



Luton's 2040 Vision

- Our vision for Luton 2040 is one of the most ambitious in the country: to create a healthy, fair and sustainable town where everyone can thrive and no-one has to live in poverty.
- Enormous potential – predicted to be 2nd fastest growing local economy in 2024 – after London.
- 39% of children in Luton live in poverty – 24,155 growing up in households who can't afford basic essentials
- 8.9% of Luton households live in destitution and a further 11.8% of households are struggling to pay for some basic essentials.



Luton 2040
A place to thrive

Luton 2040 is a long-term vision for the future of Luton, shared by everyone in the town and being delivered in partnership by our local system, of which the airport is a key anchor.

The central mission of Luton 2040 is tackling poverty so that all our residents can benefit from the strong potential of the town – encapsulated by the PWC projection for Luton to be the second fastest growing city in the UK next year behind London¹.

Our mission has five priorities including building an inclusive economy and transitioning to becoming a Net Zero town.

Poverty is at the heart of this mission because in Luton it is too high – 39% of children in the town are living in relative poverty² (24,155 of our young people living in households where they can't afford basic essentials.) and according to our Minimum Income Standard model we know that 9% of households are living in destitution with a further 12% struggling to afford a basic standard of living³.

In addition we know (from Joseph Rowntree Foundation's latest report on destitution⁴) that two of the main drivers of poverty nationally are migration and financial pressure on local authorities – both of which feature prominently in Luton.

According to our 2023 school census 5000 of Luton's primary children didn't have anything to eat before they started school.⁵

¹ <https://www.pwc.co.uk/press-room/press-releases/regions/south-east/cambridge-ipswich-luton-norwich-rank-in-top-20-best-performing-uk-cities.html>

² <https://endchildpoverty.org.uk/child-poverty/>

³ Luton Borough Council's Minimum Income Standard for 2023 (not currently published)

⁴ <https://www.jrf.org.uk/report/destitution-uk-2023>

⁵ Growing Up in Luton survey 2023 (not currently published)



London Luton Airport is central to our journey to Luton 2040

- London Luton Airport future growth plans are vital to achieving our missions for Luton 2040 and Levelling Up.
- Contributes to all five priorities
- Success of Luton 2040 so far is **despite Luton having the second biggest gap in the country between public spending and relative needs**, both in % and £ terms. Airport growth is vital to make up that gap.



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The airport has not only been critical to the town's survival during challenging times but it is also right at the heart of our ongoing mission, the future success of Luton, and eradicating poverty.

This success though is remarkable given that Luton as a town is seriously under-funded – Luton has the second largest gap in the country between public spending and relative needs, in both % and £ terms (£278 per person below the level of need).⁶

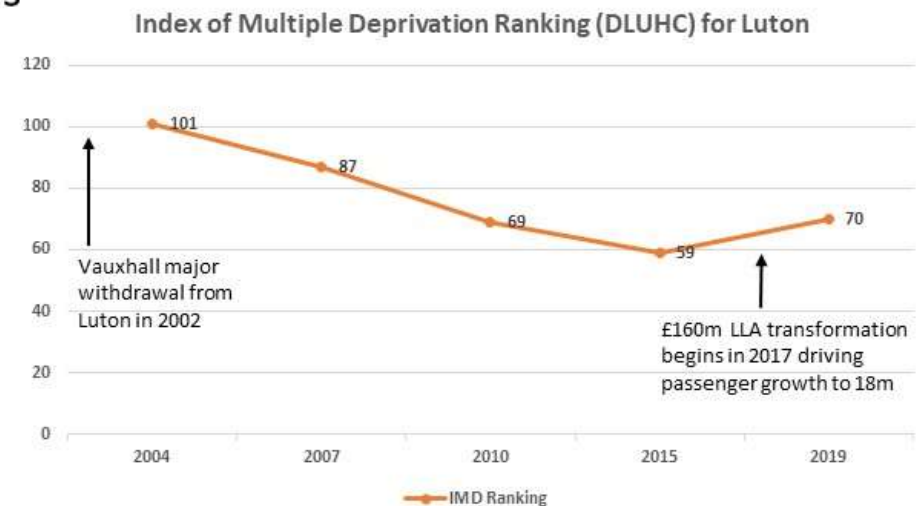
Many of the factors in driving poverty in our town and the country (austerity, covid, war in Ukraine, cost of living) are out of our control: But the airport is our largest asset and this is something that we can influence locally. If we are given permission to expand we are in control of our destiny.

