

Luton 2040

A place to thrive

Luton a Marmot Place Luton Health Equity Town

Presented by:

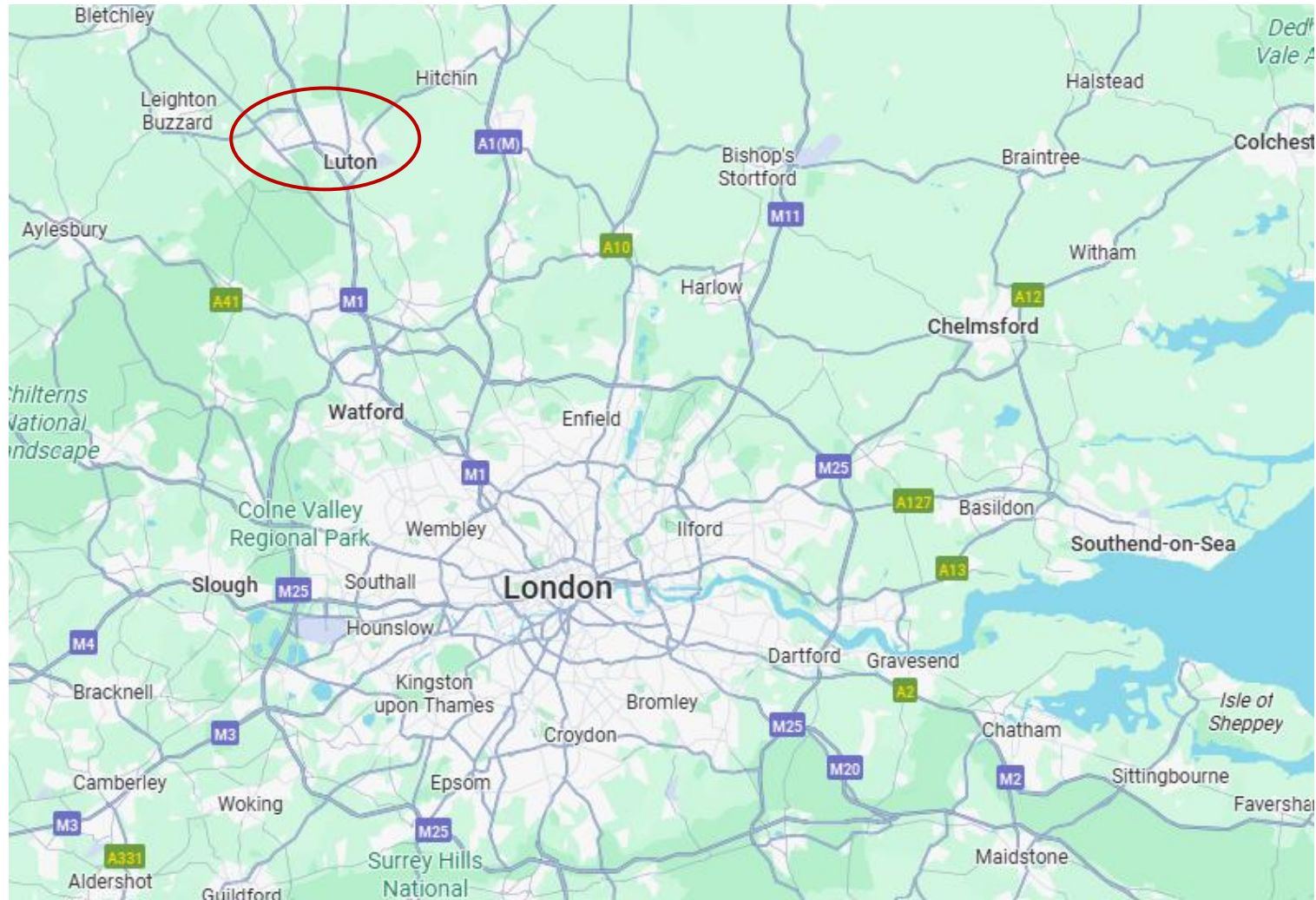
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October 2025

GÖG Colloquium October 2025 Marmot Places



Image source: Institute of Health Equity, [Marmot Town Report: executive-summary.pdf](#), designed by Educational Media

