

A vibrant public square in Luton, featuring a modern building with a large red 'W' logo and a clock tower in the background. The square is filled with people, including children playing in a fountain. The scene is set against a blue sky with scattered clouds. Four white diagonal brush strokes are overlaid on the right side of the image.

THE FINAL REPORT  
OF THE **LUTON**  
**INCLUSIVE GROWTH**  
**COMMISSION**

[growinglutontogether.com/report](http://growinglutontogether.com/report)

# THE 12 AMBITIONS FOR LUTON

From the findings detailed in this report, the commission has identified the following **12 ambitions for Luton** around the themes of **Place, Communities and People**. These 12 ambitions will be set out in more detail later in the report.

## Ambitions for a Productive Place

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**1** A thriving town centre, designed around the needs of Luton's young population and vulnerable communities
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**2** A smart city which supports **healthy infrastructure** from homes to workplaces
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**3** An outstanding location to attract **high-value industries** such as electric vehicle manufacturing
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**4** A labour market recognised as one of **the most flexible places to work** in the UK

## Ambitions for Collaborative Communities

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**5** A new deal with the **voluntary sector and communities** to tackle major challenges around skills, health and economic activity
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**6** A **strong foundation of anchor institutions, working together** to drive innovation, business growth and healthier workplaces
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**7** A **city-wide procurement model** which delivers real social value and supports local wealth building
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**8** A collaborative approach to **funding an inclusive economy**

## Ambitions for Happy, Healthy and Successful People

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**9** A **Real Living Wage City** which rewards hard work and improves living standards
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**10** A city where young people can **grow up happy, healthy** and free from poverty
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**11** A jobs market that matches **the aspirations of our population**
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**12** A **core provider of digital skills** to the Oxford-Cambridge Arc