

**Luton 2020 - 2040**  
**A place to thrive**

# **Luton Covid-19 Economic Recovery Plan**

## **Crisis, Rescue, Recover, Reform**

### **2020 to 2022**



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# Introduction

This plan is focused on Luton's economic recovery in response to COVID-19. In recent years, Luton has enjoyed economic success with high rates of economic growth and earnings above the national average. Despite this, Luton has faced high levels of deprivation with 46% of children growing up in poverty. The COVID-19 pandemic presents challenges for our economy and for our residents. Centre for Cities cited Luton as having the 7<sup>th</sup> highest number of furloughed workers, 32,000 jobs at risk and the 8<sup>th</sup> highest claimant counts for cities and large towns in the UK. This difficult period has clearly demonstrated the need to secure a strong economic recovery whilst protecting our most vulnerable. In line with Luton's 2040 vision, this plan builds on the significant momentum that was developed before the pandemic and reinforces our ambitions to deliver an Inclusive Economy in Luton.

Based on sound evidence, we will harness the good things we have already achieved and some of the change benefits that have emerged out of the crisis. There will be variable impacts on sectors of the economy and further impacts to follow from the EU exit with a need for diversification of business models and a need to respond to trends such as automation of jobs and the climate emergency. However, out of adversity can come positives, and by working together we can build back a better Luton, one that is future ready, inclusive and sustainable. To do this we will bring forward the work of our Inclusive Economy Strategy with the aim of growing our economy to provide more high-value and well-paid jobs for our residents; drive growth in key sectors, including the airport; and bring forward our new Town Centre Masterplan to make our town centre a more attractive destination for office, retail and leisure use. We will continue our partnership with major employers and anchor institutions to combine efforts to generate wealth which is invested back into Luton.

This plan sets out the actions we will take to support the economy through the phases of **crisis, rescue, recovery and reform**, while being flexible and responsive with so many unknowns. It is closely tied into broader areas of work under development such as the Town Centre Recovery Plan and Masterplan, the Digital Plan and key infrastructure projects. A new collaboration has emerged between partners in responding to this crisis and this plan has and will continue to be developed within the context of wider plans that are underway, including the government economic response, the Oxford to Cambridge Arc, the South East Midlands Local Enterprise Partnership (SEMLEP) and local partnerships and initiatives.

## Our short-term aims are:

- Helping businesses to reopen in line with new guidelines
- Helping businesses to recover and rebuild
- Providing immediate employment and skills support for unemployed/furloughed/those facing redundancy
- Providing confidence to businesses, the community and investors
- Communicating and signposting
- Collaboration and partnership working
- Securing external funding

## Longer term, our ambitions remain:

- An Inclusive Economy
- More of our residents in high-value, well-paid jobs
- A skilled workforce that meets the needs of local employers
- A thriving town centre, with the right mix of office, retail, leisure and residential space
- More money spent locally, with increased social value from the public sector and anchor institutions
- Our airport will be at full capacity, providing maximum benefit to jobs and the economy

# Luton Economy Pre Covid-19

Prior to the COVID-19 outbreak Luton's economy had been performing well:

- A strong local economy worth £7.5 billion
- Gross Domestic Product (GDP) per head had been growing at a faster rate than the national figure
- Employment from the airport and related business had been growing with 11,200 employed, the majority in fulltime jobs
- 92,000 people were employed in Luton
- Self employment growing as a share of the workforce, with 14,000 self employed.
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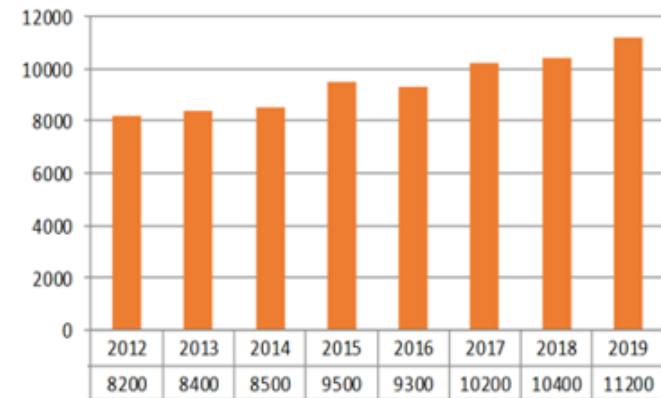
However, challenges remained:

- 7<sup>th</sup> highest rate of child poverty in UK
- Claimant rates were higher than the national average at 3.2%, economic inactivity was also higher
- Those commuting into Luton earned more than residents who earned an average of £1.22 p/h below workplace earnings
- An estimated 1 in 5 jobs were not paying a living wage
- Only 34% of Luton jobs were in management and professional occupations, compared to 46% nationally
- Only 11% of those self employed in Luton were in high skilled areas compared with 22% nationally

GDP per head, 2014-2018						
Area	2014	2015	2016	2017	2018	17/18 growth
<b>Luton</b>	<b>30,306</b>	<b>31,348</b>	<b>32,839</b>	<b>33,096</b>	<b>35,139</b>	<b>6.2%</b>
Central Beds	22,011	21,751	22,947	24,887	25,806	3.7%
UK	28,824	29,441	30,397	31,367	32,216	2.7%

Source: Office for National Statistics

## Airport Employment



Claimants as a proportion of residents aged 16-64			
Dec-19	All	Male	Female
Luton	3.2	3.5	2.8
Central Beds	1.4	1.6	1.3
East	2.3	2.5	2.0
Great Britain	2.9	3.4	2.4

