



A vision for

# Luton 2040

## No-one in Poverty

Initial ideas for discussion -  
tell us what you think

[www.luton.gov.uk/Luton2040](http://www.luton.gov.uk/Luton2040)

# Luton 2040

## No-one in Poverty

Our vision for Luton in 2040 is a vibrant town built on fairness, where people live good lives and achieve their aspirations. Everyone will be able to achieve their potential and inequality will be reduced. A town where no-one lives in poverty.

This leaflet sets out our initial thinking on how this can be achieved. We want to know what you think and for your ideas on how we can work together to make it happen.

Luton has great potential, with excellent progress made through the Luton Investment Framework which is transforming the town, creating jobs and opportunities and raising aspirations.

Unfortunately not everyone is benefitting from this growth. Far too many children and working families are growing up in poverty and we must change this.

Ensuring no-one in Luton is living in poverty by 2040 is a bold ambition. But it is something we are absolutely determined to achieve.

It's become the council's number one priority as poverty is at the heart of some of the biggest challenges the town faces.

An independent Inclusive Growth Commission has already provided us with valuable recommendations which has shaped our thinking on how we will become an inclusive, modern and aspirational place which recognises the value of our young people and diverse population.

Everyone benefits from a Luton without poverty. Residents will live happy and healthy lives. Businesses will profit through a thriving economy and

highly-skilled and high-performing local workforce. And pressure will ease on public sector organisations and charities who are currently overwhelmed by high service demand.

This is a long-term ambition, but that does not mean we do not move quickly. We do not want to waste a single day when we could be making an impact on poverty in Luton. One thing is absolutely clear: the council cannot do this alone.

Please let us know what you think and make sure you are part of this. We need to work with everyone who is equally determined to ensure no-one in Luton lives in poverty.

**Cllr Hazel Simmons MBE**



# Our priorities and vision for Luton in 2040



## Background to the vision

We have already started to make a massive positive difference in Luton through the Luton Investment Framework.

**£4.5BN**  
INVESTMENT



**QUALITY AND  
AFFORDABLE  
HOUSES BEING  
BUILT**



**BETTER  
AND MORE  
EQUITABLE**



**CULTURAL  
TRANSFORMATION**



**FAST JOB  
GROWTH AND  
HIGHER WAGES**

**HEALTH  
OUTCOMES**

**LIFE EXPECTANCY  
GAP REDUCING**



**STRONG  
AND RESILIENT  
COMMUNITIES**



Despite this, it is clear that not everyone is benefiting from this growth and improvements.



**46%**  
OF CHILDREN LIVING  
IN POVERTY



**26% OF**  
WORKING FAMILIES  
LIVING IN RELATIVE POVERTY



**67%**  
CHILD POVERTY  
IN BISCOT WARD



**DEPRIVED 5-YEAR-OLDS  
15 MONTHS BEHIND  
ON THEIR VOCABULARY**





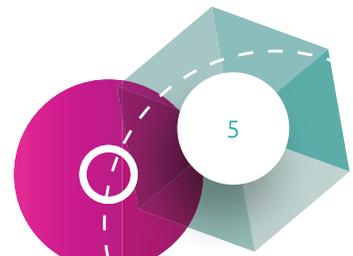
## Other effects

There are other knock-on effects... 90 per cent of Children's Social Care cases are linked to domestic abuse, substance misuse and mental ill health – and we know that these issues are more challenging to manage for people living in poverty.

Poverty also effects our health. The biggest determinants of our health are having a good home, good job, good friends and relatives.

However, in Luton we still have some of the highest levels of housing instability in the country.

It also affects our economy. For example while our town centre is busy with high footfall, little money is actually being spent – 40 per cent of shops on George Street are either vacant, betting shops or pound shops.





## Work underway

### Inclusive Growth Commission

A dedicated independent 'inclusive growth' commission, made up of lead experts from business, education, housing, infrastructure, health, community and welfare sectors, was established in 2018.

The commission collected a wide range of evidence over six months and with their collective expertise came up with a series of recommendations for how we can ensure all Luton's communities benefit from the economic growth and investment that's been secured.

To view the recommendations visit:  
[www.growinglutontogether.com](http://www.growinglutontogether.com)

### Luton Council

The council is leading the way with changes such as making sure we buy locally – with a target that within five years, 70 per cent of our spend will be with local businesses who make a commitment to recruit locally, develop their staff and pay a real living wage.

We are also spearheading actions to make Luton a real living wage town so working people don't struggle to get by.

In addition, we're boosting skills and training and generating 15,000 good quality jobs to help more people find work. We are rethinking the town centre and making Luton an attractive place to work, live and visit.





## What will we aim to change?

An important early step is for the council, its partners and residents to agree what no-one in poverty actually means for Luton. We will decide together a short list of targets and measures which will form the basis of our short and long term work.

The Inclusive Growth Commission recommended an approach to make sure that local people are included in that conversation which we will do. We will be setting up what they referred to as an 'Equity Roundtable' where local residents and organisations help to direct our targets.

Once we have agreed these targets, we will work across the town to make the changes needed.

## Possible Measures

As a starting point, we expect that these targets would include national statistics such as the percentage of households in poverty and Luton's position in the Indices of Multiple Deprivation.

Other measures might include homelessness, health inequality, fuel poverty, and educational attainment statistics and evidence.

But most importantly we want to ask residents what would make their lives better - there can be no better indication than this.



