

**LUTON
2040**



CHANGE TODAY

2025 Progress Report



Luton2040.co.uk



Welcome



LUTON
2040

In 2024, for the second consecutive May weekend, Luton became the centre of the world. Following 2023's Wembley heroics, this year, the eyes of the UK focused on Stockwood Park as Coldplay rounded off a 'Big' weekend that will live long in the memory. We even got our own song...

"I was born in love with Luton, and I'm always gonna be..." Chris Martin, Coldplay, May 2024

While loving Luton means celebrating our successes, it also means being honest about our struggles, as well as plotting our journey towards a fairer town. As we publish this year's progress report, we share the roadmap for our journey to 2040, and how we're going to measure and track our progress towards our wildly ambitious goal. For the first time, this report allows us to vividly paint the picture of our vision for Luton in 2040 – the shape of poverty, our economy, our health, our children, our net zero ambitions and our strong, fair community.

The eradication of poverty in the town remains our core mission – almost 10% of households in Luton live in destitution- the most extreme level of poverty where households are severely financially stretched and struggling to afford housing and other basic necessities, this is as heartbreaking as it is unacceptable. Loving Luton means being honest about the shape of poverty, while being resolute in our ambition to create a town free of it. This vision is more ambitious than any other in the country, and we know that for some, this feels unrealistic. These targets allow

us to talk with clarity about what this will look like – no one in our town in destitution, and ensuring that for those that slip into poverty, our community-centred approach to creating a safety net provides timely routes out of it.

And yes, loving Luton means being honest that for many, 2024 will be remembered as a heartbreaking one, with the news of Vauxhall's exit from the town after 120 years of manufacturing. We know the devastating impact this will have, not only on those employed there, but by those part of our town-wide supply chain. It would be foolish to pretend that this is anything other than a horrible blow for our entire town, and our proud industrial heritage.

But we know this isn't all of Luton's story. We know that our vision is having an impact - the numbers of people living in destitution in our town has dropped from 12.1% to 9.9% of households in Luton, a positive change for almost 5,000 of our residents.

Our recent job and business creation has been exceptional – the number 1 place in the country for job growth between 2010 and 2022 and last year we were the number 2 place in the country for business creation. Thousands of new jobs are being created through schemes coming forward.



We have seen consistent rises in the average wages across Luton. We have exciting developments in our town centre to look forward to. Our 'Better off calculator' has generated £500,000 more income for our residents. The numbers of young people in Luton not in education, employment or training, or permanently excluded, are both lower than the national average, and education outcomes for those from disadvantaged backgrounds are better in Luton than both national averages and statistical neighbours. Our journey to net zero is ahead of the country as a whole and litter reported in the Keep Britain Tidy survey has halved since 2021. And on top of all these things, we know it is our biggest strength that drives us forward - our community. The commitment to Luton and resilience of our diverse population enables us to repeatedly punch above our weight and confound expectations, delivering the town-wide results for our residents in this report, despite the second largest gap between our need, and the funding we receive, in the country.

And of course, although we ended 2024 with bad news, we start 2025 awaiting a decision from government on the approval of London Luton Airport's bid for expansion which would bring 11,000 new jobs, £1.5bn additional economic activity and £13m a year investment into our community each year.

There's another line in Chris Martin's song that has stuck with us this year:

"It matters not at Kenilworth, that sometimes we taste defeat, it only makes the next time, that we win taste much more sweet"

Our journey to 2040 was never going to be a smooth one, and it's those tough times that make the victories we can celebrate in this year's report all the sweeter.



Progress towards Luton 2040

5000 fewer people living in destitution since 2023



End Child Poverty reported a **5.5% reduction** in town's child poverty figure in 2023



Luton has the **highest net new job creation** in British cities and large towns 2010-2022, even ahead of London



Hosted BBC's biggest ever One Big Weekend – including Coldplay's very own song dedicated to Luton



Planning permission secured for several development sites, including The Stage and Luton Town's new stadium at Power Court, bringing in further investment and hundreds of jobs



90% of our schools are good or outstanding



Anti-social behaviour has halved since 2016



Luton has the **fourth highest business start-up rate** in the country



Progress towards Luton 2040

A reduction in the number of people sleeping rough as well as an improvement in proportion of affordable homes approved through planning permissions in 2023/24



Luton has the **eighth lowest emissions** per capita in the country



Luton Airport continues to invest in Luton - at **55p invested into Luton per passenger**, more than 20 times more than any other UK airport



Launch of Luton Arts Alliance, bringing £1 million into Luton's creative sector, enabling the delivery of creative work that will improve the economic and social development of our town



Work has begun to **restore Wardown Park Lake**



Funding secured for trailblazing '**Stable Homes built on Love**' pathfinder programme in children's services



Launch of Luton Family Hub Network with 2 Family Hubs and over 20 outreach sites and partners connected



6 Green Flags awarded across our parks recognising the high quality of these spaces



Drop in the number of people smoking from 21% to 14.7%



This is Luton



Welcome to Luton – globally connected, in the heart of the Golden Triangle of London, Oxford and Cambridge and within easy reach of many major cities across the UK, Europe and beyond. There's good reason for Luton to be confident. Luton is expecting to see the fastest growth of any economic centre in the UK after London.

Our entrepreneurial, can-do spirit is in the fabric of the town: if you can dream it, you must do it.

A super diverse town with a vibrant mix of culture, skills and languages

The third youngest population in the country with 22 per cent of residents below the age of 15

A cohesive town where people get on well with their neighbours



An excellent strategic location, situated between London, Oxford and Cambridge

Outstanding connectivity by road, rail and air- less than 30 minutes from London by rail, close to the M1 and 10 miles from the M25

A strong local economy, with 'the highest net new job creation in British cities and large towns 2010-2022



A town of 231,000 people, the sixth fastest population growth over the last 20 years



A town experiencing **strong wage growth**



Civic agreement between University of Bedfordshire and Luton Council - the first of its kind



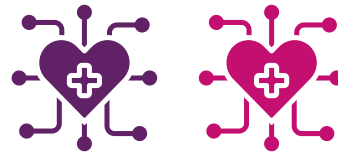
Home to the fifth largest airport in the UK- supporting 27,000 jobs, and adding around £1.1 billion to the regional economy



A growing arts, culture and heritage offer with events that celebrate our diverse range of cultures and support greater wellbeing



Effective and efficient health partnerships locally and regionally, led by the Bedfordshire, Luton and Milton Keynes Integrated Care System



Home to Luton and Dunstable University Hospital – providing good and outstanding core services to around 400,000 people in the region



90% of schools in Luton rated as Good or Outstanding by Ofsted



A dedicated voluntary and community sector that delivers a wide range of crucial services



Outstanding access to greenspace – including six green flag parks and close proximity to the Chilterns



Home to **Luton Town Football Club**



A strong higher and further education offer through the University of Bedfordshire, Barnfield College and Luton Sixth Form College



Luton 2040 Vision



What do we want to see? Our collective town-wide vision for Luton in 2040 is a bold and ambitious one - a healthy, fair, and sustainable town where everyone can thrive, and no one has to live in poverty. This vision was developed with leaders, organisations, residents and partners across Luton, based on their aspirations for the future of the town and the 231,000 people who live here.