Claimant Count Trend Dec 2017- Dec 2019

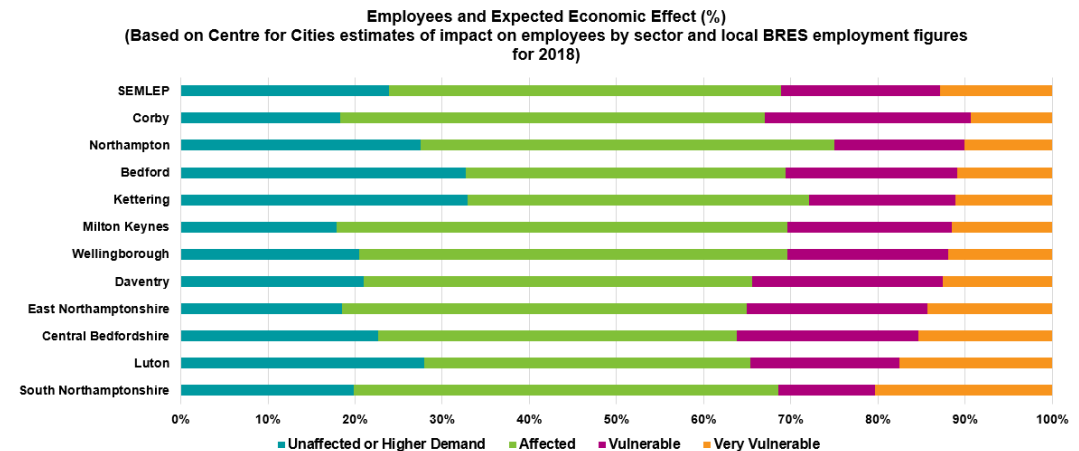
# Covid-19: one of the most impacted local authority areas?

Covid-19 has affected local economies differently. Luton is in the top ten cities and towns for:

- Furloughed workers for at least 3 weeks since March 2020 (at 25.6%)
- Claimant count as share of working-age population, August 2020 (at 8.76%)
- % change in claimant count claims in cities and large towns from March to August 2020 (at 5.4%, the joint highest ranking with Slough)
- % of exports to EU countries (at 56%), indicating there will be further challenges from the impact of the EU transition period
- % of exports to EU countries (at 56%), indicating there will be further challenges from the impact of the EU transition period
- Luton's economy is particularly vulnerable due to high numbers (33%) working in 'at risk' sectors
- The global slowdown has left Luton exposed with its airport a major part of the economy

Source: Centre for Cities

## Central Beds, Luton and parts of Northamptonshire expected to have most vulnerable employees



Source SEMLEP. NB. Datasets merge Aviation and Logistics together, disguising the true impact for Luton of the vulnerabilities in the Aviation sector

### Claimant Count March-August 2020

Area	March 2020	March 2020 %	August 2020	August 2020 %
Bedford	3,510	3.2	7,480	7.1
Central Bedfordshire	2,750	1.2	8,155	4.5
<b>Luton</b>	<b>4,515</b>	<b>2.5</b>	<b>11,735</b>	<b>8.8</b>
United Kingdom	1,268,620	2.7	2,726,510	6.5
East	90,675	2.0	217,065	5.7

Source: Office for National Statistics

# Reasons for Optimism

## Luton's strengths as a town

Our town is vibrant, modern and diverse, benefiting from its excellent location, close to the centre of the Oxford to Cambridge Arc and outstanding connectivity by road, rail and air.

One of the youngest populations in the country - a fifth of our residents are below the age of 16



A super-diverse town - 55% of the population are non-white British



Outstanding location and connectivity - 10 miles from the M25 and less than 30 minutes from London by rail



Home to the 5th largest airport in the UK



A strong local economy - worth £7.5 billion at the beginning of 2020



77.5% of pupils attending good or outstanding schools in Luton



Home to the University of Bedfordshire, Luton Sixth Form College and Barnfield College



Outstanding green space, including six Green Flag parks

A growing arts, culture, heritage and leisure offer that supports the wellbeing of our population



Home to the Luton and Dunstable Hospital

Developments and plans for the future still progressing:

- Luton 2040 Vision
- Town Centre Masterplan
- Barnfield College
- Luton Dart
- Aspirations for the UK's most sustainable airport

# **Luton Covid-19 Economic Recovery Plan**

Our Covid-19 Economic Recovery Plan takes a system wide approach across the themes of people, place and economy and is structured in four phases:

- Crisis – the period until lockdown is lifted
- Rescue – managing to avoid further deterioration
- Recover – moving towards business under the ‘new normal’
- Reform - Building a BETTER economy

The Inclusive Economy Board is driving the activity outlined in this Plan and is responsible for key work streams to create more high valued jobs in Luton and enable the people of our town to access these jobs through enhanced skills and opportunities.

