OPPORTUNITY
ASPIRATION
PROSPERITY

The Luton Investment Framework
Securing more than £1.5 billion for the future of Luton

www.luton.gov.uk/lutoninvestmentframework
The Council has come together with partners and investors – each with a huge passion for Luton – to secure more than £1.5 billion investment for the town across a number of development sites which will create thousands of jobs for local people. The investment will see thousands of much-needed new homes built, new schools, a tangible difference to the wellbeing of the people of the town and a noticeable increase in prosperity.

Further funding and projects have been identified including a new skills and opportunities programme, improved infrastructure, better health outcomes, making people feel safe and creating a vibrant cultural and leisure offer for the people of the town.

I am pleased to present the Luton Investment Framework (LIF) which sets out a compelling and credible 20-year plan for major transformation to take place in Luton in order to achieve strong and sustainable growth in the town.

Over the pages you will be hearing from our partners about their projects, initiatives and schemes and how they are helping to transform the town. You will also hear from people of Luton about how the LIF is making a real difference to their lives.

Cllr Hazel Simmons MBE
Leader of Luton Council
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Building economic growth and prosperity

Luton, with its unrivalled combination of superb infrastructure, great access and a skilled workforce, is one of the UK’s best opportunities when it comes to business and investment.

Investment in the airport facilities, new infrastructure projects, the provision of an accelerated house-building programme and development of employment sites across Luton will mean new construction jobs opening up opportunities for residents.

Supporting and developing Luton’s key business clusters

The Council will prioritise business engagement activities with business sectors that have the potential for significant employment growth in the town;

- Creative arts and media
- Technology
- Aerospace and aviation
- Advanced manufacturing, engineering and automotive.

London Luton Airport Enterprise Zone

Around 395 acres in size, the Enterprise Zone will consist of three linked sites surrounding the airport. The airport-related employment site will create thousands of jobs and attract aerospace, engineering and advanced manufacturing businesses, specialist support services for airline/airport operations and associated leisure, hotel and catering businesses.

Case study

Metro Bank is bringing the banking revolution to the people of Luton. The award-winning bank prides itself on its high street presence, with each store firmly rooted in the local community it serves. The bank puts customers’ needs first by providing the best banking experience around. This includes recruiting around 25 locally-based colleagues that have a ‘can do attitude’ and a passion for providing customers with the very best in service and convenience.

Iain Kirkpatrick, Managing Director of Retail Banking at Metro Bank: “We are thrilled to have opened a store in Luton, bringing with us a true banking alternative for the Luton community. We recognise how important face-to-face relationships are and that’s why we’re open at times convenient for customers – early in the morning to late at night – so people are able to fit their banking around their busy schedules.

“Our stores bring something new and different to the local community and it’s essential we provide the services that our customers want and need. This means creating around 25 new career opportunities, taking part in local activities and hosting free networking events for the neighbourhood. Luton is a vibrant community that we’re excited to be a part of.”

The bank sources the very best locations for its stores and is proud to having invested in Luton’s town centre. It is located at 10 - 20 Castle Street, Luton, LU1 3AJ.
Development schemes
Other multi-million pound developments coming forward include mixed employment schemes, retail, leisure, hotels and large sites for engineering and aviation-linked employment. There are also many housing and cultural developments underway that will benefit the people of Luton.

- **Luton 2020 planning applications** which are subject to planning permission: Power Court – a new state-of-the-art 17,500-22,500 seater iconic stadium, venues for live sport and music, leisure, lifestyle retail facilities and residential apartments.

Newlands Park – mixed-use gateway scheme incorporating high-quality offices, retail and leisure. £600 million of development and almost two million square foot mixed-use schemes.

- **Napier Gateway:** Works under way for a £300 million, 6.9-acre mixed-use development scheme incorporating 685+ apartments, a large hotel, retail/leisure space, a health centre, piazza and park.

- **Butterfield:** High-quality, good-sized development in a landscaped environment.

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- **Bartlett Square:** will bring 2,000 new jobs with the commercial development comprising around 240,000 square foot of office development and a 170-bedroom hotel.

**SEMLEP**
South East Midlands Local Enterprise Partnership (SEMLEP) is delighted to support Luton’s ambitious investment plans. London Luton Airport is the fastest growing of London’s five airports with plans to increase passenger numbers by 50 per cent. SEMLEP has invested £21.2 million of Local Growth Fund resources to improve the surface access to the airport. This will complement the £225 million Luton DART, which will take passengers directly from Luton Airport Parkway station to the airport and increase the pace of growth in a sustainable way. Luton has a thriving cultural quarter in which SEMLEP has committed nearly £4 million from the last round of Local Growth Fund to renovate former hat factories, recognising the important legacy of the hat-making industry for Luton.

