

Business rates information leaflet 2021-22

(Including business improvement district levy)

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Useful contacts

Business rates information

For information on business rates, including how your business rates are calculated, reliefs and discounts [visit the business rates section at GOV.UK](#).

Valuation Office Agency (VOA)

You can view and confirm the details held about your property on the [VOA website](#).

[Contact the VOA here](#).

If you cannot use the online service, call **03000 501 501**. Lines are open:

- Monday to Friday
- 8:30am to 5pm

Or write to:

The Valuation Officer for East Area
Valuation Office Agency
Durham Customer Service Centre
Wycliffe House
Green Lane
Durham, DH1 3UW

A [new business rates appeal process](#) in England was launched 1 April 2017 known as **check, challenge, appeal**. The VOA deals with checks and challenges.

Valuation Tribunal

If you've appealed to the council about your bill and you disagree with our decision, you can appeal to this independent organisation.

Website: [Valuation Tribunal Service](#)

Email: vtdoncaster@valuationtribunal.gov.uk

Telephone: 0300 123 2035

Or write to:

3rd Floor
Crossgate House
Wood Street
Doncaster, DN1 3LL

Luton Council

To contact us visit the [business rates section of our website](#) or call **0300 790 0349**. Lines are open 24 hour a day, seven days a week.

Introduction

This booklet explains how we work out your business rates and where the money goes. It also sets out easy ways to pay, as well as details of how you could qualify for a discount.

Information on the charges for the Business Improvement District is also included.

We've put this booklet on our website to save the considerable cost of printing and delivery. You can easily download and print it if you need a hard copy.

If you need further information from Luton Council after reading this booklet, please contact us using the [details shown on page 2](#).

Fair processing notice

You have the right to: request from the authority

- request from the authority access to, rectification or erasure of your personal data
- restrict or object to processing, and data portability

All parties using such information do so on the basis of public interest and the legitimate interest. Processing will only cease if compelling legitimate grounds cannot be proven to override your interest.

You have the right to [lodge a complaint with the Information Commissioner](#) or relevant supervisory authority. For further information please do not hesitate to contact the council.

Sign up to self service

The council has now developed the online business rates self service portal that lets you do the following from your computer, tablet or smartphone:

- view your account balance
- sign up for direct debit
- pay and print your bill

[Visit our self service portal.](#)

Paperless billing

You can receive bill notifications by email rather than being sent a paper bill through the post. This will save the council money and improve our response to you.

[Register or opt out here.](#)

Ways to pay your business rates

Bank transfer

Pay online through your own bank's website. You will need to quote your business rate account number.

Our account bank details are:

Lloyds Bank
Sort code 30 66 76
Account number 17 25 68 62

Online or telephone

Please [visit our website to pay online](#) or call our 24 hour payment line on **0300 456 2725** and follow the instructions.

Payment kiosk

Pay by cash or cheque at our payment kiosk located in the Customer Service Centre. Access is available Monday to Friday between 9am and 5pm. A receipt and change are provided. You'll need to quote your business rate account number.

Telephone banking

You need to have signed up with your bank in order to pay your bills by this method. You can make payments 24 hours a day, seven days a week simply by quoting:

- our bank sort code 30 66 76
- our account number 17 25 68 62
- your business rate account number

Post

Cheques should be made payable to **Luton Borough Council** with your business rate account number written on the back and sent to:

Revenues
Luton Council
Town Hall
George Street
Luton LU1 2BQ

Please note that credit card payment is a discretionary service offered by the council. There is no additional charge for payment by debit or credit card.

Remember:

- ensure you have your business rate reference available when making payments
- your instalments by default are due on the **first of each month**
- if you pay your business rates by cash or credit or debit card, you must ensure these payments are received on or before the due date

[See business rates instalments for further information.](#)

What if you do not pay?

It's vital you pay. If you fail to pay or pay late, you will lose your right to pay by instalments and you will have to pay the outstanding balance in full immediately. You may be sent an SMS text if we have your telephone contact details before receiving a reminder.

If you do not pay or pay late you could receive a court summons and have to pay **£77 court costs**. Your case could then be referred to enforcement agents for collection and you will then incur the following charges.