The Board will be supported by informal sub-groups to help take forward key areas of work:

- Business Provider Forum
- Sector Groups
- Property and Infrastructure Group

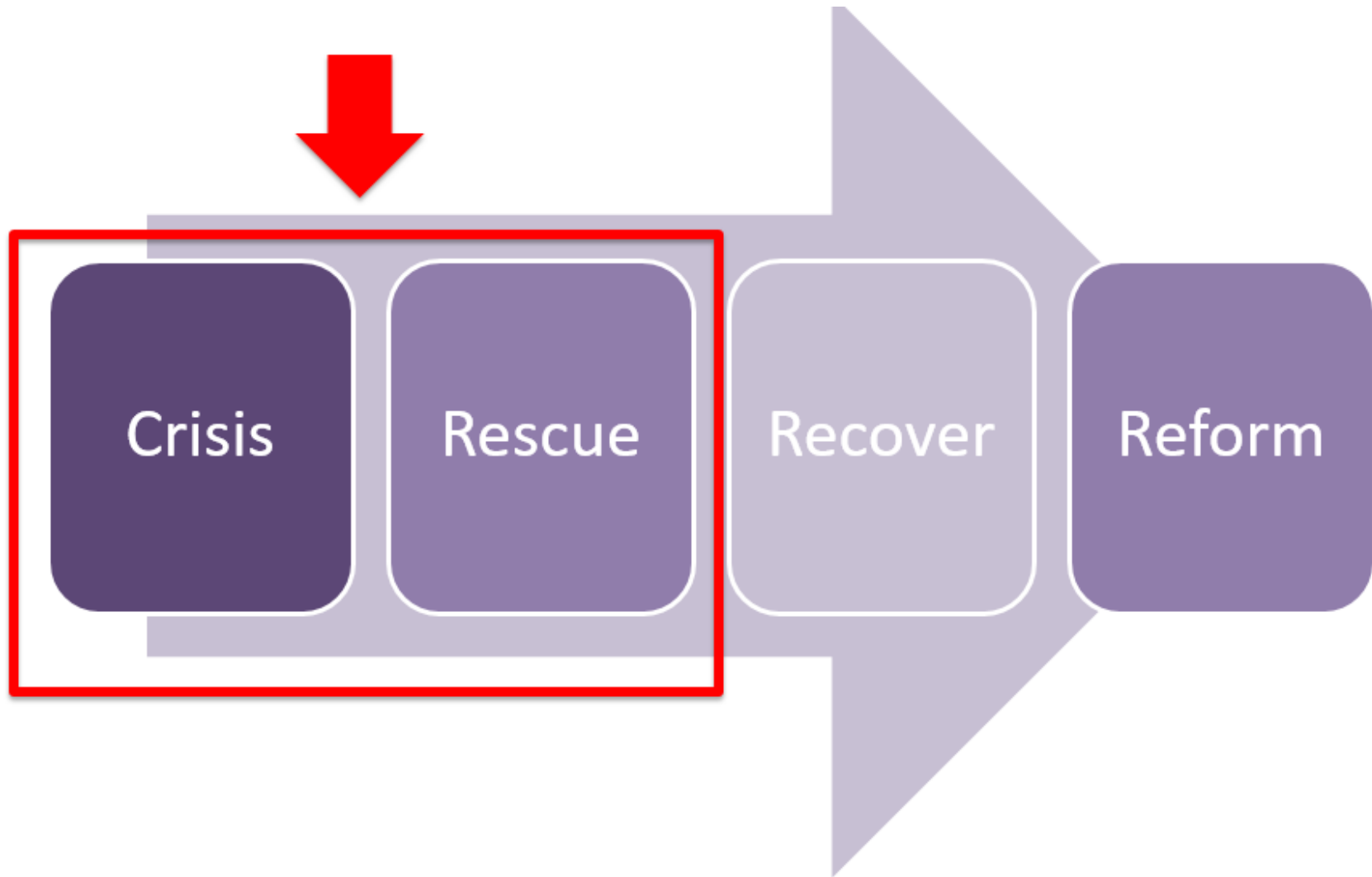
The Plan has clear links with Luton’s Population Wellbeing Strategy, with shared objectives as set out in the Luton 2040 Plan.

## Key underpinning principles

This plan is underpinned by the following principles:

- Driven by data, insight and scenario planning
- Tailored to reflect the uniqueness of Luton
- Value driven to build back a BETTER economy
- Inclusive and carbon neutral
- Community wealth building as a central plank
- A holistic approach where “Every contact counts” with businesses
- Aligning to wider plans and partnerships and building on the new collaborations
- Preparing for external funding, e.g. Shared Prosperity Fund, repurposing of EU funds
- Good Practice – learning from previous economic shocks and from other areas
- Two-way communication with government and stakeholders





# Crisis Response

## Delivery or promotion of Government resources:

- Small Business Grants
- Retail, Hospitality and Leisure Grants (£10,000 or £25,000)
- 12 months Business Rates Relief (Retail, Hospitality and Leisure)
- Discretionary Grants
- Coronavirus Business Interruption Loan Scheme
- Coronavirus Job Retention Scheme (furlough)
- Self-employment Income Support Scheme
- Bounce Back Loans
- Statutory Sick Pay Rebate
- Time to Pay
- Covid-19 Corporate Financing Facility
- Universal Credit (UC) / DWP
- Wider government support

## Local response:

- Luton Council
  - Luton Economic Recovery Group
  - Implementation of grants and reliefs
  - Rent holidays
  - Support with compliance
  - 121 business calls & signposting
  - Think Luton business support media campaign
  - Employment support & UC application support
- Bedfordshire Business & Economic Recovery Group
- SEMLEP Growth Hub: Business Survey, 121 Business advice; webinars; media campaign
- Bedfordshire Chamber of Commerce
- Federation of Small Business
- Luton BID #LutonBusinessSupport
- University of Bedfordshire and regional Arc universities
- Insights and lobbying Government

