



City Growth Luton Timeline

City Growth Luton will run until March 2006 and our remit is to produce a business-led strategy and action plan based on intensive local research and input from the private sector. The project timeline is as follows:

January 2004

Board formed. CG Board continues to meet once a month.

July 2005

Business interviews and questionnaire exercise carried out.

August/September 2005

Cluster team development and initial cluster workshops.

October/ November 2005

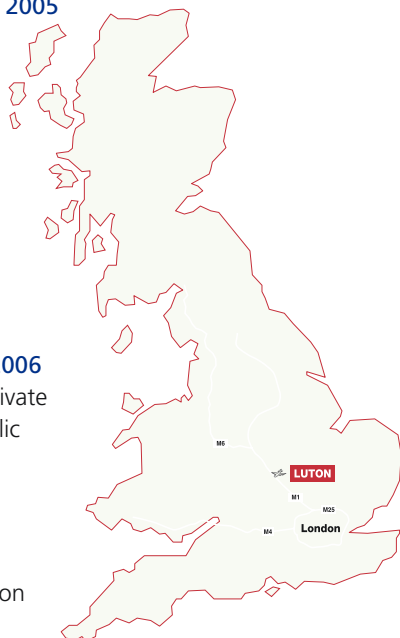
Research into cluster skills issues.

January/February 2006

Consultation with private and stakeholder/public sector partners.

March 2006

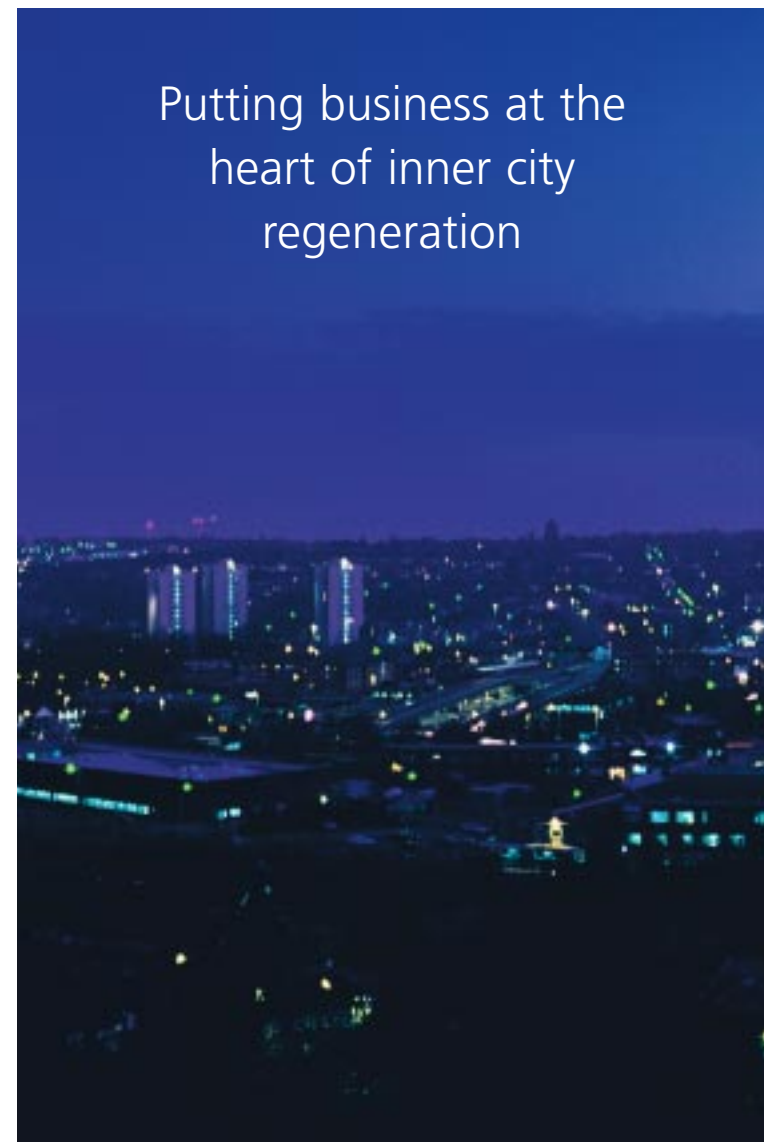
Final Strategy due and City Growth Luton Strategy Launch.



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Putting business at the
heart of inner city
regeneration





With 140 nationalities represented in the town, Luton is one of the most diverse areas in the country providing access to Europe via London Luton Airport as well as access to education via the University of Luton and several local colleges.

Located 30 miles from London, adjacent to the M1 and within 25 minutes of the M25, Luton is a highly accessible and convenient location for business. City Growth Luton seeks to build upon the competitive local business foundation laid by key sectors such as the Airport.

What is City Growth Luton?

City Growth is a radical new approach to economic development that aims to put business at the heart of inner city regeneration, bringing to life the competitive and economic potential of disadvantaged areas. City Growth is not a stand-alone solution to regeneration. It complements existing local initiatives and gives the private sector the lead in creating and developing the strategy. The Initiative is based on a model developed by Professor Michael Porter from Harvard University and is driven by government's commitment to addressing disadvantage through the growth of enterprise.

Seven City Growth pilot programmes were launched in the UK in July 2001 and following their success, a second phase of 10 cities was launched in 2004. The City Growth Luton Strategy will define an economic regeneration strategy and action plan based around cluster development. The Strategy will also outline implementation plans.

Objectives

- Formation of a business-led strategy board
- To develop competitive clusters
- To be a catalyst in raising the business capacity in Luton in order to increase wealth and reduce deprivation
- To enable partnerships, agencies and businesses to work together to challenge the traditional perception of Luton
- To raise awareness of the city's potential as an attractive and desirable location for business investment and new jobs

Benefits of City Growth

Rather than viewing inner cities as unproductive, no-go areas, City Growth recognises that they are untapped sources of enterprise growth, job creation and new markets. Benefits (of City Growth) to communities are the development of a sustainable local business population, increased productivity for businesses, wealth creation within the community (through business start-ups and employment), better quality jobs as companies become more productive, improved spending power through wealth creation, improved community relations and a higher skilled workforce.

"City Growth brings together leadership from all parts of the community – the public sector, the voluntary sector, researchers and most of all, the business community – to build strategies based on competitive advantage that encourage private-sector growth and create a new vision of success for these urban areas."

Michael Porter

Clusters

The key to City Growth lies in the idea of developing geographic industry clusters. A cluster is a sizeable concentration of interconnected and interdependent firms and institutions within a particular area, from specialised

suppliers and service providers to universities and firms in related industries.

City Growth Luton clusters are:

- Aerospace
- Airport-related companies
- Food and Drink
- Information and Communication Technology (ICT)



Why join a cluster?

Clusters work together for mutual interest. Benefits of being part of a cluster include:

- Pooling of resources and increased expertise through sharing best practice with similar companies.
- Economies of scale through joint procurement (bulk discounts) as well as sharing marketing, training, transport and other costs.
- Customer referral programs
- Increased chances of securing larger contracts through joint bidding and networking.
- Stronger links leading to new ideas and new businesses.

City Growth Luton will seek to encourage inward investment targeted at filling gaps identified by the clusters.



New partnerships have already been formed among businesses within the City Growth Luton cluster teams. For more information, or to become a member of a cluster, please contact the City Growth team. Contact details are on the back flap.

