

## ten reasons for this Strategy

- To structure the Council's co-ordinated contribution to the Community Strategy for Luton.
- To update the Luton Economy to keep pace with global changes.
- To enable Luton to fully share in sustainable regional economic growth.
- To provide a supportive climate for technological developments and the commercial exploitation of innovations.
- To support start-up enterprises, attract new businesses and help enterprises to create new permanent jobs.
- To assist the realisation of better quality and more skilled job and/or self employment.
- To specially target people and groups at risk of social and economic exclusion.
- To shrink the gap between the economically thriving and struggling parts of the town.
- To improve the environment, heritage and amenities to support employment growth.
- To build pride in the Luton of today and of the future.

# Luton Regeneration Strategy



## one vision for Luton

### eight values which guide the council

- Lifelong learning for all.
- Protect and support the vulnerable, promote independence.
- Promote equal opportunities, tackle disadvantage.
- Value our workforce.
- Sustainable solutions for Luton's communities.
- Open, accessible and responsive government.
- Value for money.
- Active in partnerships, ready to work with others.

## ten council regeneration achievements in the last 5 years

- Over £100 million of additional external resources secured.
- London Luton Airport investment.
- New community centres funded and developed.
- Luton Vauxhall Partnership skills and business investment projects.
- Inward investment success.
- A new masterplan for Luton town centre.
- Investment in Luton's industrial and building heritage.
- A new deal for Marsh Farm.
- Retention of large companies and those jobs within them.
- Improvements in council services.

## five reasons why Luton is flying high

- **London Luton Airport**  
The new powerhouse for Luton's prosperity and jobs.
- **Communications**  
Luton enjoys outstanding infrastructure for motorways, rail, air and IT.
- **Key employers**  
An excellent location attracts global industries such as Astra Zeneca, General Motors and BAE systems.
- **Setting**  
The rolling greenbelt Chilterns countryside on our doorstep.
- **Skilled people**  
A diverse and skilled workforce backed by excellent colleges and university.

## one overarching partnership and plan

Luton Forum is the key Local Strategic Partnership that brings together all partners from the public, private, community and voluntary sector.

The Community Plan is the document prepared by Luton Borough Council that pulls together the shared vision and actions for the town.

The six themes in the community plan are:

- *A dynamic and creative town*
- *Learning, skills and employment*
- *Sustainable communities with access to services*
- *Crime reduction*
- *Health and social care*
- *Quality of the environment*

## thirteen regeneration goals for the council to achieve by 2011

- All areas will improve rating in government deprivation indices.
- No area will be in 10% most deprived in England.
- Employment level to be above the East of England average.
- Full implementation of the town centre masterplan.
- To increase job density substantially.
- Educational achievement levels at all stages to be above the national average.
- Work with Learning and Skills Council, colleges and Connexions to increase the percentage of the Luton workforce who are vocationally qualified to at least NVQ2 or equivalent.
- Luton residents to have less fear of crime than three quarters of similar urban areas in England.
- Over 75% of the people of Luton to be satisfied with their immediate environment.
- Halve the gap between life expectancy of people in Luton and the rest of the country.
- Bring death rate for babies in Luton down to below the national average.
- Increase use of public transport for travel to Luton town centre by 15% when compared to 1999 levels.
- 10% more people to be satisfied with the town's cultural and recreational facilities.



# nine regeneration facts about Luton

## Population

184,371 people live in Luton. 24% are aged 0-15, 71% are aged 16-74 and 5% are aged 75 or over.

2001 Census (Key statistics for Local Authorities) Crown Copyright

## Ethnicity

72% of the population is white with 28% of the population from a minority ethnic background.

2001 Census (Key statistics for Local Authorities) Crown Copyright

## Employment

Luton's unemployment rate as of August 2004 was 2.9% (East of England region 1.7%) of which 14.8% were claiming for 12+ months. Luton's male unemployment rate was 4.0%.

ONS via NOMIS

## Deprivation

For employment, priority areas are Farley, Hightown, Leagrave, Saints and South. For education, priority areas are Lewsey, Sundon Park and Bramingham. Saints is also a priority for housing.

## Households

Luton has 70,755 households of which 26% have no car or van and 71% are owner occupiers.

2001 Census (Key statistics for Local Authorities) Crown Copyright

## Business

Manufacturing represents 9% of businesses in Luton. Of the 4,600 businesses in Luton, over 300 have 50 or more employees, and approximately 2,900 employ 5 or fewer people.

Inter-Departmental Business Register 2003

In 2003, 66% of new businesses had survived for 3+ years.

## Skills achievement

23% of the population have attained a qualification of NVQ level 3 or above and 31% of the population have no qualifications.

2001 Census (Key statistics for Local Authorities) Crown Copyright

## Health

15% of the population have a limiting long term illness and 8% perceive their general health to be 'not good'.