## IDEAS FOR SOME KEY TARGETS:

**IMPROVING ACCESS  
TO GOOD  
HOMES** 

**REDUCING  
HEALTH  
INEQUALITIES** 

**BEING A REAL  
LIVING WAGE  
TOWN** 

**INCREASING  
SKILLS** 

  
**REDUCING SOCIAL  
ISOLATION**

**INCREASING  
PUBLIC SECTOR  
SPEND WITH  
LOCAL COMPANIES** 

**GROWING**   
**THE AIRPORT  
SUSTAINABLY**

 **Luton**  
**REIMAGINING THE  
TOWN CENTRE**

 **CARBON NEUTRAL  
BEFORE 2050** 



## Working together

The council is focusing its work on this long-term ambition but we need other people and organisations to play their part.

The Luton 2040 Vision will be at the heart of local discussions over the next few months, so that people across the town can influence what happens and how we take this forward.

The Inclusive Growth Commission identified the role of 'Anchor Institutions' – organisations, businesses and public bodies who make the biggest impact locally. The council is already working closely with these partners and is proposing to set up dedicated groups to oversee the work.

## How will we make sure it happens?

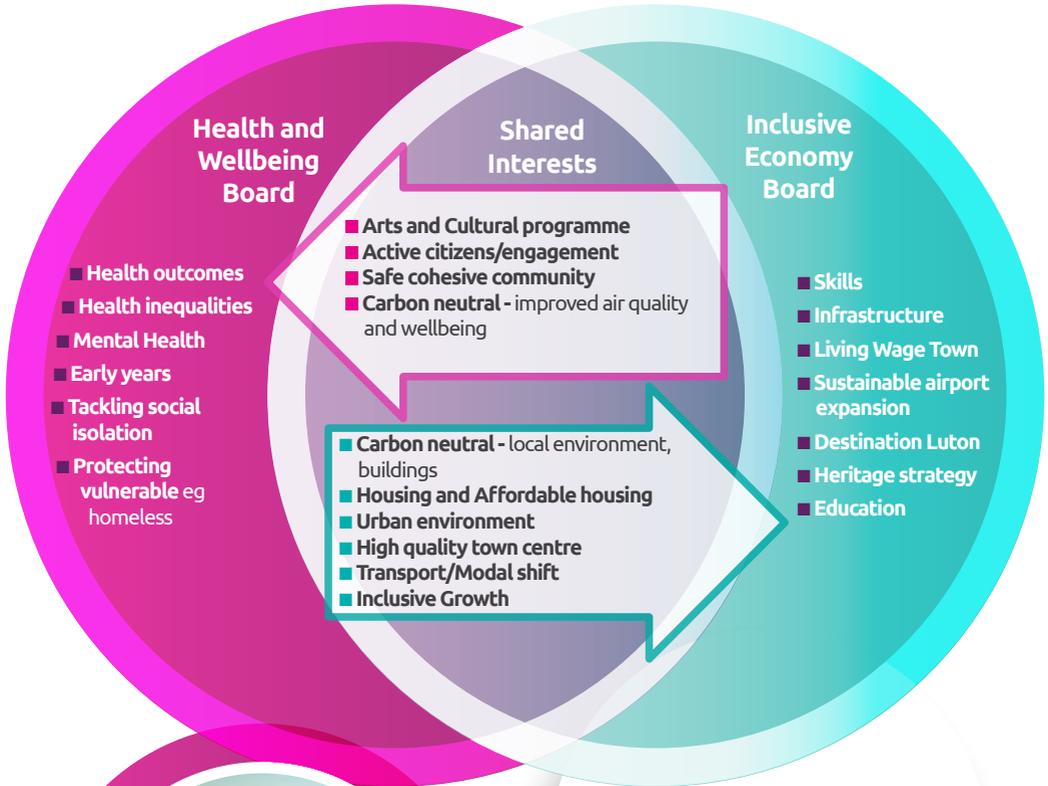
No-one in poverty is a very bold ambition that will require a lot of work and commitment from a wide range of people over a number of years.

To ensure we have the right strategies in place, progress is made and so we can hold each other to account, we have proposed a 'framework' (see page 10) for delivering the 2040 Vision.

At the centre of this will be two separate boards - One will focus on 'Population Wellbeing' which will be managed through the Health and Wellbeing Board. The other will be a new board that will focus on 'Inclusive Economy'. Both boards will have a clear remit to co-ordinate and drive a number of projects which will help to ensure no-one lives in poverty.

These boards will bring together public services, business and community voices, hold each other to account and make sure that we collectively achieve the aim.

Working together to ensure no-one lives in poverty





## Tell us your views by 13 December 2019

This vision is just our initial ideas. We want your views and suggestions on how we all move forward together to ensure no-one in Luton lives in poverty.

Whether you are a resident, business or voluntary, educational or public sector organisation, we want to know if you think we have got this right.

We will be engaging with a range of stakeholders over the coming weeks, but you can also email your views to [Luton2040@luton.gov.uk](mailto:Luton2040@luton.gov.uk) by Friday 13 December 2019.

Please get in touch if you have ideas to share on:

- How we measure poverty
- What would make a difference to people in the town
- How organisations can collaborate to eradicate poverty
- What you or your organisation is doing which contributes to the ambition
- What you think we can do to make the most difference.



## What else can you do...

### Residents:

- Tell us what a prosperous Luton means for you
- Get involved in your community and have pride in your local area
- Take up opportunities to build your skills
- Make a commitment to be more active

### Businesses:

- Connect with other local organisations committing to buy local
- Recruit locally to develop skills in Luton
- Work with schools to make our young people 'work ready'
- Value your staff through good pay and training

### Voluntary and community organisations:

- Continue to help alleviate poverty and shape our approach to tackling it
- Work in partnership to raise aspiration and skills
- Work with us to improve access to funding

