

Luton 2020 - 2040

A place to thrive

INCLUSIVE ECONOMY STRATEGY

The Inclusive Economy Strategy will help us to secure a strong recovery following the COVID-19 pandemic, as well as reforming our economy to ensure that everyone in Luton can benefit from economic growth and opportunities in future. The Inclusive Economy Board will work with everyone in the town to grow our economy sustainably, by developing growth in key sectors, creating more well-paid jobs and enhancing the skills of our residents to meet the needs of employers.

SUSTAINING ECONOMIC GROWTH

Luton has a strong and diverse local economy, which has experienced significant growth in recent years, including in key sectors such as advanced manufacturing.

Following the COVID-19 pandemic, we must focus on delivering our Economic Recovery Plan to protect jobs and businesses so that we are able to continue growing our economy. This will include efforts to continue growth in key sectors that support high-value jobs and clean growth.

Key outcomes for this strategy:

- Growth of and resilience of key sectors
- Continued investment into Luton
- More high value, well-paid jobs



LOCAL WEALTH BUILDING

The strategy will adopt a local wealth building approach with anchor institutions to increase social value and keep more of our local spend in Luton.

The council is leading the way with its own procurement strategy and is working with anchor institutions and large employers to develop a local wealth-building model that works for Luton. This approach will generate social value for residents through increased skills and employment opportunities as well as positive environmental impacts.

Key outcomes for this strategy:

- Increased local recruitment and local spend by public sector and anchor institutions
- Increased social value through procurement delivering benefits for residents, including jobs, apprenticeships and skills provision



SKILLS FOR THE FUTURE

Enhancing skills is important to ensuring that our residents are able to access quality, well-paid jobs and to making Luton an attractive destination for businesses.

Following a comprehensive skills audit carried out by Luton Council, this strategy will focus on developing skills to meet the needs of Luton's future jobs market, while our Economic Recovery Plan will support businesses and training providers to work together to create retraining opportunities for employees impacted by COVID-19.

Key outcomes for this strategy:

- An upskilled workforce that meets the future needs of our economy
- Increased job readiness for our residents
- Career pathways to meet employer needs



A REAL LIVING WAGE TOWN

Increasing wages for the lowest-paid in Luton is key to eradicating poverty. Around 26 per cent of working families in Luton are living in poverty, with 28 per cent earning below the Real Living Wage of £9.30 per hour.

This strategy will focus on bringing together employers through an action group to ensure that more of our workforce are able to earn the Real Living Wage, and where possible the Luton Living Wage of £9.55 per hour.

Key outcomes for this strategy:

- More workers earning the real living wage and the Luton living wage
- Increasing job security and back-to-work support
- Supporting flexible working and access to employment



GROWING THE AIRPORT

London Luton Airport is a major asset to Luton and its local economy. Prior to the COVID-19 pandemic, the airport was operating at full capacity, serving 18 million passengers per year and contributing £1.5 billion to the UK economy.

Securing the airport's recovery and achieving the Future LuToN plan to grow the airport sustainably will help to support further economic growth, as well as 16,000 new jobs for local people.

Key outcomes for this strategy:

- Maximum passenger numbers to return to full capacity
- Increasing airport jobs and economic output
- Becoming the UK's most sustainable airport
- Contributing more to the local voluntary and community sector than any other UK airport



A THRIVING TOWN CENTRE

To successfully grow our economy in a way that is truly inclusive, we must transform our town centre to attract more high-value businesses and to meet the needs of all our residents.

Our new Town Centre Masterplan will help to create a reimagined town centre, built around the needs of our young population and providing the right mix of retail, leisure and residential units to create a vibrant town centre.

Key outcomes for this strategy:

- The right mix of retail, leisure and residential
- A safer town centre
- More sustainable travel



TRANSFORMING LIVES THROUGH ARTS, CULTURE AND HERITAGE

Participation in arts, culture and heritage is important to sustaining good mental and physical wellbeing for residents.

This strategy will continue work to develop the growth of arts, culture and heritage in Luton to compliment business activity and support economic growth. The strategy will also look to focus on increasing participation among our population to enhance wellbeing and social connectedness.

Key outcomes for this strategy:

- Continued growth of creative industries in Luton
- Greater participation among residents in arts, culture and heritage
- Increased tourism opportunities and visitor numbers



COMMITMENTS AT THE HEART OF OUR STRATEGIES FOR LUTON 2020 - 2040

Each strategy will be underpinned by three underlying commitments. These commitments will be to ensure that Luton is both a carbon neutral and child-friendly town, as well as ensuring that it is a town built on fairness and social justice, where everyone has the opportunity to reach their full potential.

A CARBON NEUTRAL TOWN

Working together to achieve our commitment to be a carbon neutral town by 2040, by growing our economy in a sustainable way and enhancing our natural environment.

- Achieving net-zero carbon emissions by 2040
- Supporting clean growth and the growth of green businesses and social enterprises
- Improving air quality and the natural environment throughout Luton
- Enhancing digital connectivity, and green infrastructure – including the greenest airport in the UK – and increasing active and sustainable travel



A TOWN BUILT ON FAIRNESS AND SOCIAL JUSTICE

Working together to ensure that everyone in Luton has the opportunity to reach their full potential by eliminating all forms of discrimination and overcoming structural barriers that lead to inequality.

- Promoting a cohesive and inclusive society
- Tackling prejudice, discrimination and hate in all its forms
- Achieving equitable outcomes for all who are disadvantaged or at risk of disadvantage
- Making Luton a disability friendly town
- Ensuring our community has influence, voice and respect in shaping the vision and priorities for Luton 2020-2040 and the future of the town



A CHILD-FRIENDLY TOWN

Working together to make Luton a child-friendly town, where young people grow up feeling safe and secure, with a voice that matters and the opportunities they need to thrive.

- Ensuring all children and young people can access their basic needs and essential services
- Making sure children and young people grow up feeling safe and secure
- Reducing educational and health inequalities for children and young people in Luton
- Ensuring that children and young people with SEND have the same access to opportunities, activities and quality of life as other young people
- Enabling our young people to have a voice that is heard and that matters