The vision is built around five priorities, each of which contributes to achieving our overall vision for the town:

Supporting a strong and empowered community, built on **fairness**, local pride and a powerful voice for all our residents.



Building an inclusive **economy** that delivers investment to support the growth of businesses, jobs and incomes.



Improving population wellbeing and tackling **health** inequalities to enable everyone to have a good quality of life and reach their full potential.



Becoming a **child friendly** town, where our children grow up happy, healthy and secure, with a voice that matters and the opportunities they need to thrive.



Tackling the climate emergency and becoming a **net zero** town with sustainable growth and a healthier environment.



We know that poverty and inequality cuts across outcomes for our residents in education, health and employment, which is why creating a town free of poverty is at the heart of our vision. We also know that poverty is a complex problem with no simple solution. So while tackling poverty is at the heart of our ambition for Luton, we know that getting there will involve creating a town built on fairness. Our vision also highlights the importance of inclusive economic growth, environmental sustainability, becoming a child friendly town, and improving wellbeing.

Since launching this vision in 2020, we have worked together to deliver a strong post-Covid-19 recovery in terms of wellbeing and our economy, and begun to transform the town with a series of major projects and initiatives. Other achievements include a town-wide programme of events celebrating the diversity of Luton's culture, one of which was the town's first Pride festival, and Luton Town Football Club's remarkable rise to the Premier League in 2023.



Outcomes and measures: our journey to 2040



Included in this report is our Road Map to Luton 2040, an overview that plots our journey from 2024 to 2040.

The Road Map is based on a set of 40 outcomes that outline the impact our collective work will make. For each outcome, we have identified a single measure that will take a temperature check on whether we are achieving this.

These measures will not give the full picture of the progress we are making, but will give an indication of what is heading in the right direction and what is not. We have identified a set of targets and milestones for each of the

measures, mapping our journey from 2024 to 2040 and articulating how Luton will be different in 15 years. Six headline outcomes act as a summary of the change we want to see.



Outcomes and measures: our journey to 2040



Outcomes and measures: our journey to 2040



Luton in 2040



The 2040 Road Map tracks our journey, outlining milestones on the way that help keep us on track, enabling us to track progress and priorities in the shorter and longer term.

Our 2027 milestones, included in this report, set out what will be different about Luton in two years time if we deliver on our 2040 commitments. This includes more children starting school with the skills they need, the number of Lutonians in employment increasing by 0.6%, completion of the Stage development, a new cultural centre in the heart of Luton, and an improvement in circumstances for at least one of our most deprived communities. These milestones will help us to prioritise our efforts in the shorter term, ensuring we target our resources where we can make the biggest difference. A full list of targets and milestones can be found at the back of this report.

To get us there, our partnership groups have each taken responsibility for the oversight of one or more of these outcomes and are in the process of identifying the delivery plans that will make the improvements we want to achieve. These groups are: Luton's Fairness Taskforce, the Community Safety Partnership, Climate Action Group, Inclusive Economy Board, Children's Trust Board, Education and Learning Reset Partnership, Child Friendly Town group, Health Equity Town Partnership, Place Board, Population Wellbeing Delivery Group and our Health and Wellbeing Board.

These groups are held together by the Luton 2040 Partnership, a new group established to provide system-wide leadership across our five priorities and take ownership for our headline measure – the number of people living in poverty in the town. This group is made up of 24 key organisations and community leaders who have a strong influence across Luton and a collective mission to use that influence to end poverty.



By 2040 Luton will be a place where:

No one lives in destitution. Children are healthy; we have lower than average child obesity levels, and more children than average start school with the expected levels of development. The number of children entering care every year reduces because families are well supported to look after their children and no child is excluded from school.

Average wages in Luton are in line with national average, employment rates rise and productivity within Luton makes us one of the fastest growing economies in the country. We regularly celebrate our culture and heritage and have new buildings and facilities that improve the perception of the town, draw people to our town centre and spend money locally. Overall townwide emissions are at Net Zero, along with those of our airport, and bus journeys increase by 5 million a year.

We have a healthy life expectancy in line with national average, smoking rates reduce significantly, and more people eat five a day. We are less anxious than the national average and when we need support, we can quickly get medical appointments or care. We have a decent place to live and 5000 private rented homes are quality controlled through a licensing scheme.

People feel part of their communities and feel safe. We are proud of our town, co-exist peacefully and are included, able to get the jobs and opportunities we want whatever our background.



Delivering 2040: Our Focus Areas



Our 2040 vision is massive, perhaps the most ambitious vision of its kind in the country. And we know that achieving this will take the collective efforts of everyone within the town.

To focus our efforts we have taken a focused approach, creating six focus areas every few years, ensuring residents, businesses, community groups and public sector organisations have tangible ways to make this vision a reality.

This will not only galvanise our collective efforts, but demonstrate change today on our journey to 2040.

Better off Luton

Better Off Luton's central mission is to ensure everyone in Luton gets the help they need to maximise their income. Through two primary workstreams, Better Off Luton will drive local action to:

- reclaim unclaimed benefits
- build financial literacy in the community.

This approach leverages Luton's community networks and local resources to develop financial literacy, reduce stigma around debt, and establish a reliable social safety net.

Keeping the Luton Pound in Luton

One of the most impactful things we can do for the Luton economy is committing to spend locally whenever we can – keeping the Luton pound in Luton. The impact of both our residents and businesses spending locally, whether that's directly in our shops and restaurants or our businesses through the supply chain, has the potential to be transformational in terms of supporting our economy.

Green Corridors

This focus area aims to rewild corridors stretching 86km along the River Lea and main transport routes through Luton, by planting trees, bushes, native flowers and long grass. With plans already underway and existing support by the National Lottery Heritage Fund as a strong foundation, the initiative will begin in key areas, offering residents access to tranquil spaces that promote mental and physical well-being and improving natural biodiversity. Community engagement is key to the mission's success, as local involvement will ensure the upkeep and longevity of these spaces, creating a sense of pride and collective responsibility.

