



Annual Review 2015

It has been another tremendous year for Love Luton.

The partners are continuing to engage and support both the community and local businesses.

We began with planning the second year of our World War I centenary programme. We have now planted in excess of 40,000 poppies across Luton along with our second bike ride which marked the anniversary of the Battle of Loos. Alongside this we extended Summer in the Sun to a 10-day long beach event and most recently held our third half marathon in the town.

Through our awards fund we have been able to reach many community groups and this year we have been able to support LAMP, Street Pastors, Luton Foodbank and some smaller community initiatives. We always close the year with the Luton's Best Awards which allows us to recognise and celebrate our shining stars.

Through partnership working and strong leadership we have led and influenced the Luton agenda both in terms of engaging and working with our local community but also with other key businesses all working towards one common goal to create confidence, pride and a positive image for Luton.

Love Luton has brought together all sectors of the community who through the campaign have worked together to effectively drive forward business growth, inward investment and regeneration.

The Love Luton businesses which make up the partnership contribute enormously to our local and regional economy and are key players in the Government agenda.

A strong media campaign has supported the brand and it receives almost weekly local press coverage promoting initiatives and activities. To date the campaign has received in excess of three quarters of million pounds worth of coverage. This would not be possible without the support of our key media partners the Luton on Sunday and Heart FM.

Through this publication we are sharing some of the highlights of the Love Luton campaign and in particular the last year.

For more information on Love Luton please visit the website www.loveluton.org.uk



- Linsey Frostick
Chair person of Love Luton



Love Luton would not be possible without the support of our sponsors: Arriva; A Thin Place; Barnfield College; British Land; easyJet; Gulfstream; Keepmoat; London Luton Airport; Luton Borough Council; Luton Hoo; Luton on Sunday; The Mall; Signature Flight Support; University of Bedfordshire; Vauxhall Motors, Volker Fitzpatrick and Volker Highways.

The Structure of Love Luton

Love Luton is a partnership of local organisations who work together for one common goal to create confidence, pride and a positive image for Luton.

The objectives of the campaign include:

- A community funding grant to help fund initiatives, projects and events for the people of Luton and the surrounding area
- Drive forward business growth, inward investment and regeneration
- Organise successful events and initiatives attracting visitors and boosting the local economy
- Celebrating Luton's diversity and promoting community cohesion
- Developing a recognised brand that is making Luton proud and the Country impressed



Love Luton is made up of a steering group and working group. Each year a new Chair person is nominated and voted by the steering group.

The Chair person for 2015 is Linsey Frostick, General Manager for Arriva. Linsey has been part of Love Luton since it first began and has been instrumental in its success. She is a born and bred Lutonian and a strong advocate of everything Love Luton stands for.

The Vice-Chair is Colin Chick, Corporate Director of Environment & Regeneration at Luton Borough Council. Colin has worked for the local authority for more than 12 years and in Local Government for 40 years. He has led and delivered the huge regeneration programme for Luton and still continues to put Luton on the map.

A new chair and vice chair will be elected in 2016. Any member of Love Luton can stand for the roles. All sponsors are entitled to one place on the steering group and on the working group. Sponsors shape the Love Luton programme each year.

Secured sponsorship in excess of £1m+
Estimated external marketing value driven: £750,000+
Additional raised for good causes: £80,000+
Handed out in community awards fund: £50,000+



Why We Love Luton

Situated only 30 miles north of London it has easy access to most major cities in the UK due to its excellent road, air and rail links. Surrounded by the Chilterns, an Area of Outstanding Natural Beauty, Luton can offer the best of both worlds; a modern cosmopolitan town with excellent business opportunities and accommodation with the added advantage of superb countryside on its doorstep, making it a great place to live, learn, work and have fun.



Luton has many natural open spaces, including seven landscaped parks which have achieved green flag status and recreational areas including the state of the art Inspire Sports facility featuring a 50 metre competition-grade swimming pool.

