

Luton 2020 - 2040

A place to thrive

Our strategies to achieve the Luton 2020-2040 vision, by building an inclusive economy and enhancing the wellbeing of our population so that Luton is a healthy, fair and sustainable town where everyone can thrive and no-one has to live in poverty.

INCLUSIVE ECONOMY STRATEGY

Driven by partners through the Inclusive Economy Board, this strategy will work to secure a strong economic recovery from COVID-19 and to reform our local economy so that everyone can benefit from future growth.

SUSTAINING ECONOMIC GROWTH

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

SKILLS FOR THE FUTURE

- An upskilled workforce
- Increased job readiness
- Career pathways to meet employer needs

LOCAL WEALTH BUILDING

- Increased local spend by public sector and anchor institutions
- Increased social value providing real benefits to residents

A THRIVING TOWN CENTRE

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

A REAL LIVING WAGE TOWN

- 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

TRANSFORMING LIVES THROUGH ARTS, CULTURE AND HERITAGE

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

GROWING THE AIRPORT

- Maximising passenger numbers
- Increasing airport jobs and economic output
- Becoming the UK's most sustainable airport
- Contributing more to the local voluntary and community sector

POPULATION WELLBEING STRATEGY

Driven by partners through the Health and Wellbeing Board, this strategy will focus on improving quality of life for all our residents, as well as reducing health and educational inequalities to enable everyone to reach their full potential.

STARTING AND DEVELOPING WELL

- Reduced inequalities from birth across Luton
- Good educational attainment from early years
- More children at a healthy weight
- Greater support for mental wellbeing for young people

LIVING AND WORKING WELL

- Increased physical activity and lower obesity rates in adults
- Better mental wellbeing
- Increasing screening and detection of serious conditions
- Reduced drug and alcohol related harm

AGEING AND DYING WELL

- Reducing social isolation
- Ensuring elderly residents are living in decent housing
- Tackling fuel poverty and pensioner poverty
- Enabling more people to remain in their own home in old age

QUALITY EDUCATION FOR ALL

- More good and outstanding schools in Luton
- Higher educational attainment
- SEND provision and measures to tackle educational inequalities
- Increased access to adult education and lifelong learning

SAFE AND COHESIVE COMMUNITY

- Lower crime and reoffending rates including fewer cases of domestic abuse, exploitation and serious youth violence
- Protecting the most vulnerable
- Increased capacity and resilience in our community

QUALITY AND AFFORDABLE HOUSING

- More affordable homes for families in Luton
- Reducing homelessness and temporary accommodation
- Ensuring more housing is decent, safe and secure

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