# Rescue Response

Ambition	Theme	Activity	Lead and partners	Funding
<b>Rescue and recovery of businesses</b>	Govt Support packages	<ul style="list-style-type: none"> <li>Communications campaign Think Luton &amp; social media</li> <li>Lobbying and intelligence</li> </ul>	LBC Communications, LBC Business Intelligence, LBC Economic Development, Beds Economic Recovery Group, SEMLEP	Business As Usual (BAU)
	Business advice and support	<ul style="list-style-type: none"> <li>Communication campaign Think Luton &amp; social media</li> <li>121 telephone support</li> <li>Business advice and signposting</li> <li>Key Account Management</li> <li>Business support programmes</li> <li>Role of Intermediaries</li> </ul>	LBC Economic Development, LBC Communications, Beds CoC, SEMLEP, FSB, UoB, Cranfield University, Wenta, business networks	BAU
	Business relief	<ul style="list-style-type: none"> <li>Delivery of business rates relief and grants</li> <li>Delivery of local Business Grants Discretionary Fund</li> <li>Assessment and delivery of business rates hardship</li> <li>Assessment and delivery of rent holidays</li> </ul>	LBC Revs & Bens, Economic Development LBC Property & Construction	Covid funds LBC funds
<b>Safe reopening across Luton</b>	Luton wide	<ul style="list-style-type: none"> <li>Business returning to work guidance on new regulations</li> <li>Food safety / retail</li> <li>Supportive relationships and on-going enforcement to ensure compliance including social distancing</li> <li>Open for Business support for businesses to implement Covid Secure measures</li> <li>Business messaging and support for Track and Trace</li> <li>Support local supply chain with PPE to local businesses</li> </ul>	LBC Public Health, Public Protection, Neighbourhood Enforcement Teams, Economic Development, LBC Communications	BAU, Covid Funds
	Town Centre	<ul style="list-style-type: none"> <li>'Open for business' guidance and support</li> <li>Reopening guidelines and BID packs</li> <li>Marketing campaign Think Luton, social media</li> <li>Town Centre Recovery Plan</li> </ul>	LBC Economic Development, LBC Public Protection, BID, LBC Communications	BAU, Covid Funds
<b>Employment and skills support</b>	Employment Support Hub	<ul style="list-style-type: none"> <li>Support with UC applications</li> <li>Passport to Employment</li> <li>Employment Hub</li> <li>Council Tax Hardship</li> </ul>	LBC Adult Learning, LBC Customer Service, DWP, NCS, CLLD	ESFA, CTRS

# Our emergency response through the Crisis and Rescue phase (April to July 2020)

Formed an Economic Recovery Cell in the Council

Set up a team between Business Rates and Economic Development to disburse:

- £29.7M business grants issued to 2,338 businesses (91%)
- £1.28M Discretionary Business Support Fund awarded to 278 businesses

Engaged with over 300 businesses and helped them gain access to business support

2,746 businesses signed up to receive Think Luton e-newsletter (an increase of 442 since the end of March)

Issued over 13,000 face coverings to high street & town centre businesses and taxis for customer use

Transitioned Adult Learning onto digital platforms

Provided rapid employment support to over 100 newly unemployed residents

Over 200 adults participated in adult learning activities

Produced a Universal Credit application guide used by the Customer Services Centre to support individuals

