



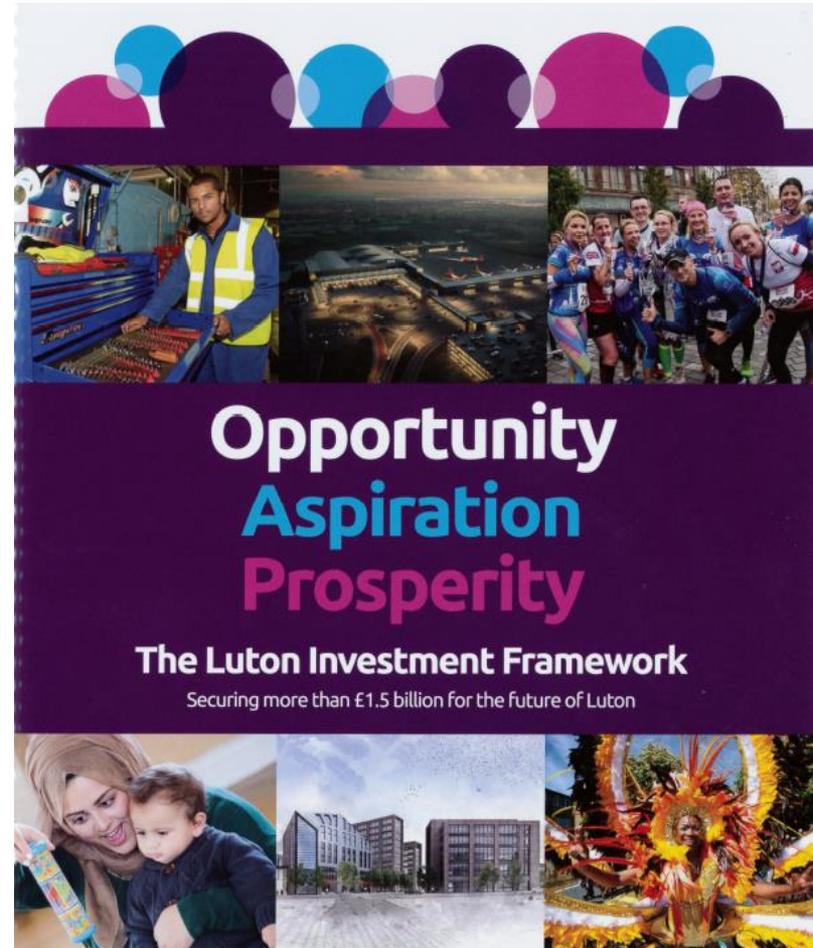
# “Transforming Luton” - place branding and public affairs

Adam Kearney and Annie Morton



# Today

- Pre-2015
- Luton's rebrand
- The Luton Investment Framework
- Success to date
- Remaining Challenges
- Public Affairs



# Pre-2015

## How the town was perceived



**METRO** NEWS... BUT NOT AS YOU KNOW IT 120M SHARES

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UK WORLD WEIRD TECH

### 'It's the end of humanity': Luton is voted the worst town in the UK

Rob Waugh for Metro.co.uk Tuesday 19 Jan 2016 7:03 pm

32.4k

MUST READ

(Alamy)

Luton has finally got the recognition it may or may not deserve. It has been voted the worst town in Britain!



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Last Updated: Monday, 27 September, 2004, 05:47 GMT 06:47 UK

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### Luton voted Britain's worst town

Civic leaders have rallied round to defend Luton after it was branded the country's worst town in an online poll.

More than 20,000 people voted for Britain's worst place to live and the results will be published next month in Crap Towns II - The Nation Decides.



Luton is famous for Vauxhall cars

Luton is probably best known for the Vauxhall car factory and its airport, which featured in a famous 1977 Campari advert starring Lorraine Chase.