⁶ <https://ifs.org.uk/news/large-mismatches-between-funding-different-areas-receive-public-services-and-their-spending>



London Luton Airport key to delivering 2040 success

- Our success reducing poverty is only possible because of London Luton airport – the town's key economic driver.
- Airport and supply chains provide around **11,800 jobs** for Luton residents alone.
- **Transport sector jobs** have gone from 4% of Luton economy in 1998 to **12% in 2019**.
- Clear correlation between success of airport and deprivation figures in Luton. When our airport grows – poverty falls.



Luton 2040
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Over the last decade the airport has become our key economic driver following the decline of manufacturing when the Vauxhall plant began to withdraw from the town in 2002.

Luton went from being outside of the top 100 most deprived authorities in the country to being 59th in 2015. But with the investment in our airport and the growth this trend was reversed and we had climbed to 70th by 2019⁷.

Since we launched the 2040 Mission we have cut the level of Child Poverty from 45% to 39%. That is 3800 children no longer growing up in poverty⁸.

The reason we are able to achieve so much with less than other places – London Luton Airport has made this possible. There is a clear correlation between the airport’s growth and improving the life chances of people in Luton. According to the Centre for Cities, in 2015-16, Luton was in the bottom 10 places in the country for private sector job growth⁹. As the airport’s transformation began, in 2017, Luton was the best place in the country for private sector job creation¹⁰, momentum which has continued as the town was seventh in the country in 2022, as well as being third in the country for business start-ups¹¹.

The transport sector has increased from being 4% to 12% of Luton’s economy between 1998 and 2019.¹² 10.8% of jobs in Luton are in the transport industry¹³.

This says nothing of the fact that the airport has at the same time contributed £257m to fund frontline services since 1998 and more than £150m of funding directly into the community since 2002.¹⁴ It is no exaggeration to say that in times of unprecedented challenge and local need the airport has been crucial to the survival of our town.

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⁷ <https://www.gov.uk/government/collections/english-indices-of-deprivation>

⁸ <https://endchildpoverty.org.uk/child-poverty/>

⁹ <https://www.centreforcities.org/wp-content/uploads/2017/01/Cities-Outlook-2017-Web.pdf>

¹⁰ <https://www.centreforcities.org/wp-content/uploads/2018/01/18-01-12-Final-Full-Cities-Outlook-2018.pdf>

¹¹ <https://www.centreforcities.org/wp-content/uploads/2023/01/2023-01-31-Cities-Outlook-2023.pdf>

¹² Gross Value Added by industry, chained volume measure, Office for National Statistics

¹³ https://www.nomisweb.co.uk/sources/census_2021/report?compare=E06000032#section_6

¹⁴ <https://lutonrising.org.uk/wp-content/uploads/2022/02/Why-Grow.pdf> , p.11-12 – original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>

¹⁵ <https://lutonrising.org.uk/wp-content/uploads/2022/02/Why-Grow.pdf> , p.9 original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>



London Luton Airport supporting Luton 2040

INCLUSIVE ECONOMY

- Up to **11,000 new jobs** (approx. 4,800 for Luton residents).
- Increasing social value

NET ZERO

- Luton has a clear roadmap to net zero by 2040 – airport has a critical role in this.
- We have taken action to minimise emissions through investment such as Luton DART
- Plans for **Green Controlled Growth** will restrict growth plans within acceptable limits

STRONG AND EMPOWERED COMMUNITY

- **Over £150 million of funding** provided to local charities and community organisations since 2002
- 53p invested in community per passenger. The most socially impactful airport in the UK – providing **26x more money to the community per passenger** than the next highest airport.
- Airport expansion would contribute up to an **additional £13 million per year**

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¹⁶ <https://lutonrising.org.uk/wp-content/uploads/2022/02/Why-Grow.pdf> , p.14 original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>

¹⁷ <https://lutonrising.org.uk/wp-content/uploads/2022/02/Why-Grow.pdf> , p.8 original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>

¹⁸ <https://lutonrising.org.uk/wp-content/uploads/2022/02/Draft-GCG.pdf> original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>

¹⁹ <https://lutonrising.org.uk/wp-content/uploads/2022/02/Why-Grow.pdf> , p.12 original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>

²⁰ <https://lutonrising.org.uk/wp-content/uploads/2021/11/Information-Booklet.pdf> , p.3 original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>

²¹ <https://infrastructure.planninginspectorate.gov.uk/wp-content/ipc/uploads/projects/TR020001/TR020001-002174-7.10%20Draft%20Compensation%20Policies,%20Measures%20and%20Community%20First%20Rev%204.pdf>

The Airport expansion will be a driving force behind our ability to deliver this bold and ambitious 2040 strategy. We are in advanced negotiations with the operator to be able to deliver Phase 1 of the expansion locking in the benefits and driving the operational improvements our neighbours want to see – if you give Luton Rising permission to expand

11,000 additional jobs; green controlled growth; an additional £13m a year for local charities; an increase in economic activity of £1.5bn a year will make a massive positive difference to the future of the Town and the Region.