Compliance stage fee: £75

This fee is due as soon as the case is received by the enforcement agent and covers all activity up to the 1st commencement of the enforcement stage.

Enforcement stage fee: £235 plus 7.5% of the value of the original debt which exceeds £1500

This stage comprises all activity from the first attendance at the premises in relation to the instruction.

Sale stage fee: £110 plus 7.5% of the value of the original debt which exceeds £1500

This stage commences with the 1st attendance at the property for the purpose of transporting goods to the place of sale.

These enforcement fees are nationally fixed and set by government.

Please let us know immediately if you're having difficulty paying your business rates. We may be able to offer advice and help. [Contact us via the enquiry form on our website.](#)

Check challenge appeal

If you're the owner, occupier or authorised agent of a property, you can sign in or register to use the VOA online service to:

- appoint an agent (if you're the owner or occupier)
- see or request full details of your valuation
- propose changes to the property details (such as change of use, additions, mergers and splits)
- tell the VOA about external factors affecting the property (such as long term disruptive roadworks or flooding)
- challenge the rateable value after you've made a check of the details

About business rates

Non-domestic rates, or business rates, collected by local authorities are the way that those who occupy non-domestic property contribute towards the cost of local services.

Under the business rates retention arrangements introduced from 1 April 2013, authorities keep a proportion of the business rates paid locally. The money is used to pay for the services provided by local authorities in your area, together with:

- revenue from council taxpayers
- locally generated income
- grants from central government

[GOV.UK has further information about the business rates system](#), as well as the website of your local council (address is normally shown on your rate bill).

Business rates instalments

Payment of business rate is automatically set on a 10-monthly cycle. However, the government has put in place regulations that allow ratepayers to require their local authority to enable payments to be made through 12 monthly instalments.

If you wish to take up this offer, you should **contact us before 15 April 2020** through our [business rates enquiry form](#).

By default, **instalments are due by the first of each month**. However, to help businesses we've introduced further instalment dates of the 8th, 15th or 22nd of the month. To change your monthly instalment date for the year you must contact us in advance to agree the new date.

National non-domestic rating multiplier

The local authority works out the business rates bill for a property by multiplying the rateable value of the property by the appropriate non-domestic multiplier. There are two multipliers:

- national non-domestic rating multiplier
- small business non-domestic rating multiplier

The government sets the multipliers for each financial year, except in the city of London where special arrangements apply.

Ratepayers will have their bills calculated using the lower small business non-domestic rating multiplier, rather than the national non-domestic rating multiplier, if they:

- occupy a property with a rateable value which does not exceed £50,999
- are not entitled to certain other mandatory relief[s]
- are liable for unoccupied property rates)

The multiplier for a financial year is based on the previous year's multiplier adjusted to reflect the consumer price index (CPI) inflation figure for the September prior to the billing year. The current multipliers are shown on the front of your bill.

Current multipliers

The multipliers for 2021-22 are:

- **standard non-domestic rating multiplier:** 0.512 used for businesses with a rateable value of £51,000 or more
- **small business non-domestic rating multiplier:** 0.499 used for businesses with a rateable value of £50,999 or less

Please note the relevant multiplier will be automatically applied to your business rates without the need to apply.

Rateable value (RV)

Apart from properties that are exempt from business rates, each non-domestic property has a rateable value which is set by the Valuation Office Agency (VOA), an agency of Her Majesty's Revenue and Customs (HMRC).

They compile and maintain a full list of all rateable values – [see these rateable values on the VOA website](#). The rateable value of your property is shown on the front of your bill. This broadly represents the yearly rent the property could have been let for on the open market on a particular date specified in legislation. For the current rating list, this date was set as 1 April 2015.

The VOA may alter the valuation if circumstances change. The ratepayer (and certain others who have an interest in the property) can also check and challenge the valuation shown in the list if they believe it is wrong.

Further information about the grounds on which challenges may be made and the process for doing so can be found on the VOA website: [How to check and challenge your rateable value](#).

Your bill calculation

Your bill will show the calculation the authority uses to determine your business rates based on the RV supplied by the VOA.

That calculation is the RV x multiplier x number of days you are held liable.