London Luton Airport
London Luton Airport (LLA) is the UK’s fifth-largest airport. It is operated by a consortium of which the majority shareholder is AENA, the world’s largest airport operator, and AMP Capital, a specialist global investment manager. In 2017 passenger numbers increased to 15.8 million, representing 18.5 per cent annual growth. The airport employs over 9,400 staff and is a major economic driver for the region. Its route network serves more than 140 destinations in Europe, Africa, and Asia, with 11 airlines flying from the airport, including easyJet, Wizz Air, Ryanair and Vueling.

A £160 million transformation programme is nearing completion which will increase capacity from 12 million to 18 million passengers per year by 2020. The redevelopment plans include a complete redesign of the terminal, bringing in new and exciting shops and restaurants and major upgrades to transport links, including better road access to the M1, new car parking facilities, and a remodelled bus and coach interchange.

LLA is the fastest-growing major London airport, yet is the only one without an express rail service. The airport has been working with the government and train operators to introduce an express-style service as part of the franchising of the East Midlands rail line which would reduce travel time to less than 30 minutes from central London.
Developing quality homes and infrastructure

As well as the many aspirational and affordable housing developments brought forward, Luton’s severe housing shortage is being addressed and a new homelessness strategy aims to pilot a new way forward to tackle the issue.

Our aim is to increase connectivity for Luton residents through our investment in sustainable travel, improvements to road travel and a better rail station.

Key Targets

- **5,700 New Homes**
- **5G and Superfast Broadband**
- **Increased Connectivity by Road, Rail and Air**
- **Central Rail Station**
- **Investment in Green Travel**

Foxhall Homes

The Council’s wholly-owned company has been set up and will develop seven housing sites around the town and deliver hundreds of much-needed new homes for residents.

Transformation of Marsh Farm

A £25 million project, which will be delivered over a three-year period, will provide brand new, modern residential units and retail facilities which will completely rejuvenate and improve the area for those living there. The scheme includes 118 new homes for rent, two blocks of retail units and associated landscaping works.

Transformation of High Town

The historic High Town area of Luton will be transformed into a vibrant neighbourhood for its residents with a complementary mix of residential areas, public spaces, retail developments and commercial activities.
Luton DART
London Luton Airport Limited and Luton Borough Council are investing £225 million in a Direct Air to Rail Transit (Luton DART) system which will transport passengers between Luton Airport Parkway station and London Luton Airport.

The DART is being developed to improve passenger journey time and connectivity to and from the airport using a modern, sustainable and efficient system.

Once in operation, the DART will be capable of operating 24 hours a day, seven days a week, and will significantly reduce the journey time from central London to the airport terminal to about 30 minutes, using the fastest train from St Pancras International.

Homelessness strategy
£1.1 million Government funding has been secured to implement a new early-help service with 20 dedicated officers working to prevent people from falling into homelessness. An early intervention and prevention public campaign is being run with a focus on education, employment, debt management, health and wellbeing to prevent people from homelessness.

Digital infrastructure
The digital strategy will assist the Council to have more services available online, for customers to access information, advice and guidance from home, and ‘self-serve’ where appropriate. This will provide a fast, reliable service for Luton residents and businesses and will assist the Council with further efficiencies.

Case study
Marsh Farm
Sophie is a local resident and an apprentice administrator for the Marsh Farm project. She spends two days a week on site and three days at Marsh Farm Futures House to give her a wide spectrum of skills, knowledge and practical work.

After studying at Luton Sixth Form College she applied for an apprenticeship and as part of her role she maintains files on site, updates planning permissions, records the mail, updates social media websites, and display boards. She has learned new computer skills and has worked with different people across all levels, including directors. She has enjoyed seeing the site grow and the progress that is made, and how much goes into a construction site and building.

One Public Estate
The aim of the Luton One Public Estate partnership is to change the way in which public sector partners work together to deliver services, ensuring we use our assets in a more structured way whilst also achieving long-term savings.
Enhancing skills and education

With a growing Luton economy and thousands of new jobs coming on-stream, the Council and its partners are determined to ensure that local people will be the beneficiaries.