Luton is home to more than 200,000 people, many of whom are young and skilled. The University of Bedfordshire, Barnfield College and Luton Sixth Form College all offer high quality facilities for education and training.

Just off the newly widened M1, minutes from the M25 and a short distance from the A1, Luton has easy access to many main road routes. Major improvements to local road networks have recently taken place including the innovative Luton Dunstable Busway, opened in September 2013, which makes it easy to travel quickly and easily across Luton and surrounding areas.

Three railway stations serve Luton with fast rail services across the UK. The International Rail Terminal at London St Pancras is just 22 minutes away. London Luton Airport offers flights to more than 100 destinations in Europe, the Middle East and Africa. A number of companies offer private jet charters from London Luton Airport.

Luton has been transformed. The population of Luton has doubled over the past 60 years. It is now one of the most ethnically diverse towns in the UK with over a third of its population from non-white backgrounds, including British Pakistanis, British Bangladeshis and British West Indians. In the last decade a new wave of Eastern Europeans have chosen to live in Luton due to its abundant employment opportunities.

Luton's diversity is its strength, enriching the lives of all its inhabitants. Lutonians speak over 140 languages between them, and celebrate their cultural heritage together each year through events such as the largest one-day carnival in Europe and the Luton Mela. Contrary to the negative media attention, communities in Luton are incredibly strong and cohesive. As the Deputy Prime Minister recently said, "Luton in so many ways represents an open, confident and tolerant Britain."

We welcome you all to a very cosmopolitan Luton!





A City in All But a Name

Love Luton was established in response to the announcement of a new city status competition to celebrate Her Majesty The Queen's Diamond Jubilee in 2012, the campaign adopted the attainment of city status as one of its key aims.

After securing the Olympic torch, the Love Luton campaign also got behind the biggest festival weekend in 2012 to ever happen in Luton. City status was bid to create a milestone to mark Luton's achievement. Although we were unsuccessful with the bid the actual campaign has gone from strength to strength with more businesses than ever signed up.

We were enormously proud of the energy that the Love Luton campaign generated, which would have been impossible without the active participation of Lutonians themselves. Love Luton has demonstrated that Lutonians do indeed love their town, that they want to change the perception of it and are ambitious for its future.

In the run up to the bid we had more than 3000 people sign the petition for Luton to become a City. We now have more than 40,000 people wear the Love Luton badge.

Taxis, shops and the busy Arriva bus proudly carried the Love Luton branding along with our very own Arriva buses still in circulation which carry the sponsors branding.

We were inundated with competition entries from songs to drawings demonstrating how they love their town. The Love Luton campaign went all across Europe and the Middle East with the t-shirt competition in conjunction with London Luton Airport.

Back the bid even had an easyJet plane named after it!

World War One Centenary Programme

The First World War had a long lasting impact on the town, from the effect it had on the hat industry to the development of new communities, with Lutonians welcoming workers from abroad. Many of our communities that exist in Luton today will have some connection to the war through their very own family history. Luton is commemorating the centenary of the outbreak of the Great War, by hosting a variety of activities and events.



Love Luton have led the Centenary programme with the launch of The Poppy Appeal in 2014. It is intended to run the campaign until 2018 and give the community an opportunity to plant poppies in their local neighbourhoods and supported with educational programmes relating to World War one.

The Luton Poppy Appeal is designed for all generations including young people such as school children, Brownies, Cub Scouts and Sea Cadets, helping to raise awareness and understanding of the enormous impact of war and its aftermath here in Luton, and the huge sacrifices service men and women made (and are making) for all of us.



In the last two years we have planted more than 40,000 poppies in Luton. We have now held two successful bike rides. The first took place to coincide with the 100th Anniversary of when Great Britain declared war with a team of cyclists riding to Flanders. This year the team commemorated the Anniversary of 100 years since the Battle of Loos.