This will give the authority the base figure to which reliefs and discounts, where applicable, may be applied.

Revaluations

All non-domestic property rateable values are reassessed at revaluations. The most recent revaluation took effect from 1 April 2017.

Revaluations ensure that business rates bills are up-to-date, more accurately reflect current rental values and relative changes in rents. Frequent revaluations ensure the system continues to be responsive to changing economic conditions.

Business rate reliefs

Depending on individual circumstances, a ratepayer may be eligible for a rate relief (ie a reduction in your business rates bill). There are a range of available reliefs. Some of the permanent reliefs are set out below but temporary reliefs are often introduced by the government at budgets.

You should contact your local authority for details on the latest availability of business rates reliefs and advice on whether you may qualify. [GOV.UK provides further detail on reliefs](#) as well as the website of your local council which is normally shown on your rate bill.

Small business rates relief

If a ratepayer's sole or main property has a rateable value which does not exceed an amount set out in regulations, the ratepayer may receive a percentage reduction in their rates bill for this property of up to a maximum of 100%.

The level of reduction will depend on the rateable value of the property. For example eligible properties below a specified lower threshold will receive 100% relief, and you may receive partial tapered relief up to a specified upper threshold.

The relevant thresholds for relief are set out in regulations and can be obtained from your local authority or on the [business rates relief page on GOV.UK](#).

Generally, this percentage reduction (relief) is only available to ratepayers who occupy either:

- a) one property
- b) one main property and other additional properties providing those additional properties each have a rateable value which does not exceed the limit set in regulations.

The aggregate rateable value of all the properties mentioned in (b) must also not exceed an amount set in regulations.

For those businesses that take on an additional property which would normally have meant the loss of small business rate relief, they will be allowed to keep that relief for a fixed additional period.

See your local authority website or the [business rates relief page on GOV.UK](#) for full details on:

- the relevant limits in relation to second properties
- the current period for which a ratepayer may continue to receive relief after taking on an additional property

Certain changes in circumstances will need to be notified to the local authority by the ratepayer who is in receipt of relief. Other changes will be picked up by the local authority. The changes which should be notified are:

- a. the property falls vacant
- b. the ratepayer taking up occupation of an additional property
- c. an increase in the rateable value of a property occupied by the ratepayer in an area other than the area of the local authority which granted the relief

Charity and community amateur sports club relief

Charities and registered community amateur sports clubs are entitled to 80 per cent relief where the property is occupied by the charity or the club and is wholly or mainly used for the charitable purposes of the charity (or of that and other charities), or for the purposes of the club (or of that and other clubs).

The local authority has discretion to give further relief on the remaining bill. Full details can be obtained from the local authority.

About charities and community amateur sports clubs

A charity is an organisation established for charitable purposes. To have charitable status usually means that you are included in the Charity Commissioner's register of charities. There are some charities that do not need to register. These are known as 'excepted charities' and include organisations such as:

- the Church Commissioners
- some Scout Association and Guide Association units
- voluntary schools

If you are not in the register of charities or an 'excepted charity', we can still treat you as a charity if you have a letter from HMRC stating that, for tax purposes, you are treated as a charity.

We treat sports clubs, which have registered for community amateur sports club (CASC) status with HMRC, in a similar way to registered charities and will give them 80 per cent mandatory relief if:

- the club is the rate payer
- the club uses the property wholly, or mainly, for purposes of the club or other registered clubs

If the property is unoccupied, the intention must be to use it for the club or other registered clubs

To apply for mandatory charitable rate relief, please supply the following via email to revenuesNDR@luton.gov.uk:

- your charity registration number (or a letter from HMRC stating that, for tax purposes, you are treated as a charity)
- the property address
- account number if available

Unoccupied property rate relief

Business rates are generally payable in respect of unoccupied non-domestic property. However, they are generally not payable for the first three months that a property is empty.

This is extended to six months in the case of certain other properties (for example industrial premises or listed buildings).

[See business rate relief on GOV.UK for full details on exemptions](#) or see your local authority's website.

What is unoccupied?