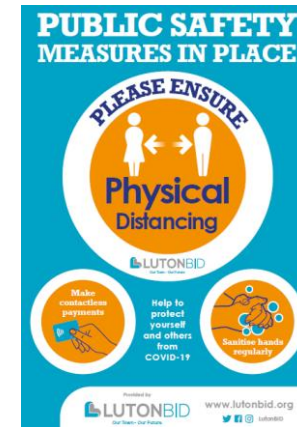
Created an employment vacancy portal

Provided anchor institutions such as EasyJet with redundancy support

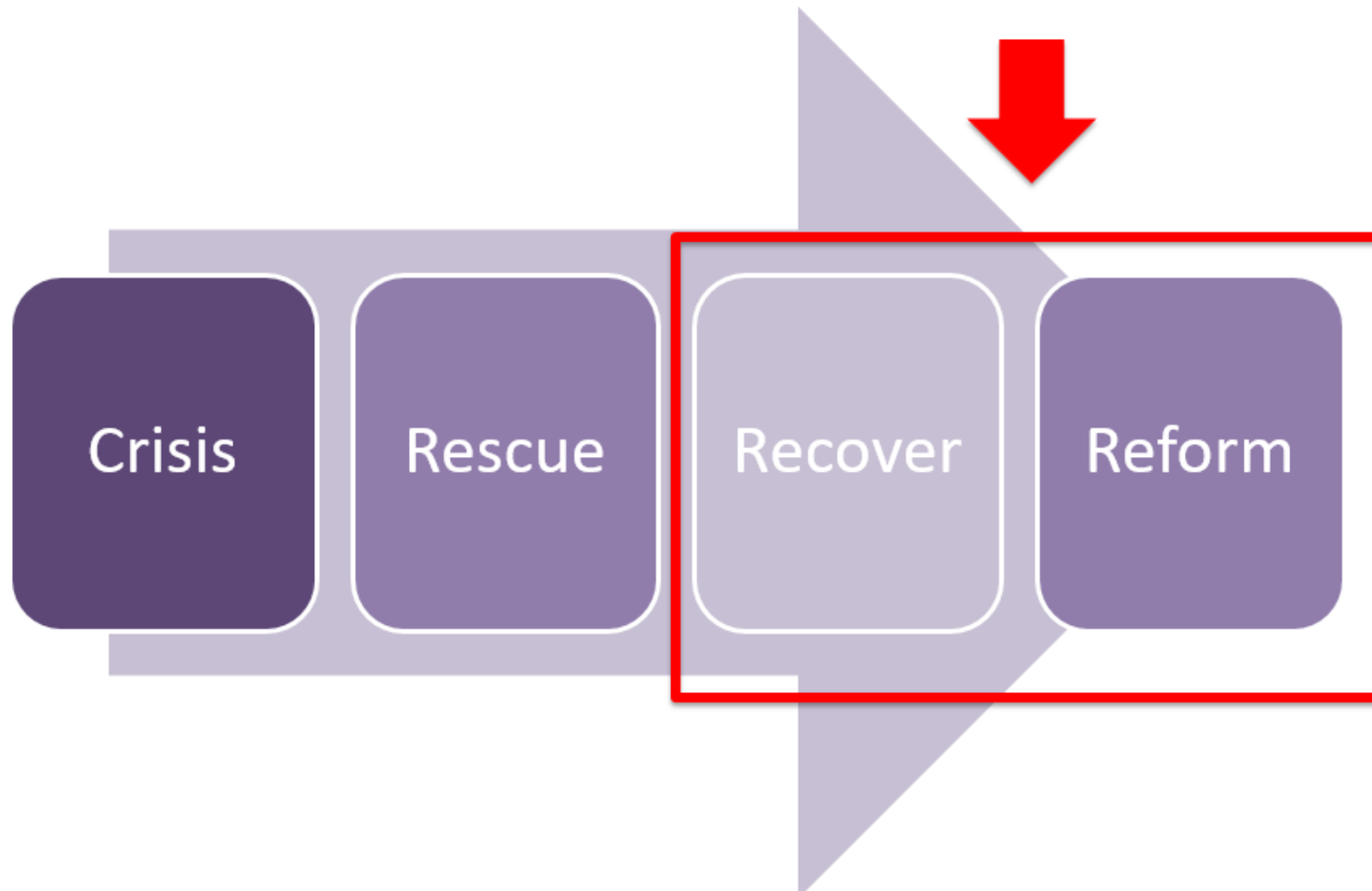
Piloted a vacancy job matching & virtual careers fair for health and social care jobs, in partnership with BLMK Integrated Care System

Behind the scenes, gathered local intelligence through our in-house data hub, business engagement and SEMLEP surveys

All the above was done at speed



**Towards a better Luton**



# Recovery and Reform

## People

- Passport to Employment
- Employment Hub
- Think Local recruitment campaign
- Skills for the Future
- Skills pathways
- Apprenticeships
- Good Employers Charter
- Real Living Wage
- Young People who are unemployed

## Economy

- Key Account Management
- Business resilience, innovation and growth programmes
- Digitisation and diversification
- Buy Local campaign
- 'Good' Growth (high quality jobs etc)
- Local supply chains and social value
- Sector & Cluster Development
- Business ecosystem
- Self employment & entrepreneurialism
- Brexit

## Place

- Town Centre Masterplan
- Inward Investment
- Think Luton Proposition
- Employment land demand/supply
- SMART City
- Green Deal
- Connectivity: Transport, Digital, Community, Business
- Good Infrastructure
- Oxford to Cambridge Arc

**Luton Key Sectors: Aviation, Automotive, Manufacturing and Engineering**

**Luton Cluster development: Digital & Creative, Green Economy**

**UK Employment Sectors: Construction, Retail Leisure & Hospitality, Health & Social Care, Logistics & Distribution**

# People

Insight	Ambitions	Recovery	Reform	Lead and partners
<ul style="list-style-type: none"> <li>Disadvantaged are now more disadvantaged with vulnerable groups facing severe financial hardship</li> <li>Increase in Universal Credit</li> <li>Different categories: existing unemployed; those who have been furloughed; those facing redundancy</li> <li>Risk of youth unemployment</li> <li>In-work poverty may increase and informal workforce disproportionality affected</li> <li>Increasing concerns around mental health and wellbeing</li> <li>Different models of working - increased need for digital skills</li> <li>Different models of provision required</li> <li>Upskilling and reskilling to meet changing demands</li> <li>Employer led learning continues - different sector profiles emerging with different skills required</li> <li>Survival of private providers (e.g. Apprenticeships)</li> </ul>	<p>Inclusive Economy Low unemployment &amp; in work poverty Well skilled residents fulfilling their potential</p>	<p>Employment Support</p> <ul style="list-style-type: none"> <li>Passport to Employment               <ul style="list-style-type: none"> <li>Job matching and careers advice</li> <li>Unemployment support</li> <li>Skills support for furloughed staff</li> <li>Response to redundancy</li> <li>Career change</li> <li>Self employment</li> </ul> </li> <li>'Think local' recruitment campaigns</li> <li>Volunteer training</li> <li>Mental Health and Wellbeing</li> <li>Wrap around support (debt, housing etc)</li> <li>Community employment and skills</li> </ul> <p>Skills for the future</p> <ul style="list-style-type: none"> <li>Transition to blended learning (online/classroom)</li> <li>Opportunity for reskilling and upskilling</li> <li>Digital skills and skills for a zero carbon economy</li> <li>Employer led skills pathways and sector support</li> <li>Apprenticeships Levy</li> <li>Careers Hub</li> <li>Virtual work experience</li> <li>Support for young people (particularly NEET, LAC) in accessing <u>Kickstart</u>, apprenticeships, traineeships, skills</li> </ul>	<ul style="list-style-type: none"> <li>Employment and Skills Strategy (2021)</li> <li>Skills ecosystem and employer led skills pathways</li> <li>Good Employer Pledge</li> <li>Real Living Wage</li> <li>In work poverty – tackling precarious employment and low paid jobs</li> <li>Retain graduates in the local economy</li> </ul>	<p>LBC Adult Learning, CLLD, Schools, FE &amp; HE, DWP, NCS, SEMLEP, VCS, CAB, Serco</p> <p>Establish an Employment and Skills Partnership Group</p> <p>Government Skills Toolkit; DWP Find a Job and Employer help</p>