The town and its people are of great importance and so is raising the aspirations of Luton's communities and businesses as to what might be possible in terms of exploiting skills and regeneration.

This process is ongoing, with engagement with the schools and education partners, as well as community groups, businesses and neighbouring local authorities, so skills and qualifications will be developed to meet the employment demand.

The Luton Skills and Opportunities Programme

Enhancing skills and education is a strategic priority for the Council. Luton needs a skilled, adaptable workforce with the right mix of qualifications and skills to fulfil the thousands of new jobs. Our three strategic priorities are; Luton's young people, adult residents and social mobility, and skills for Luton's growth.

The Council is investing £1.9 million over three years to develop new approaches aimed at developing a skills pipeline, working closely with schools, colleges and the University, pre-employment providers and employers to influence career pathways, and to provide funding for courses that unlock job opportunities, so that more of Luton residents are able to access the opportunities presented by the Investment Framework projects.

**Improve school results**

**TWO new schools**

**Luton residents**

**A new programme**

**To upskill**

**Luton residents**

**Key targets**

**Improve employability**

**Develop training networks**

**Luton key worker scheme**

**Best key stage 2 improvement in the country for maths**

**More training opportunities for residents**

**Passport to employment programme**

An exclusive and bespoke programme has been designed to assess the needs of the local workforce and provide support to overcoming barriers in order to access the labour market. This course will equip the person with the right skills to be ready to enter into the world of work by focusing on various educational and training options.

This programme has been designed and developed in partnership with Job Centre Plus, local employers and education providers and ensures that our local people are prepared for working life with the core skills/standards that employers need. Everyone who completes the programme will come out with a 'Passport to Employment' certificate and be eligible to move onto one of the employer programmes.

**16 x 16 programme**

It offers young people the chance to display the qualities, skills and experience that employers feel are needed in the world of work, education and training.

We have worked together with our partners including schools, further and higher education institutions, learning providers and employers to develop this programme for young people aged between 14-16. The aim of the scheme is to raise their aspirations so they can reach their full potential and so support them in securing one of the estimated 18,500 new jobs coming to the town as part of the LIF.
The University of Bedfordshire is proud to serve the Luton community, helping to make Luton a great place to live and work. We are investing in the skills that Luton employers need, including our Aviation and Airport Management degree and our new range of higher and degree apprenticeships. In 2019 we will open a brand new £40 million 6,000 square metre building for science, technology, engineering and mathematics teaching and research.

Our TestBeds artist accelerator programme is contributing to the vibrant Cultural Quarter, and through our cutting-edge research we help businesses and public services to innovate and meet their challenges head-on.

**University of Bedfordshire STEM building**

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**Luton’s Aspiration Centre and Skills Platform**

Moving from location to location, makes the aspiration centre accessible to all Luton residents where they can find out what jobs are available in their ward and the town, how to access these new opportunities, and how to improve their skills and life chances. It will support and complement the work of Adult Learning and Luton Access, and link to other training providers and employers.

The centre gives residents the opportunity to find out about the LiF programme and how transformation of the town can make a difference to their lives.

It also promotes the skills platform which provides an accessible resource to promote education, job and career opportunities across Luton. The platform allows employers, individuals, higher education and further education, training providers, Job Centre Plus and the council to host and deliver a wide range of services including jobs, training and work experience.

**Case study**

**Helping people get back into work**

A single mum with three young children who was out of work for a considerable length of time on benefits, with no intention of returning to work, benefitted from the improved partnership working. Despite being aware that her benefits would be reduced because of the benefit cap, she had no interest in engaging with the JobCentre and declined offers of assistance from them.

The Council’s customer services referred her to one of our new welfare reform co-ordinators who sat with her and calculated the impact on the benefits cap would have on her income and discussed the implications for her budget. They had a frank but supportive discussion about her options and opportunities for increasing her income, including finding work.

She met with a job coach, and she was offered a job within 48 hours.

**Luton Sixth Form College**

The college is one of Luton’s largest employers and one of the largest specialist sixth form colleges in the country. It continues to invest in its people and in the young people of Luton and this has paid off with a very high proportion of its students continuing to university or employment.

One of the college’s key priorities is the Skills and Employability Strategy, which is intended to further support students in fulfilling their aspirations and function in whatever career they choose to pursue and ideally to contribute towards the continued economic regeneration of Luton.
Improving health and wellbeing

The Council will continue to work with partners and investors to drive improvements to health and wellbeing for local people. Support is being provided through a number of initiatives targeting those in need, from young families to the elderly, and work is being done to improve residents’ access to exercise, helping to boost health as well as encouraging community involvement.