It is proposed that the third remembrance ride will take place in early July 2016 to coincide with the 100th Anniversary of the Battle of Somme. Each Love Luton sponsor is entitled to one free place on the bike ride but may also put others forward to take part. The bike ride is open to anyone but places are limited.



Love Luton intend to hold a ride each year up to 2018. They will be planned around key Anniversary dates from World War one. On each ride the cyclists will visit war cemeteries and pay their respects for the many who lost their lives.



Community Awards Fund



An Awards Programme managed by the Love Luton campaign

The Love Luton campaign introduced the awards fund in 2013. The aim was to provide awards for projects run by community groups based in, or working for, the benefit of people in this geography. The fund is managed by the working group who consider the bids on a quarterly basis.



Community groups can bid for up to £3000. Two application forms have been created. A simplified form for grants of up to £1000 and a more detailed form for anything over that sum.

To date we have awarded more than £50,000 which ranges from supporting the St. Kitts and Nevis carnival group event, a food planting programme, the annual Christmas Lantern parade, the children's ward at the Luton & Dunstable hospital, new play facilities for a local pre school,

the Level Trust project for all new school children, a new database system for LAMP, the Street Pastors programme and most recently the Luton Foodbank volunteers annual Christmas event.

The awards fund has been incredibly successful to date in reaching many different community groups and touching thousands of local people.

Love Luton intend to continue with the campaign in 2016/17.

Events

Events are Love Luton's main promotional tool and how we engage with the community. The partnership has held many successful events. As always implementing new events in a town the size of Luton would be challenging. The partnership has therefore taken the decision to strengthen and grow their most successful events.



All the events are supported by a full media plan which begins many months before the event, during and then post coverage.

Love Luton has developed strong media partners and all events are promoted via Heart FM through radio ad's and talk up's along with the Heart angels and website coverage. The Luton on Sunday run regular news stories, adverts and website presence throughout. Alongside this Diverse FM, Luton at Large and Tropical FM also promote Love Luton.

Other marketing activities including attending other events for example taking part in Luton Carnival parade, stalls in the Mall shopping centre and the local college and university along with wide circulation and promotion of posters and leaflets. The website has had over 210,000 sessions.

Social media plays a huge role in Love Luton. Twitter is our most popular tool with nearly 9600+ followers along with our very own facebook page with nearly 4000 likes. Our social media pages allow us to interact with the community and businesses and allows us to receive direct feedback. It has one of the highest set of followers in Luton.

Love Luton Festival 2012

Luton were one of the lucky towns to not only secure the Olympic Torch overnight but also a Formula 1 racer in the shape of Lewis Hamilton who led the relay on Monday 8th July. To coincide with the arrival of the Torch an arena was created in Popes Meadow. Over the weekend we hosted pop concert with the Wanted and Olly Murs performing which culminated with the Torch Relay Concert.

SUMMER IN THE SUN

This event was first developed in 2013 and took place over the August Bank Holiday weekend. Due to its success Love Luton made the event twice as big and extended it to a 10-day event this year. Running this year from Saturday 22nd August to Monday 31st August 2015, the Square was transformed into a beach with over 100 tonnes of sand with a giant deck chair, promenade and Punch and Judy live from the beach.

Again this event brought the community together for some children and even adults it was the first time they had ever experienced sand. Luton still has pockets of high deprivation and by creating a free event where families could enjoy a day out playing at the beach and taking part in the entertainment was truly magical. A number of families visited every day.

To fit in with Love Luton's centenary programme we ensured Summer in the Sun was also part of this and

featured Punch and Judy, Story-time, Victorian Fairground rides and games and donkey rides. Other activities included face painting, games and live steel pan performances on a daily basis.

The event was supported with a full media campaign which ran for many weeks up to the event, during and post media coverage. Heart Angels were on hand throughout the 10 days with radio ad's playing every day along with local press coverage and a strong media campaign.