# Economy

Insight	Ambitions	Recovery	Reform	Lead and partners
<ul style="list-style-type: none"> <li>Digital revolution and period of reform</li> <li>Shift from growth to resilience and retention, restructuring, diversification and reconfiguration</li> <li>Sector shifts with winners and losers</li> <li>Risk of micro business failures</li> <li>Support required for Luton's entrepreneurial culture</li> <li>Need more resilient supply chains</li> <li>Business investment in innovation will slow whilst the focus is on recovery</li> <li>Impact of <u>Brexit</u></li> <li>Support required: access to finance, HR, legal, governance, commercial, imports/exports, cyber/digital, homeworking, public protection &amp; compliance, food safety etc.</li> </ul>	<p>Inclusive Economy High quality employment and good jobs Business growth and innovation Increased GVA and productivity</p>	<p>Every contact counts &amp; Key Account Management</p> <p>'Buy local' social value, procurement, supply chain resilience, market warming events</p> <p>Segmentation of types of businesses and support required:</p> <ul style="list-style-type: none"> <li>Entrepreneurs, start ups</li> <li>Micro, SME, Scale ups, Large employers, Third sector</li> <li>Town centre support</li> <li>Support for industrial areas</li> </ul> <p>Business Recovery and Support Programmes: advice, mentoring, webinars, training, grants, innovation vouchers, promotions, online networking, employee wellbeing, import/exports, funding, lobbying</p> <p>Support for digitisation and diversification of business models</p> <p>Innovation is key: -</p> <ul style="list-style-type: none"> <li>Innovation funding</li> <li>Focus on scale up and entrepreneurial culture</li> <li>Business/academic partnerships</li> <li>UoB Innovation Bridges</li> </ul>	<p>Sector Plans</p> <p>Business support ecosystem</p> <p>Business innovation and research programmes</p> <p>Sector specific programmes – Creative/Digital start ups; Green Economy</p> <p>Business growth and collaborations</p> <p>Different economic models – role of co-operatives, resilience in the third sector</p> <p>Supply chain and cluster development (Supply Chain Charters, market warming and support)</p> <p>'Good' Employers with businesses 'giving back' (community wealth building)</p>	<p>LBC business teams (Business Rates, Enforcement, Landlord), SEMLEP, UoB, Arc universities, Beds Chamber of Commerce, FSB, Luton Business Forum</p> <p>Establish a Business Provider Forum</p>



