



Developing a USP

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Luton



- 220,000 people
- Super Diverse
- Excellent Transport links
- London Luton Airport
- University of Bedfordshire



Challenges

- Majority of housing Band D or lower
- Deprivation and poverty issues
- Small unitary with lower business rates
- Underbounded



Meeting the budget gap

Transformation - £107m achieved over 6 years

Category	£'000
Service redesign to customers	9,500
Process & efficiency improvements	30,600
Changes to organisations structures and responsibilities	20,890
Procurement & Commissioning efficiencies	19,300
Trading & Commercialisation	27,500
	107,790

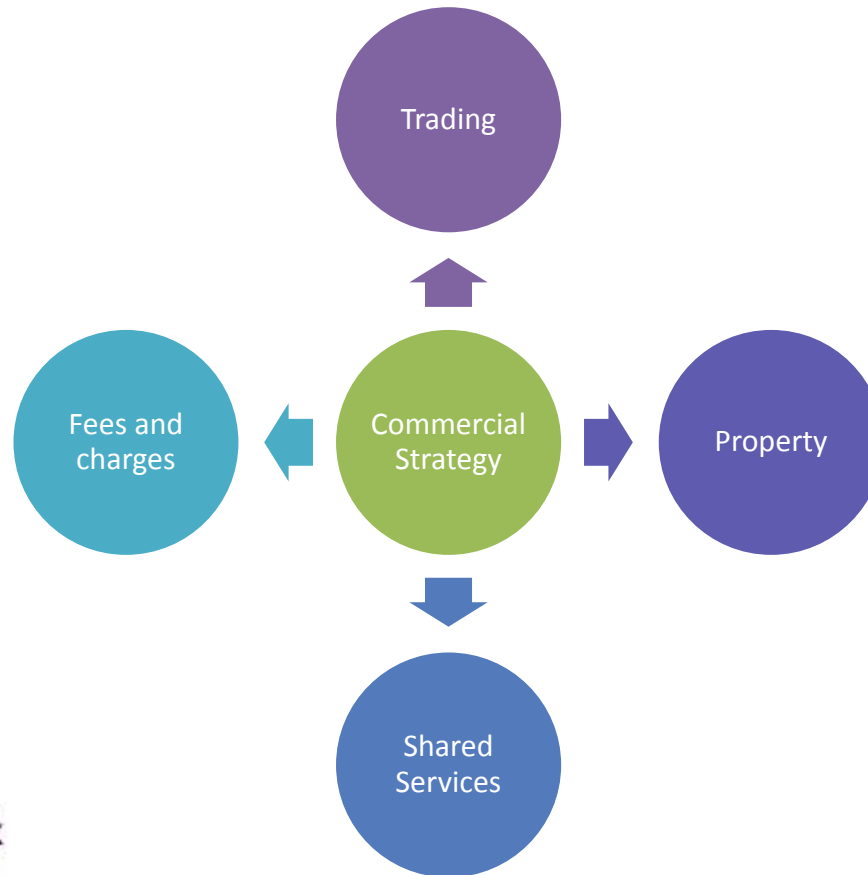


Luton Investment Framework

“Our USP”

- Launch of LIF 2 – 29th June
- LIF refresh on Intranet
- Recruitment to posts to deliver the £2.9 million programme
- Continue to progress the 70 projects
- New Think Luton website and interactive map being built
- Skills Programme and Aspiration Centre

Commercial Strategy





Property

- £0.5bn borrowing
- Portfolio
- Commercial/Investment
- Housing
- LLAL



New Developments

Napier Gateway



Airport expansion



LUTON DART



Enterprise Zone





Trading – 4 routes to market

Schools

- 2 year SLA's
- In borough and out of borough

BTS

- HRA
- Other LA's and RSL's

LTS

- Other public sector
- LTS Ltd for business slaes



Mix of approaches

- **Mix of approaches**
- **Bold & Ambitious**
- **Focused on outcomes – better services for local people**

#opportunity #aspiration #prosperity