The term unoccupied may imply there is no physical occupation by a person(s). This is not the case however. For example premises or land may be deemed as occupied where used for a beneficial purpose such as:

- storage
- holding stock
- a parking space
- land otherwise mainly considered unoccupied but used to get from one area to another

Partly occupied property relief

A ratepayer is liable for the full non-domestic rate whether a property is wholly occupied or only partly occupied. Where a property is partly occupied for a short time, the local authority has discretion in certain cases to award relief in respect of the unoccupied part. Full details can be obtained from the local authority.

Where part of a property is likely to remain unoccupied for a long time

An example of this may be where a company no longer needs all of the space it rents and intends to give up part of it when the tenancy agreement comes up for renewal.

The ratepayer can ask the appeals department at VOA to split the rating assessment, creating two separate assessments:

- one for the occupied part
- another for the unoccupied part

The local authority then bills each part as a separate property.

Split assessments

If the VOA agrees to split the assessment, it will value the parts based on the rent each would attract if let separately.

The total of the rateable values for the two new assessments may not be the same as the single rateable value of the old assessment.

When the relief period runs out on the unoccupied part, the rates payable may be more, or less, for the two assessments than they were for the single assessment.

Where part of a property is unoccupied for a short time

An example of this is when a company phases its move from one property to another.

As the situation is only temporary, it may not be appropriate to split the assessment. In these circumstances, the ratepayer may ask us to allow relief on the unoccupied part.

If we decide to allow short-term relief, we will ask the VOA to issue a certificate telling us the values for each part.

To apply for this short-term relief, you should write to us as soon as the property becomes partly occupied. In your application you should include:

- the reason why the property is partly occupied
- the date on which it became partly occupied
- your estimate of when you expect it to become fully occupied or completely unoccupied

- a plan of the property, clearly showing the occupied and unoccupied parts

This does not need to be a professionally produced plan, but it does need to be accurate enough for us, and the VOA, to understand the layout of the property and which parts are occupied and which parts are not.

When we receive your application, we will arrange for our inspector to visit the property to verify what you have said, after which we will consider if we can use our discretion to award short-term relief.

If we decide to allow relief, we will apply to the VOA for the necessary certificate. If the split between the occupied and unoccupied parts of the property is not clearly defined, the valuation office may need to visit the property to take measurements.

We may visit the property regularly to check if circumstances have changed since the certificate was issued.

See [business rates on Luton.gov.uk](https://www.luton.gov.uk/business-rates) for a full copy of our policy framework on part occupied relief.

Transitional rate relief

At a revaluation, some ratepayers will see reductions or no change in their bill whereas some ratepayers will see increases.

Transitional relief schemes are introduced at each revaluation to help those facing increases. This relief has been funded by limiting the reduction in bills for those who have benefitted from the revaluation. Transitional relief is applied automatically to bills.

See the local authority website or GOV.UK for [further information about transitional arrangements](#) and other reliefs that may be obtained from the local authority.

Transitional arrangements 2017 revaluation

Property size	2017-18	2018-19	2019-20	2020-21	2021-22
Upwards cap	5%	7.5%	10%	15%	15%
Small	12.5%	17.5%	20%	25%	25%
Medium	45%	50%	50%	16%	5%
Large					
Downwards cap					
Small	20%	30%	35%	55%	55%
Medium	15%	15%	20%	25%	25%
Large	4.1%	4.6%	5.9%	5.8%	4.8%

Note: these are year on year caps on increases. For instance, the maximum increase for small properties over five years would be 64%, but a small property with an increase of 7% would reach their full bill in year two. Medium is above £20,000. Large above £100,000.

Relief for local newspapers

The government is providing funding to local authorities so that they can provide a discount worth up to £1,500 a year on office space occupied by local newspapers. This was due to run for two years from 1 April 2017.

At Autumn Budget 2018, the government extended the scheme for a second additional year (2020-21).

In January 2020 the government announced a further extension of the scheme for an additional 5 years until 31 March 2025. This scheme provides up to a maximum of one discount per local newspaper title and per hereditament, and up to state aid limits.

The relief will be delivered through local authority discretionary discount powers (under [section 47\(3\) of the Local Government Finance Act 1988](#)). Eligibility criteria for this relief is set out in a guidance note on GOV.UK: [the case for a business rates relief for local newspapers](#).