Smoking cessation

It is estimated that 14.7% of adults in Luton currently smoke which is significantly higher than the national average of 11.6% in England. Smoking rates in Luton contribute significantly to preventable illnesses, affecting overall population wellbeing and placing a strain on healthcare services. About half of all life-long smokers will die prematurely, losing on average about 10 years of life.

By reducing smoking, Luton can promote better health outcomes, lower healthcare costs, and increase life expectancy – which is already lower in Luton compared to its surrounding areas. With cigarettes costing almost £16 a packet, this will also increase households disposable income.



The most generous town in the country

Luton's biggest strength is our community - the commitment to Luton and resilience of our diverse, global-majority population makes Luton what it is, enabling us to repeatedly confound expectations and punch above our weight in a variety of ways. A report from JustGiving in 2023 reported that Luton was the third-most generous area in the UK.

This focus area, to make Luton the most generous town in the UK builds upon our strength and demonstrate the amazing selfless streak that makes our town unique. We know that generosity goes beyond money, and into time and volunteering. This focus area values each aspect of that, and encourages everyone in Luton to play their part in our journey to 2040, by giving what they can.

Trusted adults

2024's Growing up in Luton survey reported that 10% of year 10 students feel they have 'no trusted adults' to turn to. This trusted adult can be found in various settings, from home, schools and community groups, to extended family or places of worship and is independently chosen by the young person to trust. We can all work together to ensure these settings are safe environments that can provide young people with the key connections they need to navigate life, improving outcomes for our most vulnerable young people.

Over coming months, including at the 2025 2040 Conference we will be further unpacking these focus areas, signposting clear ways for everyone in Luton to get involved.



Our number 1 priority - poverty



Our vision, for a town free of poverty, both shows Luton’s ambitious nature, as well as the ongoing challenges faced by our town and community.

To put it bluntly, Luton has been ravaged by 14 years of austerity, chronic underfunding, Covid-19 and the cost-of-living crisis. Work to develop our approach to reducing poverty in Luton has identified seven main drivers of this in our town. These are: low paid irregular work; lack of affordable housing; disability and ill health; lack of central government funding; problematic debt; population growth; and inadequate social security and families with high numbers of dependencies. It’s not that the challenges facing the town are unique to Luton, it’s that Luton faces the sharp end of these national and global challenges.

Since launching the vision, child poverty figures in Luton have dropped from 45 per cent in 2019 to 39 per cent in 2024. Unsurprisingly the impact of COVID-19 saw a town-wide rise in destitution, peaking at 12.1% in 2023, but this figure has dropped down to pre-2022 levels over the last year, down to below 10%, showing the work and impact our system is having, making a hugely positive change for almost 5,000 residents.

Despite this, Luton’s bespoke Minimum Income Standard estimates that 9.9% of households in Luton, 22,000 residents, are living in destitution, with another 11.2% of households, 25,000 residents, struggling to afford basic needs. Per the Joseph Rowntree strategy on eradication of poverty, our 2040 target is that no one lives in destitution or lives in poverty for longer than 2 years.

This target, along with a headline outcome and measure for each of the five 2040 priority areas are our six key temperature checks on our journey to 2040.

Numbers of households in each band, April 2024

Financial Quality of Life Bands	Band	April 2024 estimate	Definition
High Standard of Living	A	39,489 Luton households - 50.0% - fall into Bands A & B	Households that can afford all necessities - and many luxuries - and are very comfortable financially
Good Standard of Living	B	These are all above the Minimum Income Standard and FQOL line - therefore with a good or high standard of living	Households that can afford basic needs, personal services and paid social and cultural activities, being able to participate fully socially and culturally
Decent Standard of Living	C	39,457 Luton households below FQOL threshold (including those in basic needs and destitution) 50.0% below FQOL (MIS)	Households that can afford basic needs, but may need to juggle finances to afford insurances, personal services like hairdressing or paid social and cultural activities such as day trips and holidays
Basic Needs (Material Deprivation) Line	D	22,784 Luton households - 28.9% - in Band C	
Basic Needs (Material Deprivation)	D	16,673 Luton households below Basic Needs threshold (including those in destitution) 21.1% below Basic Needs	Households that may struggle to pay some basic needs (rent, food, clothing, gas, electric, water, internet and transport costs) and require greater financial support. Much juggling of finances required.
Destitution Line	E	8,859 Luton households - 11.2% - in Band D	
Destitution	E	7,814 Luton households below Destitution threshold 9.9% in Destitution	Households that are severely financially stretched and struggle to afford their housing costs, heat their home or buy essentials. Their outgoings significantly outweigh their low incomes, and debt may be a major worry. Many things are unaffordable and there may be a reliance on charities eg. food banks. Physical and mental health may suffer as a consequence.

Outcome	Measure	Latest result	2027 Milestone	2040 target	Trend
No Luton resident lives in poverty	% of households in destitution	9.9%	7.7%	0%	Improving
Working people earn enough to afford a decent standard of living	Average weekly wages in Luton	£618 in Luton £682 nationally	£723.09	National average	Improving
Average healthy life expectancy	Healthy life expectancy - the average number of years a person can expect to live in good health	Males 59.2 Females 60	Males 60.8 Females 60.9	Males 63.1 Females 63.9	Improving
Carbon emissions decrease	Overall townwide emissions	2.6 tCO ₂ e per capita	2.2 tCO ₂ e per capita	0	Improving
No child lives in poverty	Children in deepest poverty	23.4%	19.5%	0%	No major change
Luton is more equitable	Number of 10% most deprived LSOAs within Indices of Multiple Deprivation	4	3	0	No major change

Partner contributions

At **Luton Foodbank**, we are wholly committed to supporting families and individuals facing food poverty.

As eradicating poverty is at the heart of the 2040 Vision, the work we do to ensure this is integral, with our main message being “No one goes hungry in our town.” Our overarching aim is to eradicate food poverty in Luton, and to support people so that they can take steps to overcome the problems that brought them to us. This year, we had a number of successes, from the ‘Let’s Eat Together’ Ramadan campaign which saw a number of communal meals take place, as well as launching the Luton Foodbank Young Ambassador programme for a second year.