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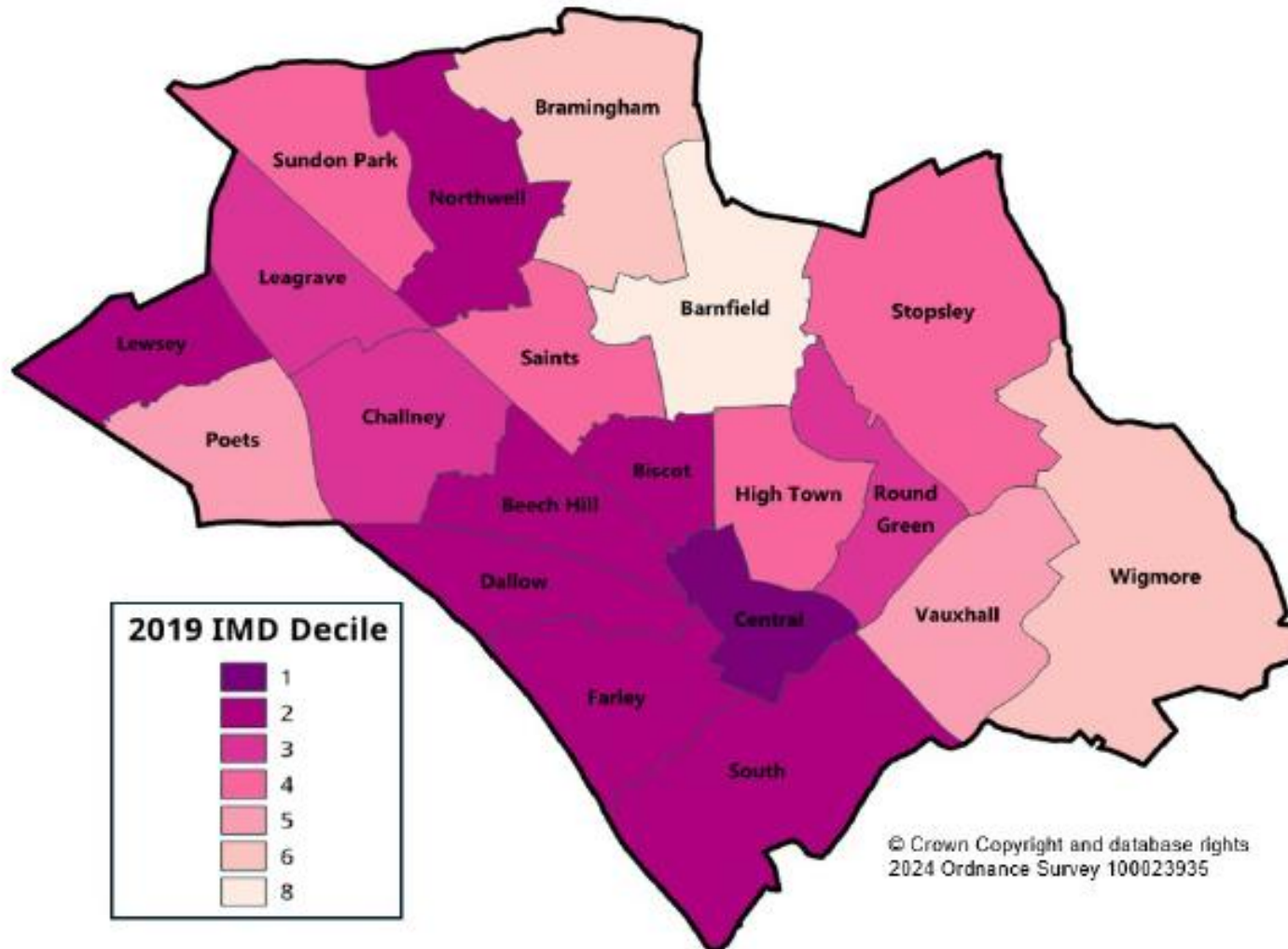
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Luton ward boundaries by 2019 IMD Decile



What do we mean when we say 'Health Equity Town?'

Aim

Create a place-based commitment to reducing health inequalities by acting on the Building Blocks of Health.

Specifically, we want to:

- **Improve health equity** through systemic, cross-sector collaboration
- **Embed the Marmot Principles** into local policy and practice
- **Align local strategies** with evidence-based approaches to improve health equity
- **Empower communities and stakeholders** to co-design and deliver initiatives that address the root causes of poor health, such as poverty, housing, education and employment
- **Share and communicate our work** and successes to partners, stakeholders using research, evaluation, lunch and learns and website