Critical to inward investment

Airport growth will also attract further inward investment:

- As part of an overall **£5 billion of investment** planned and underway including the airport, Green Horizons Park, Bartlett Square, Town Centre Masterplan.
- **Current and potential investors see the airport as the key reason for investing in Luton** – crucial to our new inward investment brand Step Forward Luton.
- Will unlock investment potential of other parts of Luton and existing sites such as Butterfield through Council commitment to other infrastructure improvements such as Vauxhall Way.

The place to do business

Well-connected
Under 23 minutes to London by rail, ideally located for road connections via the M1 and M25 with the UK's fifth largest international airport.

Innovation network
Luton's location in the Ox-Cam Arc – close to Europe's largest tech cluster – makes it pivotal as a driver for innovation.

Nurturing start-ups
Regularly in the top five for business start-ups in the country.

Skills and employment
Over 23 million people, ready for work, live within a commutable distance to Luton.

STEPFORWARDLUTON.CO.UK

STEP FORWARD LUTON

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Airport growth proposals are a crucial part of a wider £5bn of planned transformation across the town²²

All of these developments are linked and are creating a compelling offer for investors to choose Luton

Our new inward investment brand Step Forward Luton will soon be taking this overall proposition to market to attract further investment and we know from the evidence we have gathered so far that the presence of the airport is central to our current businesses and interested investors reasons for choosing Luton.

²² <https://invest.stepforwardluton.co.uk/investment-opportunities/>



London Luton Airport is central to our journey to Luton 2040

- Luton 2040 is a town-wide vision shared by everyone in Luton.
- London Luton Airport is THE key factor in success so far and its growth will be THE key factor in achieving our ambitious mission.
- Our funding gap highlights the need to create our own economic engine and community investment – London Luton Airport will continue to deliver that through:
 - **11,000 additional jobs**
 - **£1.5 bn additional economic activity**
 - **£13m per year more invested in community**



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£1.5 bn additional economic activity²³

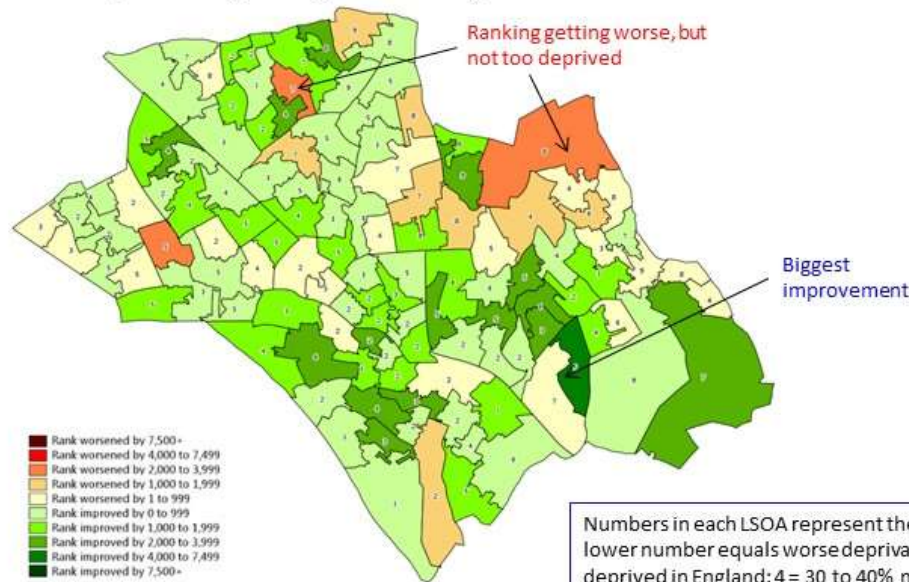
²³ <https://www.hwa.uk.com/site/wp-content/uploads/2020/10/CD-20.76-Appendix-13-1-Oxford-Economics-LTN-Economic-Impact-June-2019.pdf>



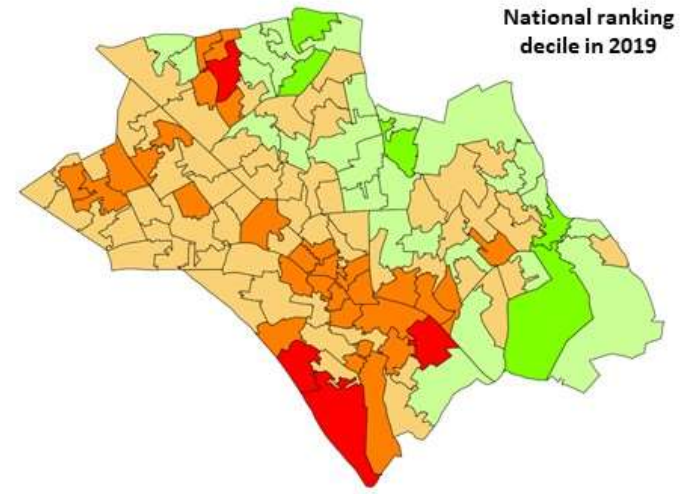
London Luton Airport key to delivering 2040 success