Founded in Luton, **NOAH** is a charity that helps vulnerable people experiencing extreme poverty, homelessness and other disadvantages to make lasting, positive changes in their lives. This ensures that people facing destitution are able to access mental and physical support, addiction services, food and clothing, as well as other essentials. We also promote fairness and community cohesion and work to amplify the voices of those who are socially excluded when it comes to decision making. Last year, we helped 67 rough sleepers find emergency winter shelter. This year, we continued our impactful work assisting the vulnerable by providing food, clothing, and access to essential services. After having received funding to expand our outreach programme, such as the ‘No Second Night Out’ initiative, we are able to expand our mission to help marginalised individuals.



Inclusive economy



Our vision for Luton in 2040 will ensure working people in Luton earn enough to afford a decent standing of living by bringing wages and employment rates in line with national averages.

Our thriving town centre will meet the needs of our residents, while other areas of the town will be served by new housing and leisure developments across Luton. Our anchor institutions local spend will help our growing, productive economy, and our thriving local arts and culture scene will reflect our beautiful, diverse communities.

Since launching our vision, we have seen success in job growth and wage rise in the town, while town-wide productivity continues to rise. With investment in large-scale developments, and a new community-focused arts and culture project launching, there is much to be celebrated here. Alongside this we wait in anticipation as the government make their decision on the development of our airport – creating up to 11,000 more local jobs if approved.

creation in British cities and large towns from 2010 to 2022, even ahead of London, and the second highest business start-up rate in the country.

will focus on developing a productive, inclusive and resilient economy, of which the airport expansion would be a key contributor.

Areas needing more work



- Our town centre continues to fall short of our resident's expectations with fewer than half rating the retail and leisure offer as 'good' or 'very good'. Despite this, our latest data sees an improvement in satisfaction with the town centre, and with projects such as The Stage and the new football stadium at Power Court underway, these exciting new developments were the biggest reason our residents felt positive about the future of Luton.
- The planned closure of the town's Vauxhall plant is a huge economic and social blow to Luton. Work is being done to try and change that outcome, and best protect those impacted. Our new Economic Strategy

Progress



- Over the past five years, despite COVID-19, average wages within the town have risen by more than 10%, while the town's productivity has risen by 8% over the same period.
- Alongside this, the most recent Centre for Cities report showed that Luton had the highest net new job



Outcome	Measure	Latest result	2027 Milestone	2040 target	Trend
Working people earn enough to afford a decent standard of living	Average weekly wages in Luton	£618 in Luton £682 nationally	£723.09	National average	Improving
Luton has a retail, leisure and shopping offer that meets the needs of residents	Satisfaction with shops, pubs, restaurants, leisure activities	44%	46% satisfied	60.5%	Improving
Working age people have a job	Unemployment rate	7.6%	7.0%	Equal to or better than National average in 2040 - 4.3% currently	Getting worse
The town centre meets the needs of residents and attracts visitors	Town centre footfall	Awaiting new dataset	Awaiting new dataset	Not yet (new dataset on way)	N/A
Luton has developments that improve the town	Townwide developments	N/A	Completion of stage and first phase of Luton Town FC.	Completion of planned developments below*	N/A
Luton has high level of productivity	Gross Value Added GVA per individual	6600 million	6774 million	7814 million	Improving
The Luton pound stays in Luton	% of influenceable spend from anchor institutions	39.4%	45%	Luton Council target 60%. Anchor targets being formed	Improving
Luton's diverse culture and heritage is celebrated	Participation in arts, culture and heritage	31.6%	32%	50% reporting at least 3 types of arts and culture involvement in last 12 months	No major change

*Development of 449 homes; Completion of The Stage; Development of New Luton Town Football Club Ground at Power Court; Open Lea Phase 2; Town Centre Public Realm Improvements including Bartlett Square; Development of 2 SEND schools; New Playground at Wigmore Valley Park; New football training facility; New cricket training facility; ABC cinema regeneration scheme; Central Library Regeneration Scheme; station accessibility developments; Terminal 2 developments; Dualling of Vauxhall Way; Park and ride scheme at Butterfield; New bus shelters with real time announcement installed; More red routes; More Cycle paths.

Partner contributions

Citizens Advice Luton is committed to building an inclusive economy within the town. Through providing advice, support and training, we address the needs of our growing economy by providing comprehensive training and support to volunteers to ensure they gain the experience they need to apply to local jobs, and advocating for more financial support for those on low incomes. This year, we have continued our significant role in supporting the local community by addressing issues such as debt, welfare benefits, housing, employment and immigration. Over the year, we have assisted nearly 12,000 people with over 72,000 issues, and we are confident these numbers will continue to rise.



London Luton Airport plays a pivotal role in fostering an inclusive economy through employment, education, and skills development initiatives. A Real Living Wage employer since 2022, the airport supports flexible working and promotes opportunities for young people in the region.



In 2024, its community skills, education, and outreach programmes reached 500 students, providing tailored support to develop essential skills, access valuable opportunities, and provide meaningful career insights.

Employment around the airport has grown significantly, with a 9% increase between 2022 and 2023, reaching a record 12,100 jobs—84% of which are full-time. Additionally, 53% of the airport's supply chain spending, amounting to £70 million, was with businesses within a 25-mile radius. The largest share, £44.7 million, supported 125 businesses in Luton and Bedfordshire.

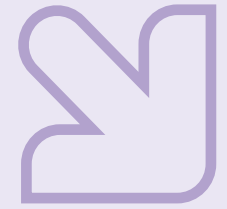
In partnership with the council and Bedfordshire Police, **Luton**



BID supports and enhances the promotion, growth and investment of businesses in Luton Town Centre. We offer organisation and strategic support for our town centre masterplan, which includes further development of the high street and other town centre districts, representing local businesses to organisations like the police and local government, promoting increased footfall and spend for our businesses, and ensuring the cleanliness and safety of Luton town. This year, Luton BID has organised and supported several initiatives aimed at increasing footfall and enhancing the vibrancy of Luton town centre. Notably, these included themed markets, seasonal events, and promotional activities such as mystery shopper programmes and Christmas festivities. Recently, 88% of businesses voted Yes for the renewal of Luton BID, which commenced in January 2025 for a further five years.



Population wellbeing



The health and wellbeing of our population is central to Luton 2040. The result of this, and our key measure in this area, will be a rise in our town's average healthy life expectancy.

To help us on this journey our residents will be living healthier lifestyles, with healthier diets and significantly fewer people smoking. Those who need it will get the help they need more quickly, while others will get timely medical appointments. We know that secure, good quality housing affects so many health outcomes and so ensuring we have the right houses for our growing population is a key difference maker in this area.