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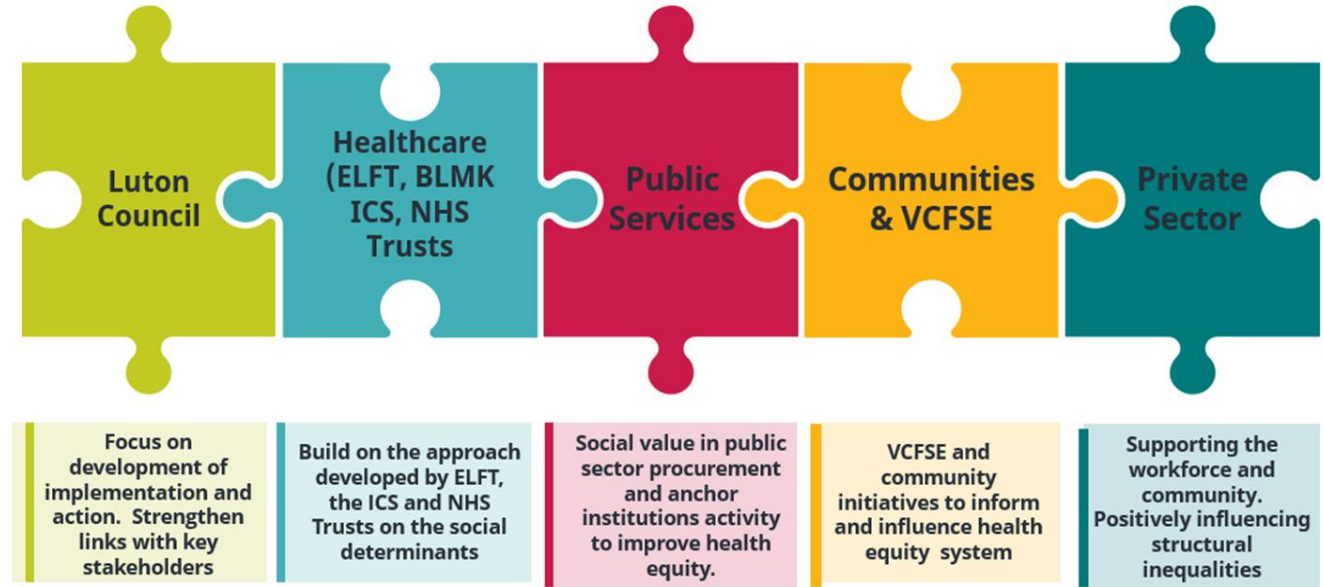
Image source: The Health Foundation, 2024. What builds good health ?

Accessible via: <https://www.health.org.uk/news-and-comment/charts-and-infographics/what-builds-good-health#download%20resources>

Luton a Marmot Place and Health Equity Town Our Approach

Our vision for Luton in 2040 is to be a healthy, fair, and sustainable town where everyone can thrive, and no one has to live in poverty. Together, as key system leaders and anchor institutions, we have developed this vision with residents and partners across Luton, based on their aspirations for the future of the town and the 225,300 people that live here.

- Luton is **comparatively deprived**
- **68%** of people living in Luton is **from ethnic groups other than 'White British'**
- The percentage of low birth weight babies is higher than the England average (9.0% vs. 6.9%).
- The top three leading causes of death in Luton in 2020 (excluding Covid-19) are **cancer, dementia and ischaemic heart disease**.
- **Under 75 cancer mortality** in the most deprived ward was **1.6 x higher than the least deprived in 2016-20**
- Prevalence of smoking is 15% in Luton, compared to the England average of 12%.



Marmot principles and Luton 2040

Marmot Eight Principles

1. Give every child the best start in life.
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives.
3. Create fair employment and good work for all.
4. Ensure a healthy standard of living for all.
5. Create and develop healthy and sustainable places and communities.
6. Strengthen the role and impact of ill health prevention.
7. Tackle racism, discrimination and their outcomes.
8. Pursue environmental sustainability and health equity together.

The Luton 2040 vision is built around five priorities, each of which contributes to achieving our central mission and our overall vision for the town