Index of Multiple Deprivation –

Map showing change in rankings of Luton LSOAs between 2015 and 2019



Numbers in each LSOA represent the IMD decile rank. A lower number equals worse deprivation. eg. 1 = 10% most deprived in England; 4 = 30 to 40% most deprived in England; 10 = 10% least deprived in England.



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This slide demonstrates the impact at a hyper-local level.

The map on the left shows the change in IMD ranking for Luton LSOAs between 2015 and 2019²⁴. The airport is located in the South Eastern corner of the town close to 3 of the areas of biggest improvement and fairly close to some of the areas of of high deprivation in South Luton that have seen marked improvement also.

²⁴ <https://www.gov.uk/government/collections/english-indices-of-deprivation>



Impact on the regional economy

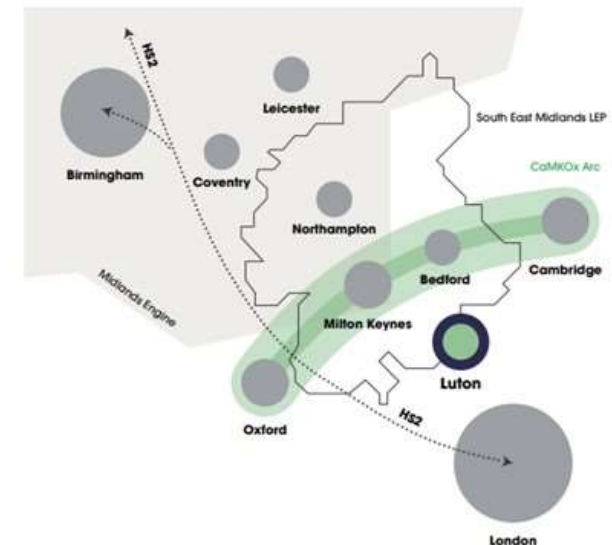
Direct economic benefits to the regional economy:

- **11,000 additional jobs** – average wage 34% higher than the national average wage
- Up to **£1.3 billion in added GDP** for three counties economy
- Increased social value – **53% of supply chain spend currently within 20 miles.**

Indirect benefits to the region:

- Up to **£235m in productivity gains** per year across region
- Up to **£150m in tourism per year**
- **£487 million in journey time savings** for regional travellers

Also of **strategic importance to Ox-Cam Arc** and to development of regional clusters.



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It is not just Luton though that will feel this economic benefit but also the wider region will see significant gains.

Direct gains will include:

- 11,000 additional jobs across the region, most of which are well paid, on average 34% higher than the national average wage.²⁵
- Up to an estimated £1.3 billion in additional GDP across the three counties economy.²⁶
- And increased social value – we know that currently 53% of the airport operators spend through its supply chains is within a 20 mile radius of the airport.²⁷

It's not just the direct benefits from the airport itself but also the wider impact on the economy.

- There are an estimated £235 million in productivity gains by enabling faster travel for businesses to and from the region – this in turn will be a critical factor in attracting more of that inward investment and businesses relocating not just to Luton but the wider region.²⁸
- Also estimated growth of regional tourism, which could contribute up to £150m in GDP each year by 2043 as well as supporting over 2,000 jobs.²⁹
- And residents across the region could benefit from up to £487m in journey time savings over an estimated 60 year period.³⁰

Finally the airport is of vital strategic importance to the connectivity of the regional economy as the international gateway to the OxCam Arc. In 2020 the arc prospectus highlighted the important role that the airport growth plans would play as part of the regions aviation and aerospace cluster as well as being at the forefront of innovation to move towards net-zero aviation.

²⁵ <https://lutonrising.org.uk/wp-content/uploads/2022/02/Why-Grow.pdf> , p.8 – original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>

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²⁷ London Luton Airport Operator procurement figures

²⁸ <https://lutonrising.org.uk/wp-content/uploads/2022/02/Why-Grow.pdf> , pp.16-17 – original source of economic impact from Oxford Economics study: <https://www.london-luton.co.uk/LondonLuton/files/1c/1c3d6dc1-f197-4860-86d6-749abfbf45f6.pdf>

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