**Active Luton is leading the mission to make Luton healthier**

During 2017/18 Active Luton invested over £0.5 million in Luton’s leisure centres to make sure that everyone in Luton enjoys access to the very best opportunities to play sport and take part in leisure activities.

In addition, a further £292,000 was invested in improving swimming via the Your Pool brand—thanks to Sport England and the National Lottery. This included improvements to classes, aquatic activities and timetables, the swimming pool environments, new equipment including free use of SwimTag and a new aquatic rehabilitation programme.

Active Luton, in partnership with Turning Point, was also awarded the contract for the new, integrated wellbeing service, Total Wellbeing. Active Luton will run a comprehensive healthy lifestyles programme across Luton integrated with emotional wellbeing services delivered by Turning Point.

Active Luton was also awarded the European Union Community Led Local Development Programme to improve training opportunities for unemployed people, people working less than 16 hours/week and looking to upskill or people not in education via a new workforce development programme called Link targeting deprived wards of Luton as identified by the EU Social Fund.

**Flying Start**

Flying Start is Luton’s early years strategy which aims to make a positive and systematic change to the lives and life chances of our youngest children from pregnancy to five years of age; particularly focusing on those babies and children who are born in areas of the town with the highest levels of disadvantage and where we know the data tells us there are the poorest outcomes. Flying Start is delivering services that will support improved birth outcomes and encourage healthy diet and lifestyles for babies, young children and their families; support healthy bonding between parents and their children and improve babies’ and young children’s communication and language skills. We want to make sure parents find it easy to access the services and support they need, when and where they need it.
Luton Culture
Luton Culture Trust is an arts and cultural charity that is developing new creative work, study and show spaces called the ‘Hat District’ in Luton’s conservation area. Following the Trust’s funding bids to bring £9.5 million inward investment to Luton, work has begun to transform three former hat factories and develop a new build into 25,000 sq. ft. of new creative workspace. This will enable 133 additional jobs and attract 135,000 new visitors by 2022.

This project builds on the Trust’s support for local creative talent at the Hat Factory Arts Centre and plans to improve the environment and conditions that will bring more creative and talented people together.

The four Hat District buildings are:
- Hat Works - 47 Guildford Street
- Hat Factory Arts Centre - 65-67 Bute Street
- Hat House - 32 Guildford Street
- Hat Studios -33-35 Guildford Street (new build)

The Trust will nurture creative start-ups and entrepreneurs, whilst providing small to mid-sized creative businesses an environment where they can develop and thrive. In a new ‘creative ecosystem’, there will be a strong emphasis on successful businesses supporting emerging talent and new skills within the cluster. The Trust will ensure that all income is re-invested back into boosting the Hat District through promotions, services and diverse arts and cultural activities. The project will also regenerate this important hat factory district, bring back to good use the heritage buildings and boost Luton’s pride of place.

www.hatdistrict.co.uk

Extra care
we are developing an extra care scheme to provide residential care options for older people in Luton needing additional help in everyday living.

Dementia-friendly
Luton is committed to being a dementia-friendly community and new public spaces being designed sensitively.

Arts and culture
By 2027 Luton will be an established and inclusive cultural and heritage destination, with a substantial offer supported by a strong infrastructure and a cohesive, creative and prosperous community, with ambitions of being the UK City of Culture in 2025.

As part of the bid process we are embarking on a pilot programme, with a theme of people, passion and power. It will reflect our diverse and vibrant communities and provide opportunities for everyone to get involved.

We are ambitious about putting Luton on the national and international stage and making it an established cultural destination, and we are really pleased to bring people along on this exciting journey.

Case study
Improving lives with Luton Access
Gwen had been taking care of her grandchild, after his mother Heather had been admitted to hospital following several episodes of mental illness. As a result she had to give up work and was starting to struggle financially.

A referral was made to Luton Access requesting support with the family household income and to ensure that relevant benefits were in place. During a meeting with Gwen, a range of wider issues were identified including her own mental health and ability to cope.

As a result of their intervention she sought support from her GP and was declared unfit for work. Luton Access supported her in her application for Employment and Support Allowance which led to an increase in household income, reducing the stress on Gwen and her family.