Building a more inclusive economy

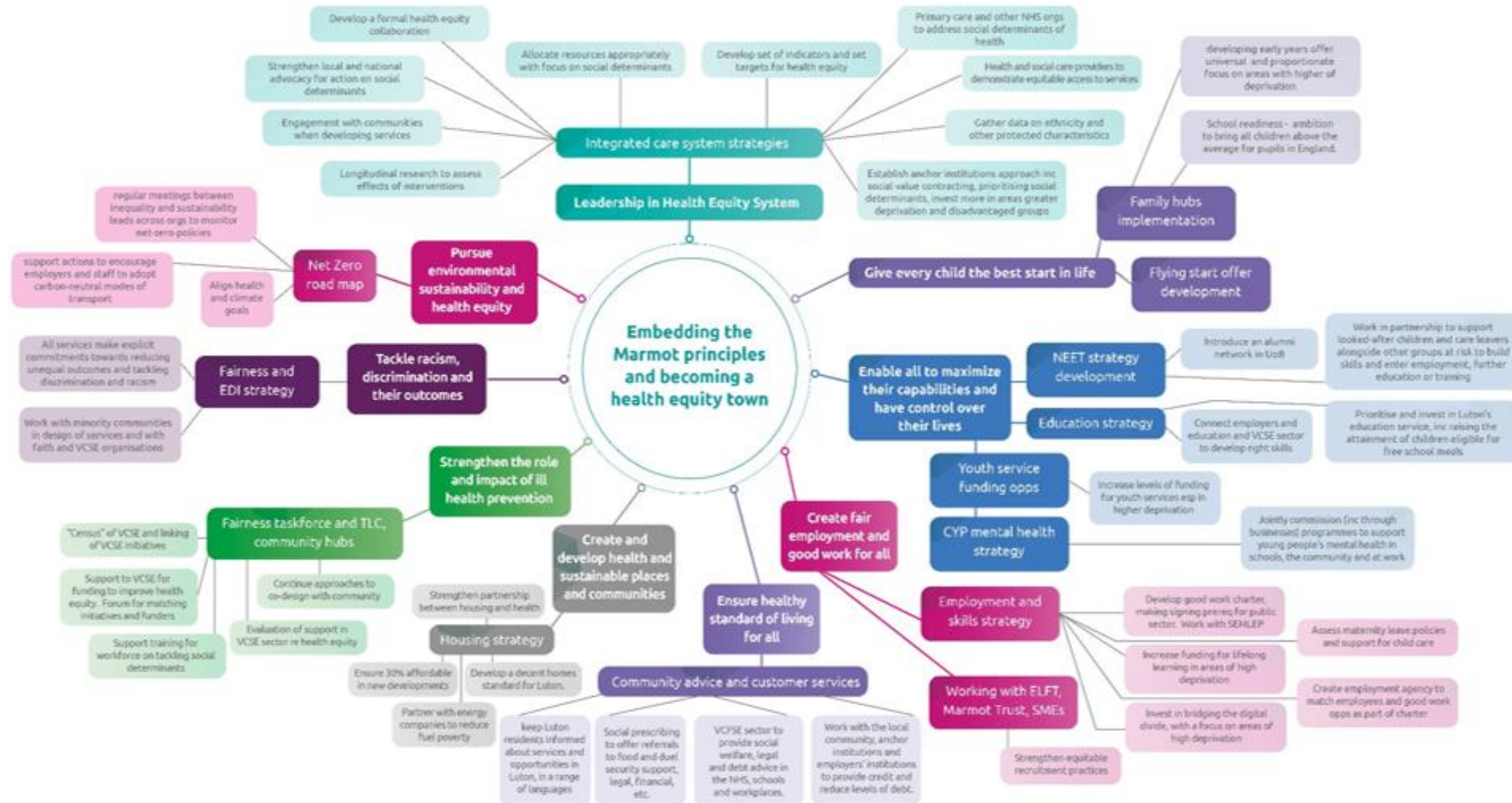
Improving population wellbeing

Becoming a child friendly town

Tackling the climate emergency and becoming a net zero town

Supporting a strong and empowered community

Turning challenges into opportunities



We have developed **28 outcome indicators** across the eight Marmot policy areas.

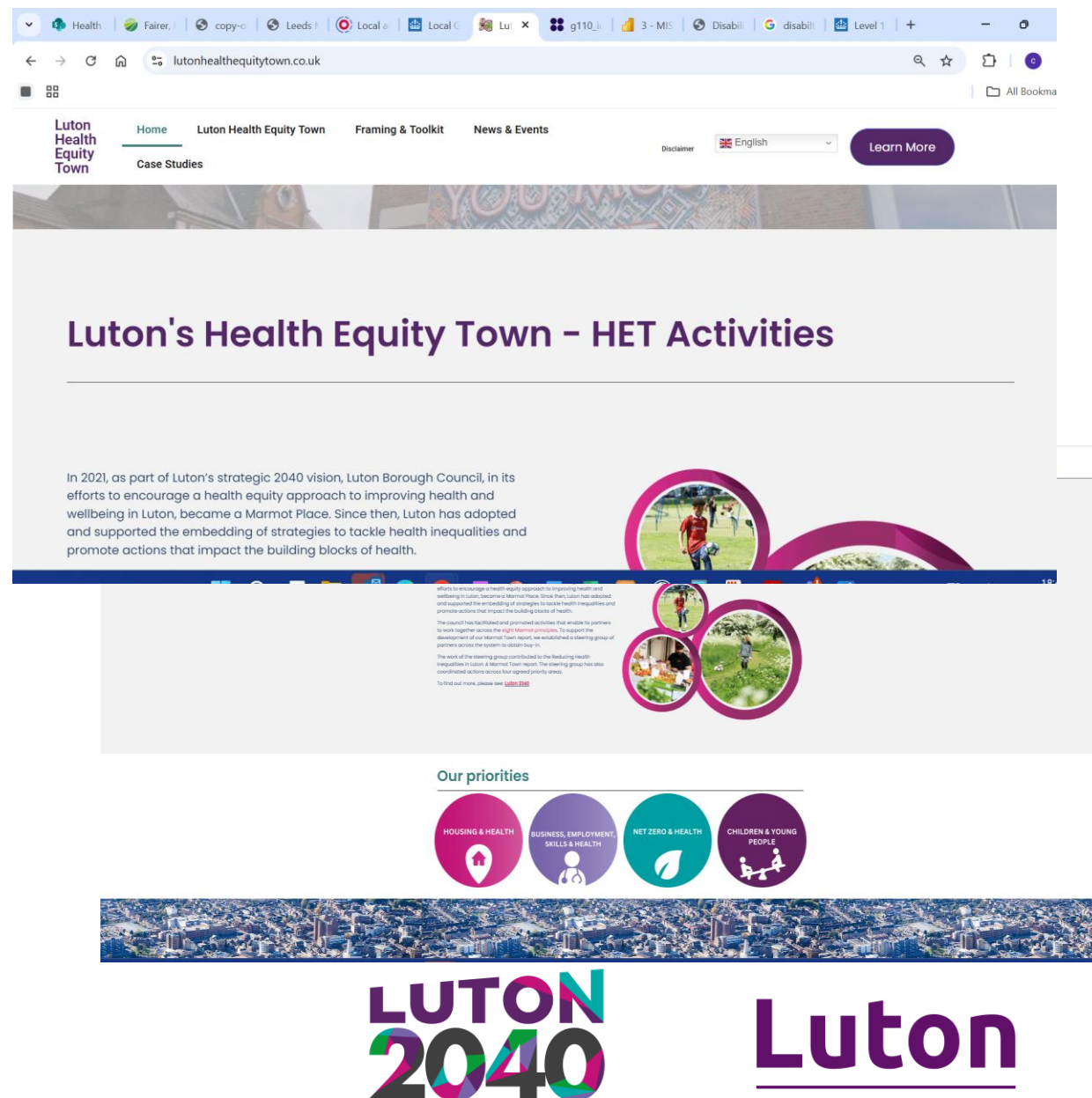
We've put key indicators into an **interactive tool** to show the health inequalities within Luton and help our partners, stakeholders and community support track changes