2001 Census (Key statistics for Local Authorities) Crown Copyright

## Crime

21,600 crimes were reported in 2000-2001, down 7% over previous years.

unable to comment

sixteen  
main regeneration partners



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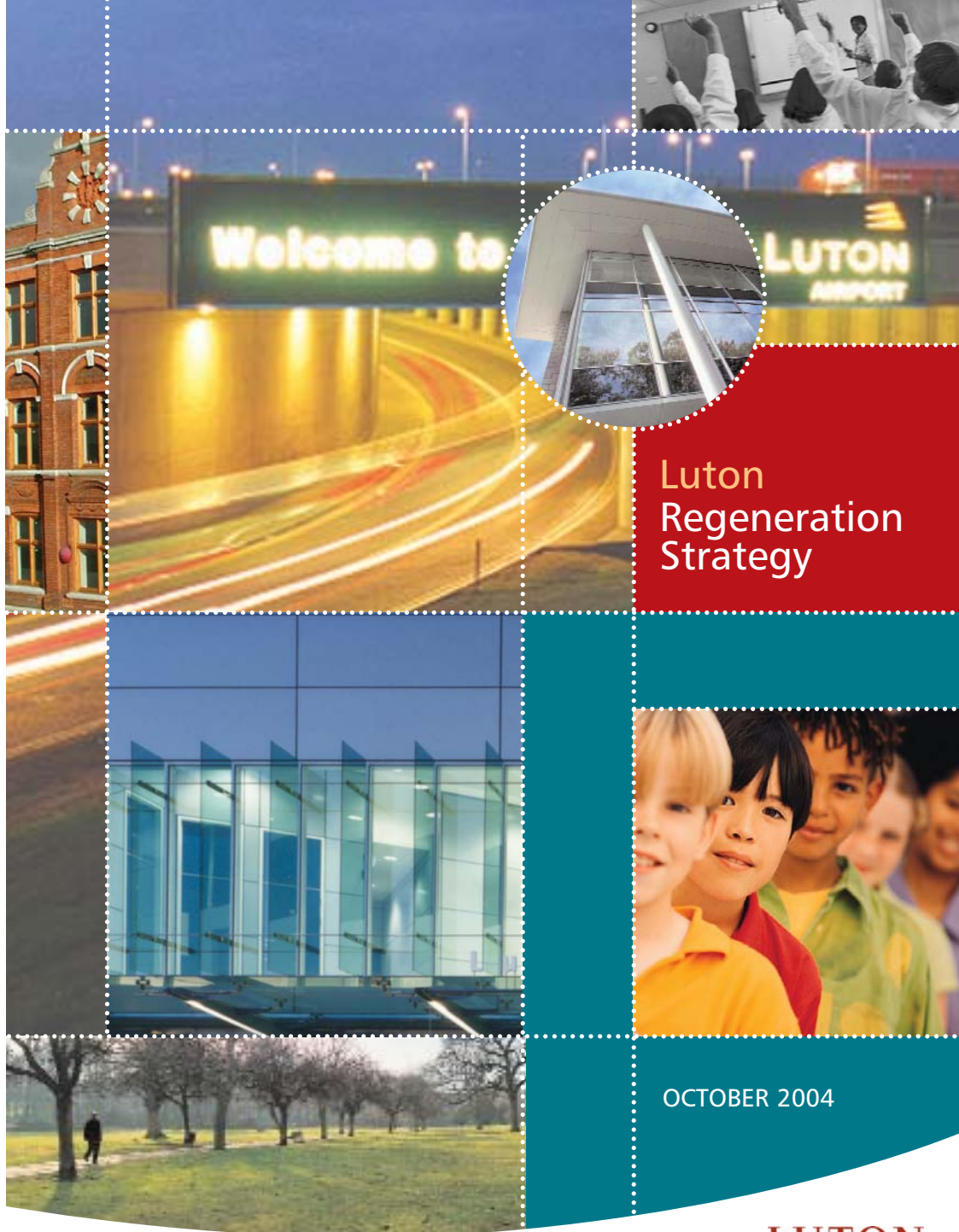
- East of England Development Agency
- Government Office East of England
- Voluntary Action Luton
- Chamber Business
- Bedfordshire Luton Learning Skills Council
- University of Luton
- Barnfield College
- Luton Dunstable Partnership
- Marsh Farm Community Development Trust
- Luton Town Centre Partnership
- Luton Forum
- Luton Health Agencies
- Business in the Community
- Luton Assembly
- Luton Council of Faiths
- Bedfordshire & Luton Economic Development Partnership

contact

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Luton  
Regeneration  
Strategy

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LUTON  
BOROUGH COUNCIL

ENVIRONMENT & REGENERATION