During later meetings Gwen revealed that Heather has been discharged from hospital and was also claiming benefits and had been out of work for over three years. Luton Access facilitated access to an employment advisor requesting a support plan for Heather and a meeting with her Job Seeker’s Allowance advisor at the JobCentre was arranged to explain how she is able to get support and to discuss her options. These included ways to build confidence with courses and voluntary work, and, as childcare was a barrier, the JobCentre agreed to cover costs so she can access a 13-week training course.

Further support was obtained from the National Careers Service and, with improved confidence, Heather was able to attend the LETS Fair through which she secured a job interview. She is also actively looking at other courses and is now confident about the future.
Supporting safe, strong and cohesive communities

The Council is working with its partners to ensure that Luton is a clean and safe place to live, work and visit. It is a diverse town, and working with a range of community groups helps to make it resilient. The cultural events that take place in the town give residents and communities the chance to come together and promote cohesion.

Neighbourhood enforcement
A dedicated front-line team of uniformed officers patrolling the streets across the town to issue fixed penalty notices to the minority of residents and visitors who disrespect our local environment will mean residents feel safer in their communities.

Cultural events
Events are a great way of bringing communities together and the Council has secured tens of thousands of pounds in sponsorship to ensure a number of large community family events can go ahead each year. This means thousands of people can continue to enjoy Carnival, Mela, Cultural Quarter events, Fireworks, Lighting up Luton, The Big Iftar and more.

Luton BID
Luton BID is delighted to have funded many events and initiatives to celebrate everything that is great about Luton town centre which has led to a 3.5 per cent increase in town centre visiting numbers. Our focus centres around our four key objectives: promotion, environment, experience and businesses working together. Highlights have included working with Bedfordshire Police and the Police and Crime Commissioner to get two dedicated PCSOs covering the town centre, the introduction of litter bins with vermin bait trays to help with rubbish and rodent reduction, working with Luton Council to bring a Glutton machine into the town centre to help combat the large amount of gum and cigarette ends on the streets as well as running and supporting an array of events and bringing some significant floral decoration to the town centre.

Building civic pride
Investment is being made in marketing and branding and collaboration with residents, businesses and partners and working with the Business Improvement District team in promoting a positive image of Luton as a place to live, work and invest.
Community investment
The Council helps support the voluntary and community sectors, through its leadership role in cross-town partnerships and will continue to enable the provision of expert local resources to support bids for funding from regional, national and European sources, that can be used to deliver Luton’s vision.

Bedfordshire Police’s community cohesion team
Bedfordshire has a wide and diverse population and fostering a cohesive community is at the heart of the work conducted by Bedfordshire Police’s community cohesion team. The group of dedicated officers support partner agencies and regularly meet key individuals from a variety of communities to gauge feelings, tension levels and the effect of local, national and international events within our communities.

Community cohesion and development
Building resilience and promoting community cohesion through positive engagement and development work with Luton’s diverse communities including Luton in Harmony where individuals and organisations have pledged to work together to build community cohesion.

Member-led engagement
The Council’s Member-led engagement programme was launched to support the community leadership role of ward councillors. This will increase opportunities for community involvement and influence at a local level.
Luton in numbers

ONE OF THE
5
MOST
AFFORDABLE
TOWNS IN THE COUNTRY FOR COMMUTING TO LONDON

LONDON LUTON AIRPORT CONTRIBUTES
£2,000 EVERY MINUTE TO THE UK ECONOMY

CATCHMENT WITH FOURTH HIGHEST LEVEL OF RETAIL SPEND
UK

18,500 NEW JOBS

RICH CULTURE AND HERITAGE
LANGUAGES AND DIALECTS, AWARD-WINNING MUSEUMS AND PARKS

MORE THAN £1.5 BILLION PRIVATE INVESTMENT

TOP UK CITY FOR BROADBAND CONNECTIVITY
97.6% OF ADDRESSES CAN CONNECT TO SUPER-FAST BROADBAND

93% OF YOUNG PEOPLE ARE IN EDUCATION, EMPLOYMENT OR TRAINING

8 STRATEGIC DEVELOPMENT SITES
ENGINEERING, INNOVATION, EMPLOYMENT, LEISURE, RETAIL OFFICE ACCOMMODATION AND HOUSING

ENTERPRISE ZONE STATUS

8

2020 DEVELOPMENTS

London Luton Airport Ltd

Luton Borough Council
Town Hall
George Street
Luton, Bedfordshire
LU1 2BQ

www.luton.gov.uk/lutoninvestmentframework