We knew that when we started our journey to 2040, that our key population wellbeing indicators and health outcomes wouldn't change overnight, but our system-focused approach, the formation of our Health Equity Town work, and launch of Family Hubs are all creating solid foundations for further progress in this area.

Progress

- The continued work to increase incomes in Luton through our bespoke Better Off Calculator is a huge success, securing £500,000 in unclaimed benefits for our residents. This has led to the formation of the financial resilience partnership group that will include community partners in the delivery of this across Luton, as well as wider financial resilience awareness, as part of our Better Off Luton mission.



- Luton has seen a 7% drop in smoking figures, from 21% to 14%, and there are 300 fewer households in temporary accommodation than in 2019, though the rising cost in providing temporary accommodation means demand pressure remains high.

Areas needing more work

- Housing in Luton remains an issue. Despite lower house prices than surrounding areas, the affordability of homes and rents in the town is a significant problem. Our housing solutions service sees an average of 450 households every month seeking advice and support, a number that has doubled over the last 18 months.
- The Adult Social Care budget in Luton has experienced a significant financial shift with an increase in demand for services. This has meant



only just over half of all initial assessments are completed within 28 days of referral.



Outcome	Measure	Latest result	2027 Milestone	2040 target	Trend
Average healthy life expectancy	Healthy life expectancy - the average number of years a person can expect to live in good health	Males – 59.2 Females - 60	Males – 60.8 Females 60.9	Males – 63.1 Females - 63.9	Improving
Residents have enough food to eat	Percentage of adults eating '5-a-day'	25%	27%	31% or equal to/better than national average	Getting worse
Residents have a stable home to live in	Households in temporary accommodation	13.9 per 1000 households	11 per 1000 households	4.5 per 1000 HH	No major change
Residents live in a decent home that isn't overcrowded	Number of landlords signed up to the mandatory licencing scheme and selective and additional licencing scheme	N/A – process getting underway	Selective licencing agreed in 2 wards	100% mandatory licencing plus 5000 selective licencing	N/A
Residents are resilient	Percentage of adults that have a high level of anxiety (Measure to be added for young people)	Luton – 19.9% National – 23.3%	3.7% lower than national average	5% lower than national average	No major change
Residents can access medical appointments when they need them	Percent who feel that the amount of time they waited for their GP appointment was 'about right'	55.4%	57%	66%	N/A
Those who need care are supported to live independently or provided with a care placement	Initial care assessments within 28 days of referral	51.5%	54%	90%	Getting worse
Residents are able to live a healthy lifestyle	Smoking prevalence	14.7%	14.0%	7.5%	Improving
Residents are able to manage their money	Income generated by benefit calculator (wider system measure being formed)	500,000 in last year	£3,000,000 generated per annum	£6,000,000 new generated per annum	Improving

Partner contributions

At **Active Luton**, we are committed to improving the health and wellbeing, education, skills and life chances of our community. We promote and deliver services that support increased physical activity, improved mental wellbeing and healthy lifestyles. We do this through our work in the sports facilities, libraries, community settings, our award-winning Total Wellbeing programmes, our training provision plus our work in schools. We continue to work closely with our partners, maximising collaborative working and funding opportunities all with the ultimate aim of improving population wellbeing.



East London Foundation Trust is dedicated to delivering towards our population wellbeing priority and aims to achieve this by ensuring children and young people have a voice in shaping their services, contributing to the creation of healthy and sustainable places, and supporting the community to develop skills and achieve a healthy standard of living. One way in which we excel in this is through co-production, delivering services that improve physical and mental wellbeing in partnership with the community and service users that we serve. We have made several service adjustments this year in Luton based on feedback from residents and young people. Key changes include: a new People Participation Lead for Luton's adult mental health services has been appointed to engage service users more effectively in shaping mental health care, focusing on empowering residents to identify and advocate for improvements. We have also proposed a comprehensive redesign of inpatient facilities to better meet the needs of the community, as well as making sure efforts are underway to integrate primary care with other mental health services, ensuring a cohesive approach.



Healthwatch Luton is committed to improving the wellbeing of Luton's population and delivering a service that supports health and wellbeing, and community safety; such as through our communications and support on community events and programmes. We seek to increase social connectedness and community such by our presence at Futures House Marsh Farm. Healthwatch Luton support the work of Luton's Fairness Taskforce, demonstrating a commitment to tackle health inequalities. Another main priority of ours is developing employee assistance programmes to support with debt, housing and financial issues, all of which are vital to ensuring population wellbeing. This year, 275 people reached out to us to share their experiences of health and social care services, helping to raise awareness of these issues, and 122 people came to us for clear advice and information about topics such as mental health and the cost-of-living crisis.



Child friendly Luton



A child friendly Luton goes beyond measures and outcomes focused on our young people.

Luton in 2040 will have tackled the deepest child poverty in the town, and kept up our below-average numbers of young people not in employment or training, ensuring opportunities for all. Our numbers of children in care will drop from 420 to 250, with our new 'stable homes built on love' strategy enabling more children to stay living with their families.

But further beyond this, being child friendly means that children and young people are prioritised across all of our 2040 outcomes – ensuring they feel safe, proud of our town and elevating their voices, making them heard and listened to, shaping the future of Luton.

Our journey towards 2040 places children right at the centre of this work, and we can see areas where we are already getting this right. The drop in our NEET and permanent exclusion figures shows a town-wide commitment to inclusion. While fewer of them now live in poverty than in 2019, the number living in deepest poverty remains heartbreakingly high. Which all suggests that our system is serving those on the margins of poverty, but still has work to do to reach those most in need.

Progress



- The percentage of 16 to 17 year olds not in education, employment or training has not only dropped from 4.7% in 2019 to 3.7% but remains well below the national average of 4.9%.
- Similarly, permanent exclusions in the town sit at just 0.06%, less than half of the .13% it stood at in 2019, and also below the national average.
- Across our system young people from disadvantaged backgrounds (receiving free school meals) perform better in Luton than both national averages and our statistical neighbours. In 2022 and 2023, we performed 8.5% better in Key Stage 2 and 5% better in Key Stage 4 than national averages, and 5% (Key Stage 2) and 2.4% better than our statistical neighbours.

Areas needing more work



- While work on child poverty has seen an estimated 2,500 children and young people lifted out of poverty since 2019, those in the deepest poverty remains at over 20%, significantly more than the national average.
- There has been a rise in obesity among year 6 children since 2019, and this puts the town significantly above the national average.