We recognise that these outcome indicators **take a while to change**.

We're making it easier for everyone to follow our progress and share their stories, projects and programmes through our **Health Equity Town Microsite**

We have undertaken **early evaluation** to understand the impact of the Luton Marmot report on system-wide efforts to tackle health inequalities through the social determinants of health.

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Measuring impact using key performance indicators

APHR 24-25 | Data updated 9/17/25

Search

Pages

- Introduction
- How to use
- Life Expectancy
- 1 - Early Years GLD
- 2 - Child obesity
- 3 - Claimants
- 3 - MIS
- 4 - Fuel Poverty
- 6 - Smoking
- 6 - Adult obesity
- 8 - Air Quality

Luton geographical inequalities dashboard

Introduction

How to use

Life Expectancy

1 - Early Years GLD

2 - Child obesity

3 - Claimants

3 - MIS

4 - Fuel Poverty

6 - Smoking

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This is the accompanying dashboard for the Annual Public Health Report 24-25 which contains data to cover each of Marmot's principle domains listed in the blocks below.

This data will be updated every year to track how Luton's inequalities are changing and will be changed when we get updates to new ward boundaries.

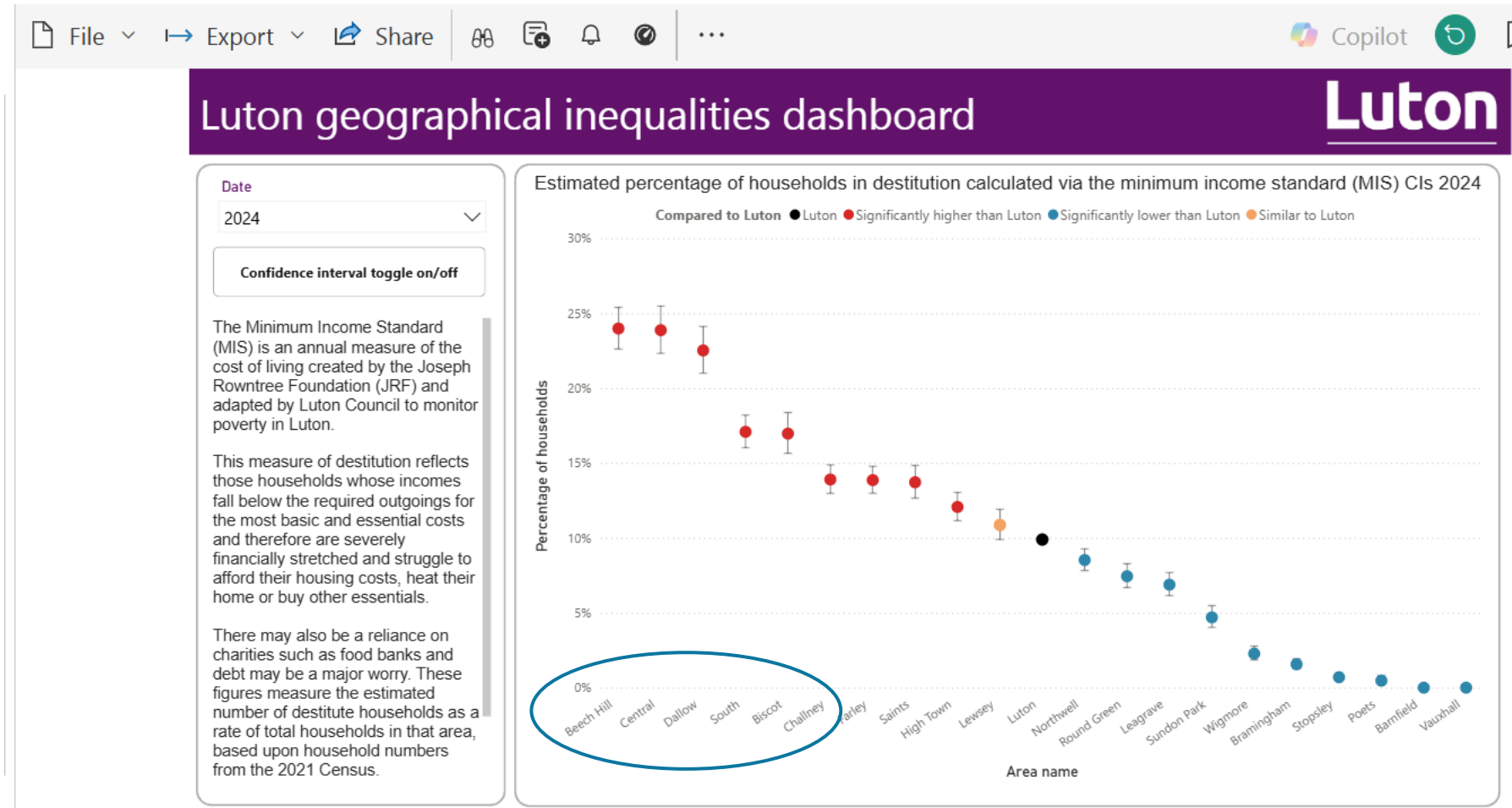
To use the dashboard, please navigate around the dashboard using the buttons on the bottom. On the left hand side is a box with filters to change what the data shows (where applicable), information about the indicators and the ability to toggle confidence intervals on or off.