Half Marathon

Love Luton's third half marathon brought visitors to the town from as far as Latvia and Ireland. The course took runners through our award winning parks, the iconic Luton Hoo estate and some of the most scenic areas of the borough. Finishing in the town centre also gave an important boost to the local economy with runners and spectators spending money there.

We had increased numbers from the first two years with more than 800 runners taking part and a lot of very positive feedback from runners. Luton is a town with high obesity figures and this event goes towards tackling this along with inspiring young people especially those who live in roads on the route.

The event is supported with an extensive media plan which begins many months before the event. It ranges from advertising on Runner's world, local press and the radio. It has a strong social media presence both attracting runners but also informing residents of road closures.

Runners were keen to sign up for 2016 and the date was announced as 30th October 2016. We already have a number of entries for this race!

On behalf of all runners in yesterday's love Luton half marathon, I would like to say a HUGE thank you for all your hard work! The event was a great success and very well organised. You kept us informed and looked after us very well and I am very thankful for that.

- Keyur Roula

Thanks to you and your team for a wonderful event. I've run many half marathons and I have to say that it was so well organised, and the route through Luton Hoo was beautiful albeit very challenging! The marshals were so fantastic and supportive and really helped to keep us going. Well done to you all.

- Wendy Petersen



Luton's Best Awards 2015

This was our sixth year hosting the Luton's Best Awards. It is by far our most popular event attracting more than 25 local sponsors. Over the years we have refreshed and introduced new categories which were all very successful especially the People's Choice Award. This is run by the Luton on Sunday where people can vote from all the shortlisted candidates.

This year we changed the running order and how the awards were presented which was incredibly well received.

The event aims to honour the outstanding achievements of many of Luton's individuals, groups and organisations. These people are often unsung heroes who willingly give up their time to help others and contribute to our community. The Luton's Best Awards is our way to thank these people for their outstanding efforts.

The event each year hosts two entertainment slots for local performers. Our host for the evening has been Andrew Castle for 3 years. He is by far our most popular presenter and has built a real rapport with Luton. As part of the award ceremony we host a charity auction and raffle in aid of Keech Children's hospice raising in excess of £30,000 over the years.



Business Events

Alongside community events we host a number of business events throughout the year. These events are a great networking opportunity. Many of our key Love Luton partners now do business together and this plays a big part in the success of the partnership and one of the direct benefits for businesses.

Love Luton Summer Reception

Each year we host a summer reception at the Luton Hoo where sponsors can invite guests. The event is a great networking opportunity as it's not just Love Luton partners but a number of key businesses across Luton and the surrounding area.

The event is informal with some key speeches and entertainment. Along with Luton's Best it's an event where we can celebrate the successes of the campaign.

Attendance at Parliamentary Conferences

The Love Luton campaign was officially launched at the House of Commons and is widely known across key Ministers and Peers there. Two key receptions have been held there but alongside this attendance at Parliamentary conferences have raised the profile of Luton at Westminster. The Love Luton campaign has played a strong role in lobbying Government for key funding. It was our attendance at these key events which secured much needed funding for the new J10a scheme and the Luton Town Centre Transport Scheme.

Attendance has included key meetings with Ministers and hosting our very own fringe events taking Carnival to Conference.

Business Events

We have always aimed to attract key speakers to the town. Key businesses are invited to these events. These include business breakfasts, official openings and other networking type events.

Sponsorship

Sponsorship has long been seen by companies as a very successful marketing tool for getting their message out there. Love Luton allows you to interact with business and give back to the community. We can shape the package to fit your needs. Opportunities range from sponsoring specific events through to joining the partnership.

If you are interested in getting involved please contact Sinead McNamara on 01582 546265 or Sinead.mcnamara@luton.gov.uk who will arrange a meeting or discussion with the Chair person.



As a Love Luton Sponsor, Luton Hoo Hotel, Golf & Spa has taken pride in its involvement with the fantastic work this organisation has undertaken since its beginning.