Outcome	Measure	Latest result	2027 Milestone	2040 target	Trend
No child lives in poverty	Children in deepest poverty	23.4%	19.5%	0%	No major change
All children and young people up to the age of 25 are in education, employment or training	NEET % 16-17 age inc not knowns	3.7%	2.3%	1.7%	Improving
Children have an excellent education	GCSE results (average attainment 8 score)	45% - 6th out of 11 statistical neighbours	4th out of 11 statistical neighbours	Luton is in the top 25% for attainment 8 compared to towns like us - in top 3 out of 11.	Improving
Children are included at school	Percentage of permanent exclusions	0.06%	0.04%	0%	Improving
Early years children develop inline with expected standards	Percentage of children who achieve the Good Level of Development at the end of the reception year	61%	62%	75%	N/A
More children are safely cared for by their families	Number of children in care	420	380	250	No major change
Children are healthy	Obesity levels at year 6	42.5%	41.8%	36.6%	No major change



Partner contributions

At **Mary Seacole Housing**, we are dedicated to creating a child-friendly town by empowering young people and amplifying their voices. In 2024, we delivered several initiatives for example "Our Youth Voices" Podcast, which now features over 15 episodes, provides a platform for young people to share their opinions, and challenge inequalities that effect them. We also focus on raising aspirations through volunteering and job readiness programs, supporting transitions into work and increasing opportunities through SEND internships and work experience programmes via the Seacole Academy. Alongside these efforts, we continue to provide safe, stable accommodation for individuals experiencing homelessness. By combining advocacy, skill-building, and support, we strive to build resilience, foster community engagement, and make a lasting impact on the lives of vulnerable individuals and young people alike.



offers available. This year at Chiltern Trust, we have once again showcased our commitment to excellence and high achievement for all learners across our fifteen schools. our schools celebrated significant achievements, with

strong GCSE outcomes placing five of our Luton schools among the highest performing in the region. This was complemented by the continual improvement of KS2 results and fantastic A-Level results.



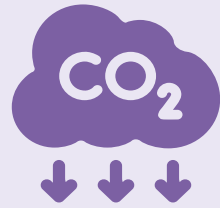
Barnfield College delivers targeted education and training in priority skills; equipping people for the modern, sustainable economy and driving growth across our town. We seek to remove barriers to education to ensure lifelong learning is accessible to all in Luton.



Chiltern Learning Trust is committed to improving the life chances of the Luton community, by improving standards of education across our primary and secondary schools and supporting the development and wellbeing of our teachers. We support student with their post-16 choices by providing a class-leading careers service to help signpost the best



Net zero



Luton's journey towards net zero in 2040 will do exactly what it says on the tin – ensuring the town's carbon emissions are cut to residual levels.

Facilitating this journey will be an accessible public transport offer which serves the needs of our town and the greenest airport in the country. A 'greener' Luton will also be a town where biodiversity flourishes, with green spaces and tidy streets for us all to enjoy.

With town-wide commitments on this journey, the greenest airport in the UK, further investment in public transport infrastructure on the horizon, our system is geared towards a net-zero town. We have seen significant drops in our carbon emissions and a rise in air quality – Luton's net zero journey is a good news story.

- Bus journeys within the town have recovered to above pre-Covid levels, with regular annual growth over recent years.

Progress



- Townwide carbon emissions remain significantly lower than both national and regional averages, with an average drop of 3% year since 2005.
- While there is still progress needed in the cleanliness of the town, litter reported in the Keep Britain tidy survey has halved since 2021.

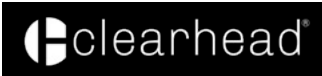


Outcome	Measure	Latest result	2027 Milestone	2040 target	Trend
Carbon emissions decrease	Overall townwide emissions	2.6 tCO ₂ e per capita	2.2 tCO ₂ e per capita	0	Improving
Air quality is within healthy range	AHAH Air quality domain	0.69%	0.60	0.35	Improving
Luton has an accessible public transport infrastructure that meets the needs of the whole of the town	Bus passenger Journeys	13,600,000 journeys per year	14,200,000 journeys per year	18,000,000 journeys per year	Improving
The greenest airport in the UK	Airport sustainability and job creation	TBC	TBC	TBC	N/A
Parks and green spaces improve biodiversity and meet the needs of residents and visitors	% sites in positive conservation management (needs targeting and benchmarking)	67%	71%	83%	Improving
A clean and tidy town	Keep Britain Tidy survey: Litter, Detritus, Graffiti and Fly Posting	Litter - 10.67% Detritus - 32.18% Graffiti - 0.50% Fly posting - 0.67%	Litter - 9% Detritus - 26.2% Graffiti - maintain score Fly posting - maintain score	Litter - 7.1% Detritus - 8.35% Graffiti - maintain score Fly posting - maintain score	Improving



Partner contributions

Clearhead Media is focused on reducing our carbon emissions to become a net-zero organisation by 2040, reducing waste and recycling more through our organisation and our supply chain. We have worked hard this year to incorporate sustainable practices into our operations.



The University of Bedfordshire was delighted to achieve first place in the People & Planet University Green League 2024/25. This ranking involves nearly all universities and coming first nationally highlights our ongoing commitment to sustainability, energy efficiency, social justice, and equity and reflects the collective efforts of the entire University community. The University is driven to providing high quality education and fostering innovation. We are deeply committed to sustainability and working with partners to achieve the goal of a Net Zero town. This year, we also introduced our newest venture alongside Luton Borough Council aimed at supporting local businesses in their journey to achieving net-zero - the Sustainability and Net Zero Business Support Programme has already received £25,000 from the UK Government through UKSPF.



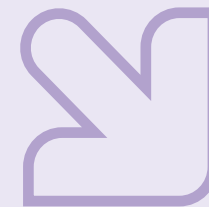
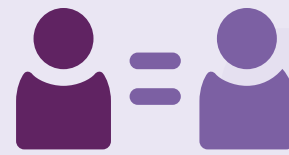
Luton Irish Forum is committed to providing social, welfare, cultural, skills and volunteering opportunities for all, primarily focusing on disadvantaged and under-represented groups.



Specifically on net zero, following recent work in this area, we aim to further improve the efficiency of buildings and equipment, reducing energy consumption, as well as supporting the development of skills to assist with the delivery of Net Zero plans.



Strong, fair community



Creating a fair, safe, compassionate Luton is at the core of 2040.

Luton's biggest strength is our community - the commitment to Luton and resilience of our diverse population makes Luton what it is, enabling us to repeatedly confound expectations in a variety of ways. This priority will build on this strength, but going further to ensure the safety of our residents, ensuring all are respected and included by focusing on representation in senior positions across the town.