MORE STORIES

1 Ruth Davidson uses reshuffle to put Nicola Sturgeon 'on notice' she wants to be First Minister

2 Plus500 defeats 'gloom mongers'

# Pre-2015

## How the town perceived itself

2014 Perceptions of Luton Survey

**Dirty**

**Unsafe**

**Ugly**

**Trouble**

**EDL**

**Poverty**

**Dangerous**

**Unemployment**

**Tired**

**Deprived**

**Crime**

**Uninspiring**

All associated with a metropolitan 1970s logo:

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



**Luton**

# Pre-2015

## An outdated 'brand' to match these perceptions

**CHALLNEY SUMMER FESTIVAL**  
SATURDAY 15TH AUGUST 2015

**A FUN DAY OUT FOR THE WHOLE FAMILY**

**Free Admission**

**Activities Including**  
Stalls  
Music  
Free Inflatables Rides  
Food  
Arena Events  
Health Information & Advice

**@ Chaul End Centre Field**  
11am—3pm

For more information or to book a stall, please call 01582 557155 or email [chaulend@lutonculture.com](mailto:chaulend@lutonculture.com)

Luton Culture  
Luton Adult Learning  
act4ve  
LONDON LUTON  
MHS Luton  
Clinical Commissioning Group  
YOUR SAY YOUR WAY  
Community Development Ser

**LUTON BOROUGH COUNCIL**

**FULL OF LIFE**

**Celebrate Older People's Day**  
with  
**Luton Borough Council**  
ON  
**MONDAY 24TH OCTOBER 2014**  
10.00am - 1.00pm  
Followed by a Buffet Lunch!

at  
**Bushmead Community Centre**  
Hancock Drive,  
Luton, Beds,  
LU2 7SF  
Tel: 01582 422818

Short Mat Bowls,  
Sequence Dancing,  
Tables, Cards...  
and much, much more!

**The Disability Resource Centre**  
Health, Learning and Work

**Employers, are you ready for the Care Act?**

The Care Act could impact on your business. We can help you find out how:

- Do you promote health and well-being in the workplace?
- Do you know your employees' rights?

**JOIN OUR FREE WORKSHOP TO LEARN MORE**

- Presentations from knowledgeable guest speakers
- Chance to network with other employers and stake holders
- Useful information stands

Date: 24th April 2015 Time: 9.30 am - 1.30 pm (including networking)  
Venue: Venue 360 Ltd, 20 Gipsy Lane, Luton, LU1 3JH  
Cost: FREE (including complimentary lunch)  
Book: <http://bit.ly/1DGdAza> or use the QR image below

**LUTON BOROUGH COUNCIL**  
**adass** adult social services

Call: 01582 470900  
Website: [www.drcbeds.org.uk](http://www.drcbeds.org.uk)  
Email: [hlw@drcbeds.org.uk](mailto:hlw@drcbeds.org.uk)  
Poynters House, Poynters Rd, Dunstable, LU5 4TP  
Registered Charity No 1041712 Our Patron: The Duke of Bedford

**ASSO QUALITY MARK level 1**  
SERVICES FOR CARERS

**Help improve a life**  
Become a Shared Lives Carer...

Are you interested in a satisfying job that you can do in your own home?  
Do you think you have what it takes to make a real difference to someone's life?

We are currently looking for carers who can support adults with learning disabilities.  
Wages, rent, expenses and full training are provided!

If you are interested in becoming a Shared Lives Carer, or would like more information, then please contact the Shared Lives Team on 01582 548272 or email [sharedlives@luton.gov.uk](mailto:sharedlives@luton.gov.uk)

