

# BID Business Survey 2019

Date of interview/survey:	Initials of interviewer/surveyor:
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Since 2015 businesses trading in Luton Town Centre have enjoyed the benefits of being part of a **Business Improvement District (BID)**.

The current five-year BID term comes to an end in December 2019 and consequently we need to confirm with you that the BID is focusing on your requirements as well as establishing what you may wish to see from the BID over the next five years (2020-2025). This questionnaire will help us to do this. We would be grateful if you would spare a few minutes of your time to complete it. Naturally all responses will be kept **entirely confidential** and **not** shared individually with others.

If you would like to discuss your views and complete the survey form with a member of the Luton BID team please contact the BID office on 01582 510657, or via email at **info@lutonbid.org** and we will arrange a meeting with you. Alternatively please complete and return to the BID office via one of the methods outlined at the end of this survey.

## Contact details – or please attach a business card

Contact name:	Position:
Business name:	
Business address (inc postcode):	
Tel no:	Email address:

## Section 1 – General details

Do you rent or own your premises?	<input type="checkbox"/> Rent	<input type="checkbox"/> Own
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Does your business have charitable status?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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What type of business do you operate?	<input type="checkbox"/> Independent
	<input type="checkbox"/> Part of a small independent group (1–5 units)
	<input type="checkbox"/> Part of a larger national organisation
	<input type="checkbox"/> Other – please specify

How many employees in Luton premises?	Full time:	Part time:
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Number of years trading in Luton
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Business Sector and Category	Business Sector	Tick	Business Category (please detail)
Please tick which Business Sector your business is in and put the details in the Business Category e.g. <b>Business Sector</b> – Shopping <b>Business Category</b> = Women's clothes shop  <b>Business Sector</b> – Professional Services <b>Business Category</b> = Solicitor	Charity	<input type="checkbox"/>	
	Culture	<input type="checkbox"/>	
	Local Government	<input type="checkbox"/>	
	Evening Economy	<input type="checkbox"/>	
	Food and Drink	<input type="checkbox"/>	
	Health and Beauty	<input type="checkbox"/>	
	Leisure	<input type="checkbox"/>	
	Place of Religious Worship	<input type="checkbox"/>	
	Professional Services	<input type="checkbox"/>	
	Retail/Shopping	<input type="checkbox"/>	
	School, College, University	<input type="checkbox"/>	

Does your business use any of the following? (tick as many as appropriate)	<input type="checkbox"/> Email communications	Please give business details (website address, social media tags etc)
	<input type="checkbox"/> A dedicated business website	
	<input type="checkbox"/> Facebook	
	<input type="checkbox"/> Twitter	
	<input type="checkbox"/> Other social media – please specify	
	<input type="checkbox"/> Loyalty card scheme	
	<input type="checkbox"/> Online retail	
	<input type="checkbox"/> Click & Collect	

**What is your perception of how Luton as an area has changed as a place to do business in the last 4 years (i.e. since 2015?)**

Stayed the same    Better place to do business    Worse place to do business

**How do you think your commercial performance within Luton will change in the next 5 years?**

Stay the same    Increase moderately    Increase significantly    Decrease

## Section 2 – Your thoughts on Luton Town Centre (BID area)

How do you rate Luton in respect of the following and how do you think it has improved since the BID started in 2015	How do you rate Luton Tick as applicable (one tick per question)					How do you think it has improved since Luton BID started in 2015?		
	Very poor	Quite poor	Neither good nor poor	Quite good	Very good	Improved a lot	Improved a little	No change
<b>CRIME AND SAFETY</b>								
Crime and safety generally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety evenings/night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street begging and rough sleepers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug and drink issues on the streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Crime / Shop theft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ACCESS</b>								
Access to and from Luton by public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Costs of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of staff parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of customer parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor signage and information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ENVIRONMENT</b>								
Street cleansing and litter control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of street furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping and greenery/floral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance and state of the buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>COMMERCIAL ATTRACTIVENESS</b>								
Things to do for the family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure & culture facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Things to do in the evening and night time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to set up an office based business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ATTRACTIVENESS</b>								
Events and animation on the streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Day time perceptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Night time perceptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>BUSINESS COMMUNITY</b>								
Interest shown by the Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interest shown by landlords	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The way businesses work together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support from the BID	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section 3 – Awareness and assessment of current BID activities

Luton has delivered a range of different BID initiatives over the last 4 years. Following is a list of some of these initiatives. For each please state:  
**a)** if you are aware of the initiative?   **b)** if you think it is a worthwhile/beneficial project?  
**c)** if you would like to see the initiative continue for the next 5 years of the BID?