Supporting small business relief

Ratepayers losing small business or rural rate relief as a result of the 2017 revaluation will have their increases limited to the greater of either:

- i. a cash value of £600 per year
- ii. the matching cap on increases for small properties in the transitional relief scheme

This relief will run until the next revaluation in 2023 and ratepayers will receive the relief until this date or they reach what their bill would have been without the relief scheme, whichever is first.

This relief will be delivered through local authority discretionary discount powers (under [section 47\(3\) of the Local Government Finance Act 1988](#)). Further information can be obtained from your local authority.

Should your property become empty during the period of the scheme or if you are entitled to mandatory relief for charities or community amateur sports clubs, you will no longer be eligible to receive supporting small businesses relief and your bill will return to the full amount due without this relief.

If you feel that you qualify for this relief but it is not showing on your bill, please contact us via our [business rates enquiry form](#).

Local discounts

Local authorities have a general power to grant discretionary local discounts. The following local discounts apply in Luton.

Discretionary top up rate relief

Any organisation that qualifies for 80 per cent mandatory rate relief may also apply for discretionary relief for all or part of the remaining 20 per cent of its bill.

If an organisation is not a charity, but has been set up for religious, social welfare, artistic, educational or recreational purposes, and is not run to make a profit, we can grant up to 100 per cent discretionary rate relief.

To apply for relief for this financial year please complete the discretionary rate relief online form.

Please note there are limited funds available. There is no guarantee that your application will be successful, as funds are allocated to organisations in the order that applications are received until funding is all spent. Apply early to avoid disappointment at www.luton.gov.uk/businessrates.

Business growth incentive scheme

Deciding to base your business in Luton gives you a number of benefits, one of which is the business growth incentive scheme.

This relief may be available to you if you're:

- moving into a new build
- extending your current premise

- moving into a property that is currently receiving empty property relief

By locating your business in Luton, you may be able to claim up to 45 per cent of the net rates yield increase in your first year. See www.luton.gov.uk/businessrates for more information.

Hardship relief

The local authority, at our discretion, gives businesses relief from business rates if they are experiencing hardship.

We can give help where:

- we are satisfied that you would sustain hardship if we did not do so
- it is in the interests of our council tax payers

For details on how to apply, please see www.luton.gov.uk/businessrates.

State aid

The award of discretionary reliefs is considered likely to amount to state aid. However, it will be state aid compliant where it is provided in accordance with the [De Minimis Regulations EC 1407/2013](#).

The De Minimis Regulations allow an undertaking to receive up to EUR 200,000 'de minimis' aid over a rolling three-year period. If you're receiving, or have received, any 'de minimis' aid granted during the current or two previous financial years (from any source), you should inform the local authority immediately with details of the aid received.

Rating advisers

Ratepayers do not have to be represented in discussions about their rateable value or their rates bill. However, ratepayers who do wish to be represented should be aware that members of the following organisations are qualified and are regulated by rules of professional conduct designed to protect the public from misconduct.

- Royal Institution of Chartered Surveyors (RICS) - [see the RICS website](#)
- Institute of Revenues, Rating and Valuation (IRRV) - [see the IRRV website](#)

Before you employ a rating adviser or company you should check that they have the necessary knowledge and expertise, as well as appropriate indemnity insurance. Take great care and, if necessary, seek further advice before entering into any contract.

Information supplied with demand notices

See www.luton.gov.uk/counciltax for information relating to the relevant and previous financial years in regard to the gross expenditure of the local authority. A hard copy is available on request by writing to the council or calling **0300 790 0349**.

Moving or extending your business property

Please remember to tell us if you move or extend your business. You can either:

- complete the online form
- email us at revenuesNDR@luton.gov.uk
- call us on 0300 790 0349

Let us know immediately about any changes in your circumstances, particularly if you are claiming any discount or exemption.

You must also tell us if you have been given a discount to which you are not entitled.

We rely on accurate information from business rate payers to make the system work.