The number for each page matches the eight Marmot principles the data falls under which are detailed below.

1. Give every child the best start in life	2. Enable all children young people and adults to maximise their capabilities and have control over their lives	3. Create fair employment and good work for all	4. Ensure a health standard of living for all
5. Create and develop healthy and sustainable places and communities	6. Strengthen the role and impact of ill-health prevention	7. Tackle discrimination, racism and their outcomes	8. Pursue environmental sustainability and health equity together

Measuring impact using geographies and neighbourhoods

Example using MIS



Capturing our impact

We use a range of **different methods to measure our impact and progress**. Our evaluation report showed that of the 38 system leaders interviewed these were the most important issues for them

- **Utilising levers for change** – who can influence change
- Importance of **whole system** approach and partnerships
- **Valuing the VCSFE Sector** as local change makers
- Anchor institutions being **accountable and using local governance** to make change

Case studies form a major part of sharing our impact and good news across the system
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East London NHS Foundation Trust: A Marmot Trust

The Ambition

ELFT is working with the UCL Institute of Health Equity to become the first NHS 'Marmot Trust'

ELFT's 'Marmot Trust' programme aims to test the boundaries of what an NHS organisation can and should do to tackle the underlying social causes of ill health for our service users, and other members of the communities they serve.

The Projects

1. Quality improvement project on inclusive recruitment in Luton ELFT linked with Luton Borough Council's employability programme, which supports vulnerable participants to apply for healthcare support worker vacancies at ELFT and recruited two people between August - December 2022
2. Addressing financial exclusion among homeless people. Lack of access to bank accounts is a key barrier to employment (and receipt of benefits) for homeless people. ELFT has signed up as a partner charity with HSBC's No Fixed Address (NFA) service to enable our homeless teams to facilitate access to bank accounts for patients
3. Development of a mental health training offer for employers: ELFT worked in partnership with Luton Borough Council and Total Wellbeing Luton to develop and roll out a mental health training offer to support the recruitment and retention of employees with mental health conditions. The training offer includes recommendations for creating good quality work, as a key determinant of mental health in the workplace from the Marmot team.

The Priorities

In Luton ELFT had 3 priorities:

1. Promote access to employment and apprenticeships at ELFT for service users and other disadvantaged groups
2. Monitor and increase the number of service, and other with lived experience of mental health conditions in good employment
3. Engage with the wider community in Luton, specifically with employers to advocate for good quality work and mentally healthy workplaces, and with young people to raise aspiration and promote entry to healthcare careers

The learning

- ELFT have integrated the Marmot Principles into their 5-year Trust Strategy.
- The Marmot Trust approach has brought a stronger focus on place based partnerships working
- The QI approach has optimised project delivery
- Involving service users is a key strength at ELFT that has benefitted the work

Project Title: Biscot Health and Wellbeing Hub

Authors: eQuality Primary Care Network

Tell us about your project

- Open to **ALL** our patients. Their families and to the wider community
- **EVERYONE IS WELCOME** - regardless of age, gender, religion, ethnicity, background, disability, etc.
- Classes and events are **TAILORED** to the needs and demands our community and patients!
- Multilingual
- This is a friendly **SAFE SPACE**!

What did you do?

- Weekly exercise classes (Pure Stretch, Yoga, Zumba, chair-based, etc.)
- Fortnightly community gardening sessions
- Arts, Crafts & Activities workshops
- Work with local schools
- Addressing Knife Crime workshops
- Monthly coffee mornings/afternoons
- Seasonal community festivals

Partners:
Church team; Biscot Councillor; eQuality PCN coaches; GP Biscot Group



What have you learnt?

