power Court



Our Town - Our Future

Countdown to ballot and ways you can help

March – June

- Business visits and capturing thoughts, views and ideas
- Surveys from businesses to gauge the relative importance of different thoughts and ideas for the future.
- Workshops for businesses to discuss different topics and identify new projects.
- Contact colleagues in head offices of national businesses to ensure they are aware and can contribute their thoughts to the BID plan.
- Discussion with Luton Borough Council and the Police to agree service levels and explore opportunities for additional services to address any issues.

July & August

- Analysis of business feedback from visits, workshops and surveys
- Steering Group to consider feedback and finalise the BID plan for 2020 - 2025

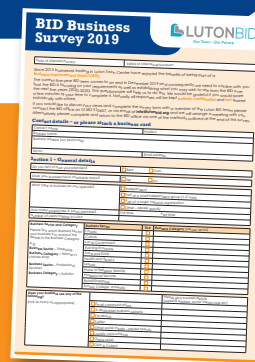
September

- Launch event for new Business plan
- Business plans to be mailed out to businesses
- Preparation of ballot by Council's Electoral Services
- National businesses to provide contact names and addresses for best person to receive the ballot paper

October & November

- Ballot papers to be mailed out to businesses – businesses to vote and return their paper
- Ballot papers to be received
- Result of ballot announced

Surveys and Workshops



All Luton BID businesses and/or liable account holders will receive a survey form through the post or will have the opportunity to complete one online, with the Ambassadors or a member of the BID project team.

Invitations were sent out for workshops on the 26th and 27th March and further workshops will be held in June.

The survey form is designed to enable businesses to provide feedback on Luton town centre, current BID activities and what you would like to see over the next five years. The responses provided will help shape the Business Plan which goes to ballot later this year.

If you wish to discuss this or go through the survey with someone in person, we will be more than happy to arrange a visit. If you would like any information please do not hesitate to contact the BID Manager Fergus McLardy on **01582 510657** or email **info@lutonbid.org**.

www.lutonbid.org