London Luton Airport Enterprise Zone

London Luton Airport is now one of only 24 areas across England which has secured Enterprise Zone status. This significant development opportunity is being delivered by Luton Council in partnership with London Luton Airport Limited, and comprises three sites surrounding or connected to London Luton Airport:

- Century Park
- Airport Business Park
- Stirling Place



Fig 1: London Luton Airport Enterprise Zone site plan

Current proposals include:

- the construction of a new road linking Century Park through to junction 10 of the M1
- a mass passenger transit system to connect Luton Airport Parkway railway station (22 minutes from London St Pancras International) direct to the airport terminal.

Century Park provides the location for an ambitious, well-designed, high-quality, high-yield mixed-use development, incorporating business, commercial and light industrial units. It's located in a rural fringe setting, on the doorstep of the UK's fifth largest airport, and within easy reach of excellent transport links to both London and the North.

Twenty three million people live within a two-hour-drive of the airport, exceeding that of London Heathrow.

Contact

Enterprise Zones provide a range of benefits to businesses.

For more information contact:

Sinead McNamara, Business Manager

Email: sinead.mcnamara@luton.gov.uk

Telephone: 01582 546265

Luton Business Improvement District (BID)

The BID was voted through by businesses in October 2019, with a strong turnout and a vote in favour giving a clear mandate for five years starting 1 January 2020.

The BID investment programme will be delivered through the four key strategic objectives and their related activities identified in the business plan [which you can see and download at www.lutonbid.org](http://www.lutonbid.org).

These will be delivered by the BID through its collective voice and influence and working closely with:

- all businesses across the town centre
- the local authority
- other organisations and agencies

If you'd like to know more, or would like to get involved in the management group or any of the working groups that help steer the projects, please contact **01582 510657** or email info@lutonbid.org.

The vision

A vision for Luton created by you, the businesses:

'Support business growth and investment in the town centre and build pride, loyalty and positive perceptions of Luton as a whole'.

Luton BID Financials April 2021 to March 2022

The four key objectives of the Luton BID are:

1. Promotion

Identify, develop and promote the strengths, characteristics and the business to Luton town centre to increase positive perceptions and loyalty of the town, locally, regionally and nationally.

2. Environment

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

3. Experience

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

4. Growth and investment

To build on the strengths of the business community to support and promote growth, development and investment.

Unaudited accounts including estimated accruals as at January 2020 for financial year April 2020 to March 2021.

Actual and estimated expenditure as at January 2020

Income

Levy (12 months April 2020 to March 2021)

£242,050.02

COVID-19 BID Resilience Fund Contribution from Central Government

£17,130.96

Reserves

£44,749.72

Total:

£303,903.70

Expenditure

Objective 1 – promotion

Budget per objective: £56,257

Combined (actual + committed): £56,119

Objective 2 - environment

Budget per objective: £32,541

Combined (actual + committed): £31,527

Objective 3 - experience

Budget per objective: £83,211

Combined (actual + committed): £80,970

Objective 4 - working together

Budget per objective: £27,521

Combined (actual + committed): £31,327

Central admin / overheads

Budget per objective: £28,609

Combined (actual + committed): £24,540

Levy collection costs

Budget per objective: £13,850

Combined (actual + committed): £13,850

Totals

Budget per objective: £241,991

Combined (actual + committed): £238,336

As a result of deferred payment recovery, levy revenue for this financial year to date has of course been much lower than would normally be expected at £242,050.02.

The BID, as always tried to ensure that it has delivered maximum value to businesses for the levy revenue it receives and leverage in additional funding wherever possible. This year, as a result of lobbying with the consortium of membership organisations British BIDs, Association of Town and City Management and the BID Foundation it also received £17,130.96 worth of funding as part of the Government's BID's COVID Resilience Fund

Luton BID Budget 2020-21

Promotion – activities

- a. Work with others to raise the profile of Luton and showcase the town centre and its successful businesses as a great place in which to invest, work and study.

- b. Develop specific campaigns to enable the professional service businesses in Luton town centre to raise their profile locally and regionally.
- c. Support and promote the development and diversity of the arts, culture and leisure offer in Luton town centre to ensure that it becomes more important as a reason to visit and stay in and around Luton both day and night.
- d. Deliver a series of annual campaigns focusing on key retail and leisure trading periods to encourage customer loyalty and pedestrian flow around Luton town centre.
- e. Develop effective communications between businesses to promote awareness of BID activities and the issues which may affect trading conditions, opportunities and the local environment.
- f. 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.