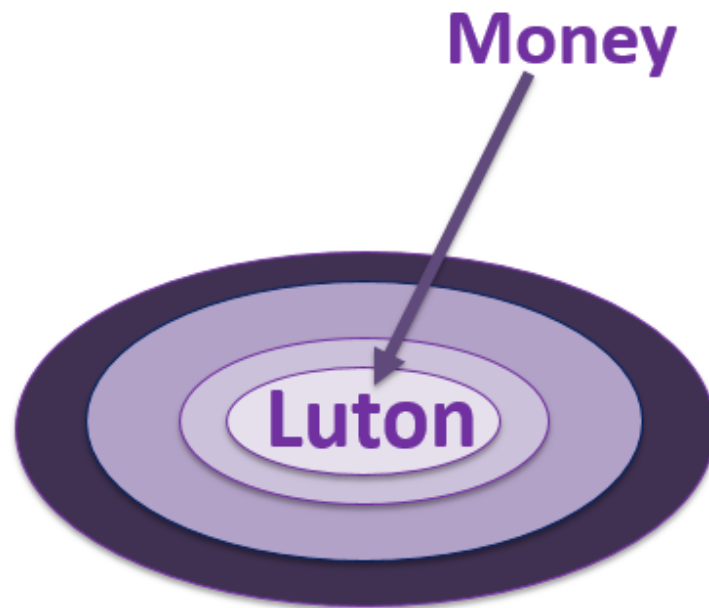
# Place

Insight	Ambitions	Recovery	Reform	Lead and partners
<p>Repurposing of town centre to be fit for the future, a stronger focus on cultural, leisure and civic assets</p> <p>Sector recovery and reshaping will be needed as new patterns emerge</p> <p>Commercial premises agenda to potentially pivot towards adaptability and repurposing of existing units</p> <p>Businesses may stockpile for future resilience</p> <p>Less demand for office space in the future</p> <p>Demand from London for employment space</p> <p>Logistics, distribution and pharmaceutical sector are still looking for property</p>	<p>Inclusive Economy</p> <p>High quality employment and good jobs</p> <p>Business growth and innovation</p> <p>Increased GVA and productivity</p>	<p>Think Luton campaign</p> <ul style="list-style-type: none"> <li>• Communications strategy</li> <li>• Web Portal</li> <li>• Social media</li> <li>• Open for Business</li> <li>• Visitor guides</li> </ul> <p>Inward investment &amp; sectors</p> <ul style="list-style-type: none"> <li>• Targeted campaign to sectors who are currently looking for premises</li> <li>• Meanwhile uses</li> <li>• Review of commercial premises and employment land supply/demand and inward investment approach</li> <li>• Review and develop approach for sectors and clusters – emerging sectors and repurposing</li> </ul> <p>Infrastructure</p> <ul style="list-style-type: none"> <li>• Town Centre Recovery Plan</li> <li>• Digital connectivity (5G, fibre), cyber threats</li> <li>• Transport connectivity</li> <li>• Revisit priority infrastructure projects</li> </ul>	<p>Inward Investment &amp; sectors</p> <ul style="list-style-type: none"> <li>• Positioning with SEMLEP &amp; OxCam Arc</li> <li>• Luton Proposition</li> <li>• Employment land</li> <li>• Distribution Hubs / last mile</li> <li>• Collaborative/cluster zones (Creative &amp; Digital cluster in town centre; Green Economy)</li> <li>• Innovation/enterprise centres – K Block, Silver Street</li> <li>• New demand for shared workspaces / touch down points</li> <li>• Airport Enterprise Zone</li> <li>• High quality employment</li> <li>• SMART city</li> </ul> <p>Infrastructure</p> <ul style="list-style-type: none"> <li>• Town Centre</li> <li>• New ways of working</li> <li>• Impact on employment land</li> <li>• Impact on housing market</li> <li>• A Green New Deal &amp; Climate change – new ways of working to support carbon reduction</li> <li>• Better travel options</li> </ul>	<p>Town Centre Group, LBC Planning (Local Plan), BID, SEMLEP, Property Agents, UoB, Arriva</p> <ul style="list-style-type: none"> <li>• Town Centre Recovery Plan</li> <li>• Town Centre Masterplan</li> <li>• Local Plan</li> <li>• Local Transport Plan</li> <li>• Think Luton Communications Strategy</li> <li>• Climate Change Plan</li> <li>• Digital Strategy</li> <li>• Local Transport Plan</li> </ul>

# Community Wealth Building

## Think Luton campaign ‘play your part’

Luton’s Anchor organisations  
working together to maximise wealth  
generation in the local economy



Developing a Good Business Charter	
<b>Fair Pay and Conditions</b>	Real Living Wage / Luton Living Wage
<b>Recruitment and Diversity</b>	Local recruitment Passport to Employment Inspiring young people and adults Disability Confident Employer
<b>Skills and Progression</b>	Staff learning, development and progression Apprenticeships Coaching and mentoring programme Informing skills provision
<b>Workplace Wellbeing</b>	Supporting staff to thrive Health and Wellbeing for Workforce
<b>Carbon reduction</b>	Carbon Literacy Carbon Reduction Plans
<b>Buy Local</b>	Targeting influenceable spend towards local suppliers
<b>Supporting Luton</b>	Ambassador for Luton Champion for Luton’s Looked After Children Supporting Community initiatives

## **PLACE: Sector and Cluster development**

# Luton Key Business Sectors

Sector	Insight	Response / opportunities	Key partners
Airport / Aviation	<ul style="list-style-type: none"> <li>• Period of reform: move to automation and clean technologies</li> <li>• Some flights have recommenced, cargo and private aviation still performing well</li> <li>• Further downward pressure from new restrictions, quarantine etc</li> <li>• Peak Covid air traffic was 99% down year on year</li> <li>• Estimated 3 to 4 years for the travel industry to get back to where it was pre-covid19</li> <li>• Central pillars to recovery will be investment in passenger safety, health measures, digital transformation, automation, sustainability, innovation and customer confidence &amp; experience</li> <li>• Diversification – staff reassigned to support NHS, airport firefighters on distribution</li> <li>• Staff redundancies announced in some local businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation and collaborations with digital/AI/automation</li> <li>• Redundancy support</li> <li>• Signposting to business advice</li> <li>• Facilitating collaborations and access to funding</li> <li>• Supply chain mapping and repurposing (impact on Tier 2/3 of supply chain)</li> <li>• Reshaping skills requirements</li> </ul>	<p>LBC / LLAL / LLAOL / SEMLEP / Cranfield University / LGA Strategic Aviation Special Interest Group</p> <p>Engagement with sector businesses</p>
Automotive, Engineering and Manufacturing	<ul style="list-style-type: none"> <li>• Peak Covid car market was down 95%, with car showrooms closed</li> <li>• Locally, Vauxhall performing well due to production of commercial vehicles</li> <li>• Quarantine period impacting on key staff movements in EU (i.e. engineers, industry experts)</li> <li>• Forecast market will be down 30% by end of year</li> <li>• Seeking a govt focus on UK businesses (Buy British)</li> <li>• Investment will slow in innovation</li> <li>• Seeking incentives and funding for new technologies</li> <li>• Future innovation opportunities in this sector to diversify in crisis periods</li> <li>• Challenges in supply chain and demand</li> <li>• Impact of EU Transition (Tariffs, Customs, Regulations)</li> </ul>	<ul style="list-style-type: none"> <li>• Government lobbying</li> <li>• Signposting to business advice</li> <li>• Supply chains and repurposing</li> <li>• Need more resilient UK supply chains (particularly manufacturing)</li> <li>• Advanced Manufacturing cluster</li> <li>• UoB STEM offer</li> <li>• Sector skills pathways for residents</li> <li>• Opportunity for electric vehicle manufacturing (and future technologies)</li> <li>• Facilitating collaborations and access to funding</li> </ul>	<p>LBC / Luton Technology Group / Regional Automotive Group (via SEMLEP) / SEMLEP Advanced Manufacturing Group / University of Bedfordshire</p> <p>Engagement with sector businesses</p>