- Have the right **committed & passionate** individuals involved
- Listen to the target audience (patients and the local community)
- Assess what is already working in the area and **what is missing?**
- **Collaborate** with the local services available around you
- We work with **the patients and the community** that we have
- Everyone on the team needs to have a shared vision and SMART goals
- Work **together** to bring it to life!
- Utilise PCN Personalised Care Teams e.g. **Health and Wellbeing Coaches** as a starting place for the target audience to reach out to

Acknowledgements

eQuality Primary Care Network
A COLLABORATION BETWEEN BISBOT GROUP, LARSEN, ADVISORY AND PEOPLE'S HEALTH PRACTICES

NHS
Bedfordshire, Luton and Milton Keynes Integrated Care Board

What have you achieved?

- Collaboration with St Andrew's Church and Local Council
- Aims to create a safe space for vulnerable patients
- Provides access to health education and wellbeing activities for the local population
- Encourages healthy lifestyle through diet and exercise
- Targets health inequalities and hard-to-reach groups
- Integrated Neighbourhood Team

INSTITUTE of HEALTH EQUITY

Luton 2040
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Our Health Equity Town Priorities

Net Zero & Health	Housing & Health	Children & Young People	Business, Employment, Skills & Health	Health & Built Environment
Net Zero Readiness Research. Working with the Young Foundation to understand how we can improve behaviour change amongst our diverse communities	Warm, Healthy Housing. 1930 properties have been audited 18 properties were identified as falling below the minimum E rating standard	Growing Healthy Families. Early years settings that demonstrate healthy environments. 13 settings audited and provided with AP's.	Change, Grow, Live Community Led Initiative is our commissioned treatment and recovery services for Luton, collaborate to assist all service users in accessing employment and training opportunities.	Reviewing the Luton's Local Plan. Using Luton's Healthy Place Framework to apply health promoting urban and town environments. Healthy Placemaking webinars with industry
Cycling and Walking Infrastructure Plan. Public health input and promotion of TLC walking maps	Healthy Estates Survey. As part of Luton's Housing support PH asked residents how the built environment can be improved. Over 100 residents responded siting: green spaces, better lighting and waste removal	Luton Dental Pop-Ups. Over 1000 people in attendance with 10 pop-ups. 38 schools taking part in Luton.	TLC Anchor Institutions Cultural Coaching Project focused on delivering cultural coaching to x3 self-selecting anchor organisations.	Women's Aid and Arup Project. Working with private sector and international organisation to explore ways of ensuring movement in Luton's urban environment is safe, accessible and inclusive.

Other specific Health Equity Town Projects

Citizens Advice Luton (CAL) outreach

This project aligns Citizens Advice services to clinical care through development of signposting, referral and embedding of this non-clinical service into clinical pathways of care within GP surgeries and PCNs.

- 239 advice sessions provided to the PCNs
- 333 referrals received from the PCNs
- 69% (231) of referred clients attended their appointment
- 77% of clients referred were new to Citizens Advice
- 1,264 separate issues dealt with by our advisers
- £78,000 in confirmed financial outcomes