**LUTON**

**Parking in Park Town - Have your say**

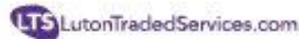
Preliminary consultation 2011

**LUTON**

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

# Pre-2015

No clear identity



# Why rebrand?

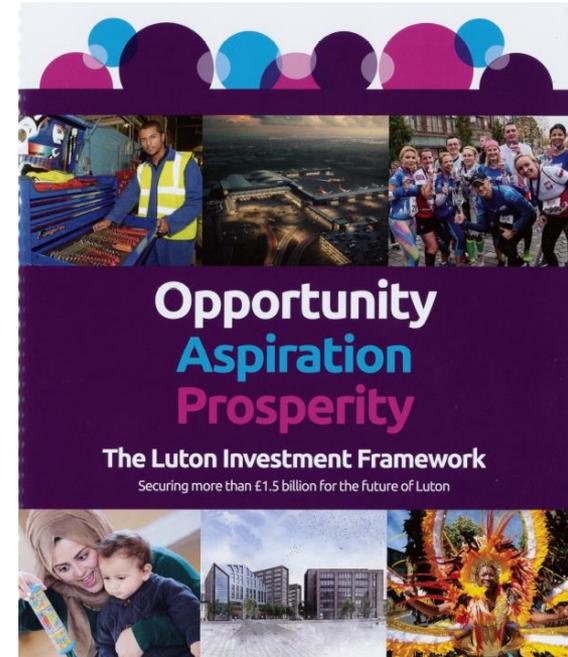
We were clear on our objectives:

- Grow our economy
- Create jobs and upskill our workforce
- Meet housing demand
- Improve health and wellbeing

To achieve this we needed to attract business and investment.

To attract investment we needed to change perceptions of Luton.

The Luton Investment Framework was born!





# Step 1: Identifying our USPs

- Excellent road and rail links (22 minutes from London)
- We own the 5<sup>th</sup> largest and fastest growing airport in the country
- Excellent Schools
- One of the five most affordable towns for commuting to London
- Best broadband connectivity in the UK
- Catchment offering the fourth highest level of retail spend in the UK
- A prime destination offering one of the UK's best opportunities for investment.

# Making our brand real and believable

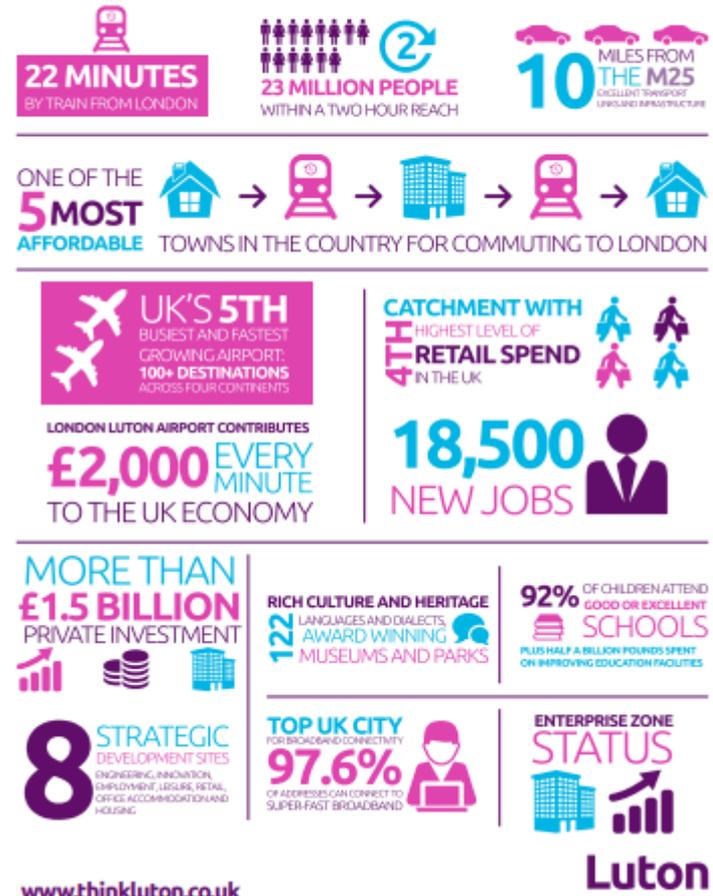
- A narrative that is rooted in reality and resonates with communities.
- Authenticity is vital – people won't buy into a story if it isn't true
- Research the town's heritage and history
- Spoke to residents, businesses, staff and Members and asked them what they believe Luton's strengths were



# A brand story

- Creative, hardworking and passionate communities
- Strong manufacturing heritage
- Great location and transport links
- Affordable rents
- A rapidly growing airport
- Ambitious political leadership wanting to grow the town