3.1 Promotion	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
Promoting Luton Town Centre and all the different business types in targeted campaigns via local and specialist media and on line				
PR campaigns to promote key business sectors				
Using social media to build profile, market and promote Luton and the businesses				
Ebulletins and business newsletters to keep businesses up to date with BID projects & activities				

Luton website, with event listings of activities				
Food and Drink directory				
Hair Health Beauty and Body art directory				
Evening Economy directory				
Events leaflets to promote cultural offer				
Bi-monthly BID meetings				
Business Awards Sponsorship (Bedfordshire Business award and Best Bar None)				
Mystery shopping programme and awards				
<b>3.2 Environment</b>	<b>Aware Y/N</b>	<b>Worthwhile Y/N</b>	<b>Continue Y/N</b>	<b>Comments</b>
Provision of a dedicated street cleaning machine to work daily in the town centre				
Monthly targeted deep cleans of individual streets				
Running of quarterly tidy mornings/litter picks				
Additional public bins which also house bait to reduce both litter and vermin				
Introduction of Gum Boards to highest footfall area in the town to help reduce the amount of gum discarded on the floor				
Working with landlords and agents to enhance the physical attributes of the town centre				
Erection of window vinyl's in empty premises				
Floral displays, 3 tier planters, hanging baskets and barrier baskets				
Liaison with local authority to improve the signage in the area				
Additional Christmas lights				
Gating project on Chapel Street				
<b>3.3 Experience</b>	<b>Aware Y/N</b>	<b>Worthwhile Y/N</b>	<b>Continue Y/N</b>	<b>Comments</b>
BID provides three BID Ambassadors – working with police and other agencies to tackle ASB, provide an ambassadorial service to visitors and help and assistance for businesses				
Safer Neighbourhood Days in association with the Police				
2 dedicated PCSO's for the Town which has meant that the police also put in an additional 2 PCSOs at no cost to the BID (a total of 4 dedicated PCSO's)				
Facilitated all Business radio schemes to work together and has subsidised LBAC (Luton Business Against Crime) radios for users				
Funding the Purple Flag accreditation for the town to support the evening economy				
Provided Tabards for Luton SAFE security staff				
Provided metal detecting wands for pubs and clubs to help search for knives				
Organises monthly Luton Live events, provides funding support for other events and produces the quarterly events guide				
Christmas Lights				
Organised the Christmas Campaigns, Christmas tree, events and entertainment including Ice Rink, Christmas entertainment/ Characters/music etc				
<b>3.4 Businesses working together</b>	<b>Aware Y/N</b>	<b>Worthwhile Y/N</b>	<b>Continue Y/N</b>	<b>Comments</b>
Hosting Luton BID Linked networking and breakfast events with key note speakers				
Skills workshops to help businesses				
Setting up a discounted parking scheme in the Mall and Power Court for BID Businesses				
Providing a collective voice for Luton businesses on investment consultations				
Supported Luton Investment fund to help attract in £375,000 of funding for the As You Change So Do I project				
Footfall cameras to monitor visitor numbers				

Did you realise that without the BID none of these initiatives would happen?

Yes

No

## Section 4 – What additional projects do you think the BID should consider delivering for the new BID?

Please rate how important the following projects would be for your business, using a scale of 1-5, where 1 equals a little and 5 equals a lot.		
	Rank 1-5	Comments
<b>CRIME AND SAFETY</b>		
Provide additional support for street pastors and NOAH		
Training of evening economy door staff		
Additional locations for CCTV cameras		
Reintroduction of evening Taxi Marshalls		
Continue to develop Business Crime Reduction Scheme		
<b>ACCESS</b>		
Improved information for car drivers in and around Luton		
Improved wayfinding/signage for pedestrians		
<b>ENVIRONMENT</b>		
Improved landscaping, greenery and planting		
Up-lighting or lighting projection on buildings		
<b>MARKETING AND PROMOTION</b>		
New Loyalty App or Luton App to increase footfall and spend		
Promotions and marketing directed at students		
Promotions and marketing directed at town centre residents		
<b>BUSINESS FACILITIES AND COMMUNITY</b>		
Development of networking events and seminars		
A Luton Click & Collect service		
<b>Please provide suggestions on any other projects that you would like the BID to deliver</b>		
1.		
2.		
3.		

## Section 5 – Final thoughts about the BID

The answers provided by Luton businesses on these survey forms will be collated and analysed, with the results used to help us evaluate the success of the BID to date and to help develop a new Luton BID Business Plan. Businesses will then have an opportunity to vote later this year as to whether they would like to see the new Business Plan implemented.

<b>How would you be inclined to vote for the BID to continue after it completes its first term at end of 2019?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know
<b>If your answer was 'No' or 'Don't Know' what would change your mind?</b>	
<b>Would you like to get more involved in the BID?</b> (attend working groups / have a visit from the BID Manager etc)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know

## Thank you for your time and effort

### Use of this information

Thank you for your time and effort in completing this form. The data we collect from this survey remains entirely confidential and will be amalgamated with feedback from other surveys from other businesses in the Business Improvement District. The information provided on this survey helps us to understand the key issues and opportunities which affect businesses and therefore contribute towards the preparation of the new Business Improvement District (BID) proposal and business plan. There is a legal obligation to consult with businesses in the potential or actual area of the Business Improvement District. In order to fulfil this requirement we will collect your personal contact details and retain them for future use to ensure that you remain informed of the progress of this consultation and the ballot.

### Returning your survey

Once you have completed this form you can return it to the BID office in the following ways:

- Pass to one of the BID Ambassadors (Verity, Tahrin and Usman)
- Contact the BID office on 01582 510657 and we will arrange for collection
- Drop into the BID office at Luton BID Ltd, 3rd Floor, Tokko Youth Space, 7 Gordon Street, Luton, Bedfordshire, LU1 2QP.

If you have any questions relating to this form or its future use, please contact the BID Project Manager, Fergus McLardy on **01582 510657** or via email at **info@lutonbid.org** For further information regarding the BID please visit the Luton BID website at **www.lutonbid.org**.