# Luton Cluster Development

Sector	Insight	Response / opportunities	Key partners
Creative, Digital	<ul style="list-style-type: none"> <li>• More businesses in this sector have been working from home</li> <li>• Current supply chain and cashflow issues</li> <li>• Sharper focus on use of digital technologies, however some businesses seeing digital marketing as a luxury at the moment</li> <li>• Impact as many are micro/self employed</li> </ul>	<ul style="list-style-type: none"> <li>• Virtual work options for businesses (part of business continuity)</li> <li>• Shift to new technologies: digital, AI, automation</li> <li>• SMART city</li> <li>• Digital skills for residents and businesses</li> <li>• ICT Escalator business grants</li> <li>• UoB STEM</li> <li>• Good connectivity (full fibre, 5G), SMART cities</li> <li>• Develop a new Digital Sector Cluster in Luton</li> <li>• Digital Academy and digital skills camps</li> </ul>	<p>LBC / Culture Trust / RevolutonArts/Luton ICT Cluster / Luton Arts, Cultural and Creative Industries Group / SEMLEP Cultural &amp; Creative Group / University of Bedfordshire</p> <p>Engagement with sector businesses</p>
Green economy	<ul style="list-style-type: none"> <li>• The shutdown necessary to fight coronavirus around the world has had rapid and profound impacts on the environment, a greener more equal economy must emerge the other side</li> </ul>	<ul style="list-style-type: none"> <li>• Green Recovery (new normal should be a cleaner normal)</li> <li>• Green, clean technology</li> <li>• Business support packages should include 'Green' Asks</li> <li>• Acceleration of sector specialisms such as Electric Vehicles/new technologies</li> <li>• Opportunity for retrofit projects</li> <li>• Roll out of electric charge points</li> <li>• Active transport initiatives</li> <li>• Green Sector Cluster in Luton</li> <li>• Green skills for residents and businesses</li> <li>• Circular economy</li> </ul>	<p>LBC / Luton Climate Change Plan &amp; partners, / SEMLEP / Universities</p> <p>Engagement with sector businesses</p>

# UK Employment Sectors

Sector	Insight	Response / opportunities	Key partners
Retail, leisure & hospitality	<ul style="list-style-type: none"> <li>• Covid Secure measures required to reopen, may not have the funds to maintain viable business</li> <li>• Restaurants exploring new business models, shift to takeaways</li> <li>• Some businesses will not survive</li> <li>• Complete relaunching of some businesses</li> <li>• Future of the High Street</li> </ul>	<ul style="list-style-type: none"> <li>• Support with reopening</li> <li>• Provide compliance guidance</li> <li>• Opportunities through the future high street fund</li> <li>• Rebuild shopper confidence, incl. new approach to engaging UoB students</li> <li>• Town Centre Masterplan</li> </ul>	<p>LBC / SEMLEP / Town Centre Forum / Luton BID / Bury Park Business Forum / Hoteliers Group / UoB</p> <p>Engagement with sector businesses</p>
Construction	<ul style="list-style-type: none"> <li>• Reduced building capacity and shortages of materials</li> <li>• Infrastructure will be crucial to economic recovery</li> <li>• Issues: cash flow worries; supply chain; closing sites; business continuity; grant support and staff safety.</li> <li>• 98% of sector are SMEs and 36% self-employed</li> <li>• Issues moving forward: Availability of materials; spike in construction activity to finish off projects followed by a dip in pipeline; Challenges with training provision; maintaining skills within the sector, particularly apprenticeships</li> </ul>	<ul style="list-style-type: none"> <li>• Government lobbying</li> <li>• Business advice</li> <li>• Supply chains</li> <li>• Construction Skills</li> <li>• CITB support</li> </ul>	<p>LBC / SEMLEP / Luton Construction Network / CITB / Property Agents &amp; Developers</p> <p>Engagement with sector businesses</p>
Health and Social Care	<ul style="list-style-type: none"> <li>• Paving the way to a reappraisal of which jobs are most important in a modern economy?</li> <li>• Threat to survival of care homes and childcare provision – financial pressures / demand</li> <li>• Recruitment demand ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Skills and employment pathways</li> <li>• Wider support</li> <li>• SMART city approach to health and wellbeing</li> </ul>	<p>LBC / Health &amp; Well Being Board / HSC providers / NHS / Public Health</p> <p>Engagement with sector businesses</p>
Logistics & distribution	<ul style="list-style-type: none"> <li>• Increased demand, but profits impacted by new guidelines</li> <li>• Demand for last mile / distribution hubs</li> <li>• Logistics &amp; distribution sector are still looking for property</li> <li>• Future technologies, drones etc</li> </ul>	<ul style="list-style-type: none"> <li>• Cranfield Logistics Supply Chain project</li> </ul>	<p>LBC / SEMLEP / Sector Groups / Cranfield University</p> <p>Engagement with sector businesses</p>





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