Central to this is ensuring a good quality of life for all Luton residents. Currently four areas of the town are in the top 10% most deprived in the country. By 2040, we aim for this to be zero.

The work of Luton's Fairness Taskforce continues to drive forward our system's work in this area, putting processes in place for our resident's voice to be heard and shape collective responses to the issues facing our communities. The strength of our community continues to boost our collective resilience, and helps everyone in Luton find a place in their neighbourhoods.

Progress



- The diversity and community of our town remains a strength. 70% of our town feel part of their community, and four-fifths agree that Luton is a town where people from different backgrounds get on well together.

- Strong local communities are also celebrated within the town: 78% agree that their neighbourhood is a good place to live, while 81% agree that people in their areas help their neighbours.

Areas needing more work...



- Despite a small rise from 27% to 33% this year in those rating safety in the town as 'good' or 'very good', this still remains below our target and is named as one of the key reasons residents feel negative about the town. This must be a huge priority going forward, requiring the efforts of our entire system.



Outcome	Measure	Latest result	2027 Milestone	2040 target	Trend
Luton is more equitable	Number of 10% most deprived LSOAs within Indices of Multiple Deprivation	4	3	0	No major change
Everyone feels safe in Luton	Perception survey question - safety in Luton rated as 'good' or 'very good' (with additional info from SHEU survey)	33%	40%	80%	No major change
The police provide support when needed	Police satisfaction survey	TBC	TBC	To follow	N/A
People feel part of their communities	Question in the perception survey – do people feel part of their communities	70%	70%	80%	N/A
Residents and children are listened to and influence town decisions	% of residents who feel they have the opportunity to influence decisions (and data from SHEU survey)	41%	40%	50%	Improving
Residents are proud of the town	Satisfaction with Luton as a place to live (resident and SHEU survey)	53%	62%	80% or 4% points above Nat Average	Getting worse
Residents and workers are respected and included	Make up of senior staff across anchors as reflective of the Luton population	22%	30%	Target currently in place LBC only - reflect diversity of working population (currently 54%) (Excludes Eastern Europeans from BME group)	Improving
Residents from different backgrounds co-exist peacefully and joyfully	% of residents who agree with 'Luton is a town where people from different backgrounds get on well together'	77%	80%	90%	No major change
Everyone has opportunities to make a positive difference to others and the world	Residents involved in any voluntary activities in the past 12 months, 2023	21%	29%	35% or at least 1% above Nat Average	No major change

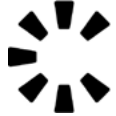
Partner contributions

Bedfordshire and Luton Community Foundation



are passionate about improving the lives of people in Bedfordshire and Luton. We invest in supporting local charities to ensure their sustainability and build deeper relationships with grassroots groups in our area. We seek to promote fairness, community cohesion, and local pride and focus our programmes on addressing issues of poverty and the wider determinates of health. Through our work we aim to always listen, learn, adapt and change and to offer greater support for groups who have been marginalised or experience inequity. Working over the last 12 months with 16 donors across 20 funds, we awarded £4.3 million in 266 grants, which benefitted around 211,300 individuals. In 2024 we have already seen our request for grant funding support double and our partnerships with donors and funds increase to address this.

At **The Culture Trust**, we are committed towards connecting the community through meaningful culture and creativity. We want to improve life in Luton by



THE
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LUTON

presenting inspiring and diverse live arts, and by doing so, boosting civic pride and helping the town's diversity to flourish. We widen access to culture through free-to-enter museums and heritage sites, ensuring that every person, no matter their socio-economic background, has an equal opportunity to enjoy the heritage and arts culture of Luton. In 2024, we continued to play a pivotal role in celebrating the town's diverse culture through a range of engaging programmes, performances and community events. These included the Luton Mela which celebrates South Asian culture, a series of events to celebrate Black History Month including art exhibitions, live performances, talks and community workshops, as well as a number of other events including highlighting the diversity of the LGBTQ+ community, a global food festival, and multicultural arts and exhibitions.



Appendix 1 - 2040 Measures



Outcome	Single measure	Baseline 2019	Latest Result	Latest Result Year	National average where possible	2040 Target	2027 Milestone	2031 milestone	2035 milestone
No Luton resident lives in poverty	% of households in destitution	7.3%	9.9%	2023	Not available	0%	7.7%	5.1%	2.6%
Working people earn enough to afford a decent standard of living	Average weekly wages in Luton	£560.50	£618.10	2023	£681.7	National average - £1157.69	£723.09	£845.91	£989.60
Luton has a retail, leisure and shopping offer that meets the needs of residents	Perception survey question. Thinking about Luton as a town, how would you rate the following aspects: shops, pubs, restaurants, leisure activities	47%	44%	2024	Not available	60.5	46	50	55
Working age people have a job if they want one	Unemployment rate (claimant count)	3.2%	7.6%	8/1/2024	4.3%%	Equal to or better than National average in 2040 - 4.3% currently	7.0%	6.0%	5.0%
The town centre meets the needs of residents and attracts visitors	Town centre footfall	Data not comparable	623,390 ave monthly	2023	Not available	Awaiting new dataset			
High level of productivity	Gross Value Added (0000s) GVA per individual	£6.1b £27,496	£6.6b £29,293	2022	£33,227	7814	6774	7094	7414
Luton has developments that improve the town	Success towards big developments					Development of 449 homes Completion of The Stage Development of New Luton Town Football Club Ground at Power Court. Open Lea Phase 2 Town Centre Public Realm Improvements including Bartlett Square, Development of 2 SEND schools. New Playground at Wigmore Valley Park New football training facility New cricket training facility ABC cinema regeneration scheme Central Library Regeneration Scheme station accessibility developments Terminal 2 developments			
The Luton pound stays in Luton	% of influenceable local spend from anchor institutions % of Influenceable Council Spend Through Procurement with Local Suppliers		39.40%	23-24	NA	60%	45%	50%	55%
Luton's diverse culture and heritage is celebrated	Participation in Arts, Culture and Heritage. Number of people reporting at least 3 types of arts and culture involvement in last 12 months	No comparable data	31.6%	2023	Not available	50%	32%	38%	44%