# Luton in numbers



# Visuals



Looks modern, crisp and aspirational to match the ambitions set out in Luton's Investment Framework



## Think Luton, Think Investment



**23 Million**  
people within a  
two hour reach



**22 Minutes**  
from Central London



**Skilled**  
workforce



**Economical**  
rents



[www.thinkluton.co.uk](http://www.thinkluton.co.uk)

**Luton**

For the town to promote itself more effectively and attract business and investment, the word ‘Luton’ needed to be seen as a quality product to visually reflect Luton’s brand story

Not a council brand – shared with partners, businesses, charities and residents

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

**Luton**



Bus shelter



Billboard Poster



Online Content



App content



Popup Banner



# Success to date: Perception surveys

2014



ONE word residents used to describe Luton

# Multicultural

2017



# Success to date

- By taking a bold lead and maximising our advantages we've opened the door to investment
- Joined up with a number of international property developers and investors
- Massive regeneration schemes coming forward
- Over 1,000 construction workers onsite today



**Luton**

## Think Luton, Think Investment

Located 22 minutes from London is an investment opportunity not to be missed. One of Europe's best kept secrets when it comes to business and investment, Luton has an unrivalled combination of superb communications, skills, resources and infrastructure which present more than £1.5 billion in investment opportunities.

**Much more to offer than often realised**  
Situating only 30 miles north of London, Luton has easy access to the major cities in the UK due to its excellent road, rail and air links. It has three dedicated railway stations, with London only 22 minutes by train, making it one of the most affordable commuter towns in the country.

Commercial rents are very attractive, and with eight strategic sites owned by a number of reputable development partners with exciting investment plans, Luton is ambitious, innovative and ready for business.

**Luton Investment Framework**  
The Luton Investment Framework is a 20-year strategy for major transformation through inward private-sector investment and outlines how Luton will achieve strong, sustainable and balanced growth and create jobs for local people.

The Framework underpins how the local authority is working with key partners to drive improvements to prosperity, health and wellbeing across the town.

Developments coming forward over the next 12-18 months include: mixed employment schemes, retail, leisure, hotels and large sites for engineering and aviation-linked employment.

There are also many opportunities for housing schemes, gateway office developments and town centre regeneration.

**Don't take our word for it!**  
Enclosed is a range of information from respected international investors, developers and key partners detailing why Luton is a destination of choice and one of the country's fastest growing economies which is becoming a magnet for employers offering high quality jobs.

We have a red carpet delivery team to work with investors on realising their potential in Luton.

In addition to offering tours of key development sites, the team can provide advice and support on commercial property, relocation support, funding incentives, business support, marketing, local intelligence and economic data. More details are provided in this pack.



**Contact details:**  
**Think Luton Economic Development Team**  
☎ 01582 547227  
✉ [economicdevelopment@luton.gov.uk](mailto:economicdevelopment@luton.gov.uk)

**A LUTON-BASED** 30 NEW LARGE SKILLS ACADEMY 200+ BUSINESSES  | **8 STRATEGIC DEVELOPMENT SITES**  | **18,500 NEW JOBS**  **WITH HIRING**

**Luton**

[www.thinkluton.co.uk](http://www.thinkluton.co.uk)

# Marsh Farm Redevelopment

- £25 million investment
- Rejuvenating whole area
- Changing the lives of residents through low-cost, high-quality housing
- Much-improved retail offer.



# Napier Park

- £600 million investment
- 685 apartments
- Large hotel
- Retail/ leisure space
- Health centre
- Piazza and park



# Airport Developments

## Luton DART

- £200 million investment
- Passenger transit system to transport passengers from the railway station to the airport terminal.