Environment – activities

- a. Support and encourage the development and implementation of initiatives which protect and enhance the public realm, the buildings and other physical attributes of Luton town centre, in ways which complement and develop the characteristics of its different areas.
- b. Support initiatives that make a positive contribution to improve the orientation, streetscape, views and vistas across the town centre that help visitors and users navigate their way safely and enjoyably around the town centre.
- c. Provide additional cleaning services 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.
- d. 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.
- e. 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.
- f. Work with partners to provide parking solutions to improve the parking experience.

Experience – activities

- a. Work closely 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 the visitor experience.
- b. Work with the police, the local authority and other agencies to develop business crime intelligence sharing opportunities between businesses for both the evening and day time economies.
- c. An ambassador / uniformed presence on the streets to:
 - i. support and work closely with all those who have a responsibility for the creation of a safe, attractive and welcoming town centre
 - ii. help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces
 - iii. support businesses in tackling and communicating issues which affect their business on a day to day basis
- d. Work with businesses and other partners including the police and local authority to create a diverse town centre evening and night time leisure and cultural offer which appeals to people from all ages and backgrounds in a safe, clean and attractive environment.

- e. Work with businesses and organisations to develop and organise events which benefit businesses and creates interest, animation and a reason to visit and builds the reputation of Luton town centre as a great place to be.
- f. Work with partners to support an application for City of Culture 2025.

Growth and Investment – activities

- a. Work closely with the local authority, partner organisations and other businesses to encourage a coherent and planned approach to the use and development or refurbishment of properties, sites and the public realm in Luton town centre.
- b. Work with the local authority, partner organisations and other businesses to develop a commercial, retail, leisure, arts and cultural framework for the town centre and support its implementation with partners.
- c. Work with local authority, partner organisations and other businesses to encourage investment in the town centre which establishes distinctive areas and serves to develop a sense of identity and pride.
- d. Encourage and support relationships between the university, businesses and organisations which seek to develop skills and have a positive impact upon their current business performance and future business development.
- e. Work with others to develop links between businesses in the town centre and its surrounding area to encourage a town centre focused Luton economy.
- f. Work with other organisations to monitor footfall and foot-flow, commercial performance and customer perceptions across Luton town centre and provide regular reports and performance updates for businesses.

Budget income - year 1

Expected BID levy revenue and Funds Carried over
£388,109

Other income (note1)

£15,000

Total income

££403,109

Budget expenditure – year 1

Objective 1 – promotion

£86,941

Objective 2 – environment

£46,691

Objective 3 – experience

£112,131

Objective 4 – Businesses working together

£20,621

Central management costs, administration, office (note)

£33,309

Levy collection costs (Luton Council)

£11,000

Covid Levy Advanced Payment

£25,000

Total expenditure
£335,647

Notes

1. Including income from landlords, associate members of the BID and other sources
2. Central admin, office and fixed overheads

Supporting you through tough times

We cannot stop the tough times, but as a council we are committed to providing you with local quality services delivering value for money.

Do not bury your head in the sand if you are in financial difficulty. Contact us as early as possible. We can advise you of any discounts or benefits to which you may be entitled. In special circumstances, we may be able to offer you a revised payment plan.

You can also get specialist money advice from an outside organisation.

Luton Citizens' Advice

Provides a range of advice services including how to cope with your debt problems.

15 New Bedford Road
Luton LU1 1SA
Tel: 0344 245 1285 www.adviceguide.org.uk

StepChange Debt Charity

Tel: 0800 131 1111
www.stepchange.org

Factoring Helpline

Tel: 0800 597 4757
www.factoringhelpline.co.uk

Luton Rights

15 New Bedford Road
Luton LU1 1SA
Tel: 01582 453372

Luton Law Centre

5 New Bedford Road
Luton LU1 1SA
Tel: 01582 481000
Email: admin@lutonlawcentre.org.uk
www.lawcentres.org.uk

National Debtline

Tel: 0808 808 4000
www.nationaldebtline.co.uk