We have been able to support Love Luton by providing the perfect setting for many of the occasions and meetings over the years such as the Love Luton Best Awards and several networking events. We have been delighted to welcome our Love Luton co-sponsors to the hotel made up of a variety of key businesses and organisations, who come together with the same objective – to improve the image and perception of Luton to enhance belief in the town and drive a thriving economy.

In the periphery, we have been able to cement strong relationships with many of the Love Luton sponsors leading to mutually beneficial outcomes, which has been facilitated through the opportunities that Love Luton have presented us with.

We encourage other local businesses and organisations that share the same values to consider becoming a sponsor of Love Luton as not only will their business benefit but the town of Luton will as well.

Jayne Alison – Business Development Manager at Luton Hoo Hotel, Golf & Spa.

Love Luton has been a key partner for Heart and Smooth Radio over the past few years. Heart as brand benefits from the association with a forward thinking organisation that is committed to growing Luton and celebrating the best that Luton has to offer. For me as a senior manager it has been a very useful springboard for networking and meeting some of the KEY businesses in Luton. I like the fact that 'Love Luton' is not restricted in its thinking and brings together a brilliantly diverse range of businesses and views, and that diversity is reflected in the huge variety of events and initiatives we support.

Equally Heart and Smooth are really proud of the fact that we can broadcast news, live presenter reads, and advertising messages to our growing listenership locally - now reaching over 225,000 on Heart weekly. Our ability to reach such a large proportion of the local population means we can really help Love Luton tell the public about the events we are involved in, and then report on the organisation's success in various areas of the town, both on air and on line.

We intend to continue our relationship with Love Luton and look forward to an ongoing relationship with the team and the sponsors.

Ian Stuart
Managing Director
Global FM

Gulfstream Aerospace Ltd is proud to be part of the Love Luton campaign and its efforts to highlight the talented residents and positive attributes of this multicultural town. When companies get involved with the exciting visions of local individuals and groups, they truly realize the positive energy that thrives in a community. Ever since we joined the Love Luton campaign for city status, I have seen first-hand what helps make Luton a great place to live and work: community pride, cohesiveness, tolerance and diversity.

We are proud to have contributed in a variety of ways to help events take place such as the Half-Marathon, the Luton Poppy appeal, the rides to Flanders and Loos, Belgium, and the annual Best of Luton awards. We are also proud to be involved with the charities that work to make a difference in the community.

Gulfstream, as a responsible corporate partner, strives to strengthen the communities where our employees work and live. We are committed to building collaborative partnerships and participating in events and programs that reflect the Gulfstream value of integrity. We see our involvement with the Luton council to be a strong partnership with a very distinct vision of the future: a stronger and even more vibrant Luton. The friendships we've made along the way and the community's desire for positive change makes this journey that much more enjoyable. It is with great pride and pleasure when I say Gulfstream is committed to playing a part in the growth of Luton!

Sumi Fonseka
General Manager
Gulfstream Aerospace Ltd.

As a significant landmark and high profile business in Luton the airport's involvement in the Love Luton campaign is essential; not only to address the mission set out by the campaign, to improve the image and perception of Luton, but also to strengthen our relationships with a network of companies who share the same aims.

Our membership has presented opportunities to meet great people, reinforce our corporate social responsibility objectives and bring greater awareness to the issues that interest our community. As long-term members we have seen the campaign grow and evolve with many key events keenly anticipated by the community such as the Luton Marathon.

The partnership has also opened doors to collaborate on high profile events such as Summer in the Sun which featured our Fun Bus Studio. The bus welcomed over 1,500 children, each learned about the business of tourism and had a chance to record what they most enjoy about holidays. The whole event was a great success. The Love Luton team always seek to progress and innovate, they are energetic individuals who deliver memorable occasions and publish engaging content. London Luton Airport will continue to add our voice to promote the campaign and look forward to the journey ahead.

Chika Austin
Community Relations Executive
London Luton Airport





**“Creating confidence,
pride and a positive
image for Luton”**

loveluton.org.uk