Outcome	Single measure	Baseline 2019	Latest Result	Latest Result Year	National average where possible	2040 Target	2027 Milestone	2031 milestone	2035 milestone
Average healthy life expectancy	Healthy life expectancy - average number of years a person can expect to live in good health	2017-19 males - 57.4 females - 60.2	2018-20 males - 59.2 females - 60.0	2018-20	males - 63.1 females - 63.9	males - 63 females - 63.7	Males - 60.8 Females - 60.9	Males - 60.7 Females - 61.6	Males - 61.5 Females - 62.2
Residents have enough food to eat	Percentage of adults meeting the '5-a-day' fruit and vegetable consumption recommendations	Can't compare to old method.	25%	22/23	31%	31% or equal to/better than national average	27%	28%	30%
Residents have a stable home to live in	Number of households (per 1000) in temporary accommodation	17.4	13.9	23/24	3.7	350 or 4.5 per 1000 HH	11 per 1000 HH	9 per 1000 HH	7 per 1000 HH
Residents live in a decent home that isn't overcrowded	Number of landlords signed up to the mandatory licencing scheme and selective and additional licencing scheme					100% mandatory licencing.	Selective licencing agreed in two wards	5000 selective and additional licenses.	TBC
Residents are resilient	Percentage of adults that have a high level of anxiety	16.60%	19.9%	22/23	23.3%	5% gap between Luton and national average	3.7% gap	4.1% gap	4.5% gap
Residents can access medical appointments when they need them	Percent who feel their that the amount of time they waited for their GP appointment was 'about right'	Not available (new question in GPPS 2024)	55.4%	2024	65.9%	66.0%	57.0%	60.0%	63.0%
Residents who need care are supported to live independently or provided with a care placement	Initial assessments within 28 days of referral	63.5	51.5	Sep-24	Not available	90%	54	67	78
Residents are able to live a healthy lifestyle	Smoking prevalence				12.7%	7.5%	14.0%	12.0%	10.0%
Residents are able to manage their money	Income generated by benefit calculator (wider system measure being formed)	n/A	£2,500,000	2023		£6,000,000	£3,000,000	£4,000,000	£5,000,000
No child lives in poverty	Children in deepest poverty	24.3%	23.4%	2023	16%	0%	19.5%	13.5%	6.5%
All children and young people up to the age of 25 are in education, employment or training	NEET % 16-17 age inc not knowns	4.7%	3.7%	2023	4.9%	1.7%	2.3%	2.1%	1.9%
Children have an excellent education	GCSE results (average attainment 8 score)	43.5	45% - 6th out of 11 statistical neighbours	2023	44.7	Luton is in the top 25% for attainment 8 compared to towns like us - top 3 out of 11 statistical neighbours	Top 6 among statistical neighbours	Top 5 among statistical neighbours	Top 4 among statistical neighbours
Children are included at school	Proportion of permanent exclusions	0.13%	0.06%	2023	0.11%	0%			
Early years children develop inline with expected standards	The percentage of children who achieve the Good Level of Development at the end of the reception year	Data not comparable	61%	22/23	67%	75%	0.04%	0.02%	0.01%
More children being safely cared for by their families	Number of children in care	406	420	2023	426	250	380	340	300
Children are healthy	Obesity levels at year 6	39.6%	42.5%	2023	36.6%	Current national average -36.6%	41.8%	40.2%	38.6%
Carbon emissions decrease	Overall townwide emissions Per Capita Emissions (tCO2e)	667.3 (kt CO2e) 3.0	595.5 (kt CO2e) 2.6	2022	4.5	0	2.2	1.4	0.6
Air quality is within healthy range	AHAH Air quality domain	Not available	0.69	2024	0.26	0.35	0.60	0.50	0.40
Luton has an accessible public transport infrastructure that meets the needs of the whole of the town	Annual bus passenger journeys Passenger Journeys Per Head of Population (BUS01f)	12,200,000 journeys	13,600,000 journeys	2024	N/A	18,000,000 journeys per year	14,200,000	15,000,000	16,750,000
The greenest airport in the UK	Airport sustainability and job creation	TBC	TBC			Net zero	TBC	TBC	TBC
Parks and green spaces improve biodiversity and meet the needs of residents and visitors	% sites in positive conservation management	58%	67% (16/24)	2023	43%	83%	71%	75%	79%
A clean and tidy town	Keep Britain Tidy survey (NI 195 style KPI) Litter, Detritus, Graffiti and Fly Posting	2021 21.4% 45% 1.7% 0	10.67% 32.18% 0.50% 0.67%	2023	Greater London 2023 7.10% 8.35% 7.03% 2.87%	7.1% or better than Greater London average 8.35% or better than Greater London average Keep score / better than Greater London average Keep score / better than Greater London average	9% 26.2% maintain score maintain score	8% 20.3% maintain score maintain score	7.5% 14.3% maintain score maintain score

Outcome	Single measure	Baseline 2019	Latest Result	Latest Result Year	National average where possible	2040 Target	2027 Milestone	2031 milestone	2035 milestone
Luton is more equitable	Number of top 10% most deprived areas within the Indices of Multiple Deprivation (LSOA's)	4	4	2019	Not applicable	0	3	2	1
Everyone feels safe in Luton	Perception survey question - safety in Luton rated as 'good' or 'very good' (measure around young people to be added in)	29%	33%	2024	To what extent do you agree or disagree with the following statement: 'Overall, I feel safe in the area where I live'? Strongly Agree = 28% Somewhat Agree = 50%	80% say somewhat agree	40.0%	52.0%	65.0%
The police provide support when needed	Police Satisfaction survey	TBC	TBC	TBC	TBC	TBC			
People feel part of their communities	Question in the perception survey - People feel part of their communities	New measure	70%	2024	63% 21/22 national community life survey (feel very strongly or fairly strongly belong to their immediate neighbourhood)	80%	70%	74%	77%
Residents and children are listened to and influence town decisions	% of residents who feel they have the opportunity to influence decisions affecting neighbourhood. Measure to be added around young people.	46%	41%	2024	27%	50% of adults and 50% of young people	40.0%	43.0%	46.0%
Residents are proud of the town	Satisfaction with Luton as a place to live	66%	53%	2024	76%	80% or 4% points above national average	62.0%	68.0%	74.0%
Residents and workers are respected and included	Make up of senior staff across anchors as reflective of the Luton population. Currently data is Luton Council only.	18% (2021)	22%	2023	N/A	Organising reflect diversity of working population (currently 54%) (Excludes Eastern Europeans from BME group)	24% below	16% below	8% below
Residents from different backgrounds co-exist peacefully and joyfully	% of residents who answer yes to Luton is a town where people from different backgrounds get on well together.	86%	77%	2024	84%	90%	80%	83%	86%
Everyone has opportunities to make a positive difference to others and the world	Residents involved in any voluntary activities in the past 12 months, 2023	20%	21%	2024	34%	Atleast 1% above national average	15% below national average	10% below national average	5% below national average

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