## Airport operator redevelopment

- £150 million investment
- Increase capacity
- Improve passenger experience



# Other plans and investments

## Employment sites

- Multi-million pound investments
- Hundreds of new businesses
- 18,500 new jobs
- Enterprise Zone status



## Town centre / Town gateway

- New state-of-the-art football stadium
- Venues for live sport and music
- Leisure and residential apartments
- High-quality offices
- Retail and leisure



# Public Affairs





Building economic growth and prosperity

Enhancing skills and education

Improving health and wellbeing

Developing quality homes and infrastructure

Supporting safe, strong and cohesive communities



Airport and development

Enhancing skills and education

Developing quality homes and infrastructure



# Public Affairs

## Proactive

- Scanning and monitoring
- Identifying opportunities and threats
- Engaging with decision makers and key influencers
- Briefing members, officers and key influencers

## Airport

- Heathrow/Gatwick debates, Brexit Select Committee hearings, Clean Air
- Aviation Strategy / Brexit
- Initial contact with DfT, Lord Adonis from NIC attending DART ground breaking
- Working with our MP to table questions, briefing Corporate Directors on the message to regional partners

# Creating a culture of political engagement



## The Snapshot

Friday 24 November

Click on the wording to view a summary, transcript or full article.

### This week in Westminster

#### Tuesday 21 November

**Business, Energy and Industrial Strategy (BEIS) committee**- Leaving the EU - implications for aerospace. The transcript for this hearing has yet to be released, I'll provide more detail when I have it.

You can read the submissions to the call for evidence from Boeing, ADS group, Aerospace Technology Institute and Royal Aeronautical Society - [here](#).

#### Wednesday 22 November

**Financial Statement**- "The Chancellor told the Commons: "From April 2019, I will again freeze short-haul Air Passenger Duty rates and I will also freeze long-haul economy rates. Paid for by an increase on Premium class tickets, and on private jets." APD for short-haul flights has been frozen since 2012 at £13 for each flight from UK airport, or £26 for premium classes. It will remain at those levels until 2020 at the earliest. But in April 2018, APD for intercontinental trips will rise by £3 to £78 — or £156 in premium economy, business or first class. And a year later, the premium APD goes up 10 per cent to £172. Private jet passengers, who currently pay £450, will see a rise of 14 per cent to £515 over the next 18 months.

Airlines and other players in the industry have voiced their frustrations with the Chancellor, saying that the duty should be lowered to allow British airlines to remain competitive, particularly as Brexit approaches. [KAG](#) (owner of British Airways) delivered an unprecedented personal attack on the Chancellor, saying he, like the budget, was dull and uninspiring. They also mentioned that the government claim to support low tax whilst allowing the Air Passenger Duty, which is by far the highest aviation tax in the world, to increase by 4 per cent next year.

**Future of Durham Tees Valley (DTV) airport** - also on Wednesday Phil Wilson, Labour MP for Sedgefield, secured a debate with John Hayes on the future of the DTV airport. The airport currently operates at a loss, they have recently launched their masterplan and were seeking answers from the Minister about the Government's commitment to supporting growth at regional airports. They were also looking for a commitment that DTV flights would have access to additional stands at Heathrow when the expansion goes ahead. The airport is currently majority privately owned (12% public) and the Mayor is looking at options to make it publicly owned. Phil Wilson was also seeking an opinion from the Minister on that. Hayes reaffirmed his commitment to airport growth and regional growth, and stated he thought that the matter of public ownership and the ongoing operational issues were a local matter and he has had conversations with the Mayor to the same effect. [Click here to view the full transcript.](#)



## The Snapshot

Friday 17 November

Click on the wording to view a summary, transcript or full article.

### This week in Westminster

#### Monday 13 November

**Hoc Main Chamber - Bedfordshire Police Funding** - Andrew Selous, Conservative MP for South West Beds raised the question of funding to Nick Hurd - Minister for Policing and Fire. Luton was mentioned on a number of occasions to justify the argument for additional funding - he mentioned 40% of the forces activity was in Luton. Nick Hurd asked for patience and reiterated his plan to return to the house in December with the Police Funding settlement for 18/19. [Click on this text for the transcript of the debate.](#)

**Communities & Local Government Select Committee** - Oral evidence session, housing for older people

#### Tuesday 14 November

**Home Affairs Select Committee - Policing for the future** - Kathryn Holloway, PCC gave evidence. A mention of Luton in answer to a question about mergers - doubting that Herts and Cambs council tax payers "would see it as acceptable to them to have the police resources that they pay for disappear into the void of Bedfordshire generally and Luton more specifically". Also claims that without additional funding they will not have the resources to investigate car break-ins or shoplifting. These comments led to some additional media coverage (see top 4 articles below). [Click on this text for the full transcript of the hearing.](#)

#### Wednesday 15 November

**PMQ's** - Key points and verdict

**Hoc** - debate on District Council Collaboration & devolution in England

#### Thursday 16 November

**Backbench business** - Debate on roll out of Universal Credit, voted in favour of reducing waiting times from six weeks, vote is not binding but sources suggest that the Government may be making an announcement to that end in the next few days.

### This week in the media

Police don't have funds to investigate car break-ins and shoplifting - [The Times](#)

Police may be forced to stop investigating shoplifting - [Mail Online](#)

Child exploitation ferociously absorbing Police resources - [BBC News](#)

Cash strapped Police may stop attending thefts worth less than £100 - [The Sun](#)

Ageism and neglect - authorities receive 1000 daily reports of adult abuse - [The Times](#)

Right to buy is doomed unless we get more power, say Councils - [The Times](#)

Universal credit: walls set to be reduced - [The Guardian](#)

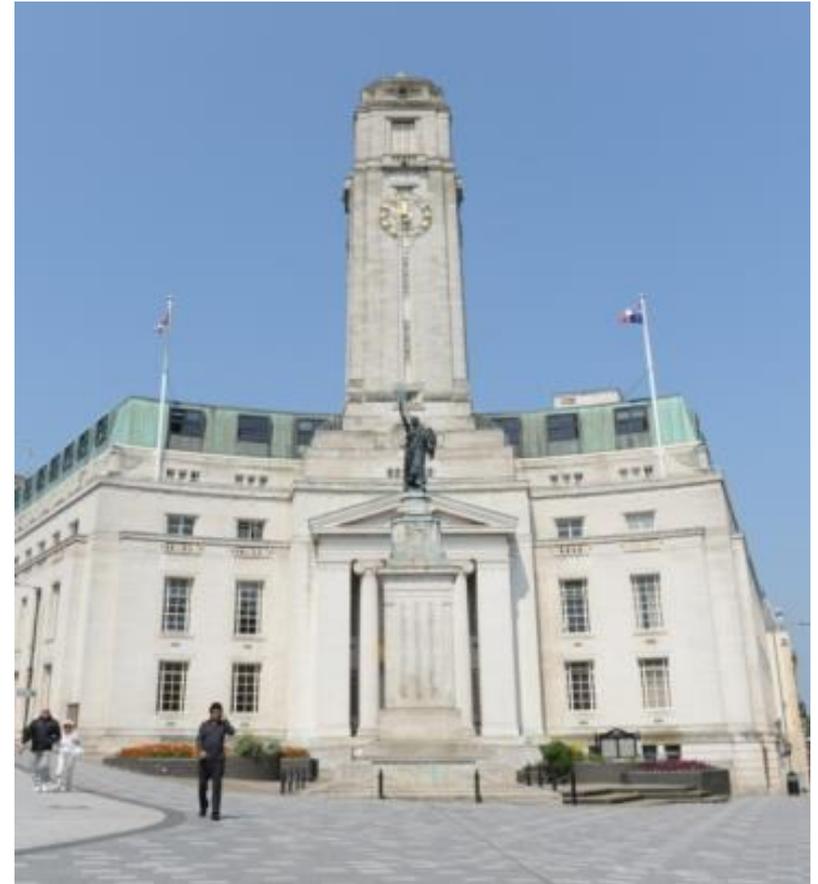
Public policy is a deathtrap for cyclists - [The Times](#)

Landmark study links austerity to deaths - [The Independent](#)



# Challenges

- Political context
- Will and ability of members to take on higher profile role
- Reputation
- Upcoming local elections





# Questions? Feedback?