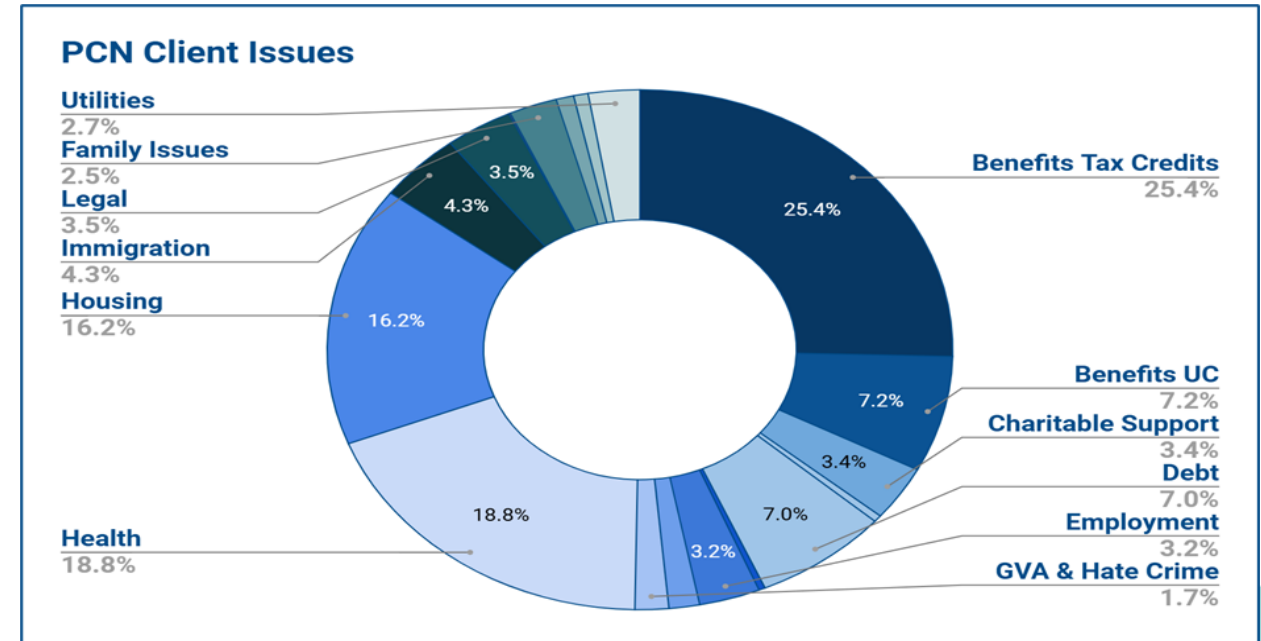
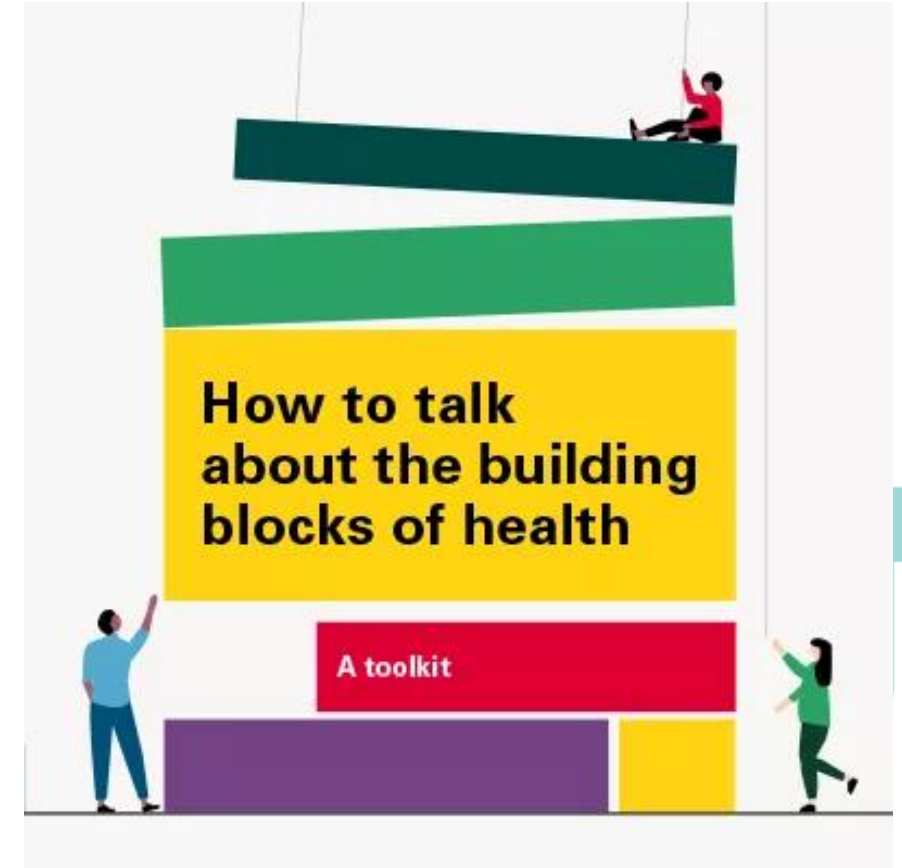


Image source: Local partner from Luton Citizen's Advice, free use for partners

Introducing and using the building blocks of health

- Introduced the building blocks of health to the Health Equity System in our first annual Marmot Conference – systematic in our approach
- EOI from 50 people across the system on first call
 - March – Senior officers/colleagues/partners (face to face)
 - June – Online seminar
 - X2 champion/advocates training
- Luton Citizens Advice, PCN's, UoB, Housing Associations, senior officers and VCSE
- Total attendance at sessions has been 73, with 5 people taking part in multiple sessions.
- Built on the success to start the town-wide process of supporting advocates/champions to use as a common language with Luton's HES

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 **The
Health
Foundation**

Feedback:

Overall feedback has been positive with some comments given on the stubbornness of tackling health inequalities

‘Really useful and informative. Even though we send out positive messages, our choice of language and framing needs to be reviewed.’

‘I think it would be good to have some examples that we can jointly work on together. This is a mindset that we're not used to and with everything it takes practice. For me it's having to retrain my brain to think differently.’

‘a fresh approach to tackling inequalities’

‘Health and inequalities very important - sadly we will never overcome it as the real issues are not being addressed.’

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Challenges of implementing a town-wide approach

1. Difficulty ensuring that those who want the ‘training’ are not already bought-into the idea of the building blocks e.g. Public Health team
2. Roll out across the system including Luton’s communities
3. Maintaining use and understanding when to use the language and approach
4. Maintaining interest from ‘others’ e.g. private sector colleagues
5. Engaging communications colleagues
6. Monitoring the **use** of building blocks



Luton

Our learning so far...



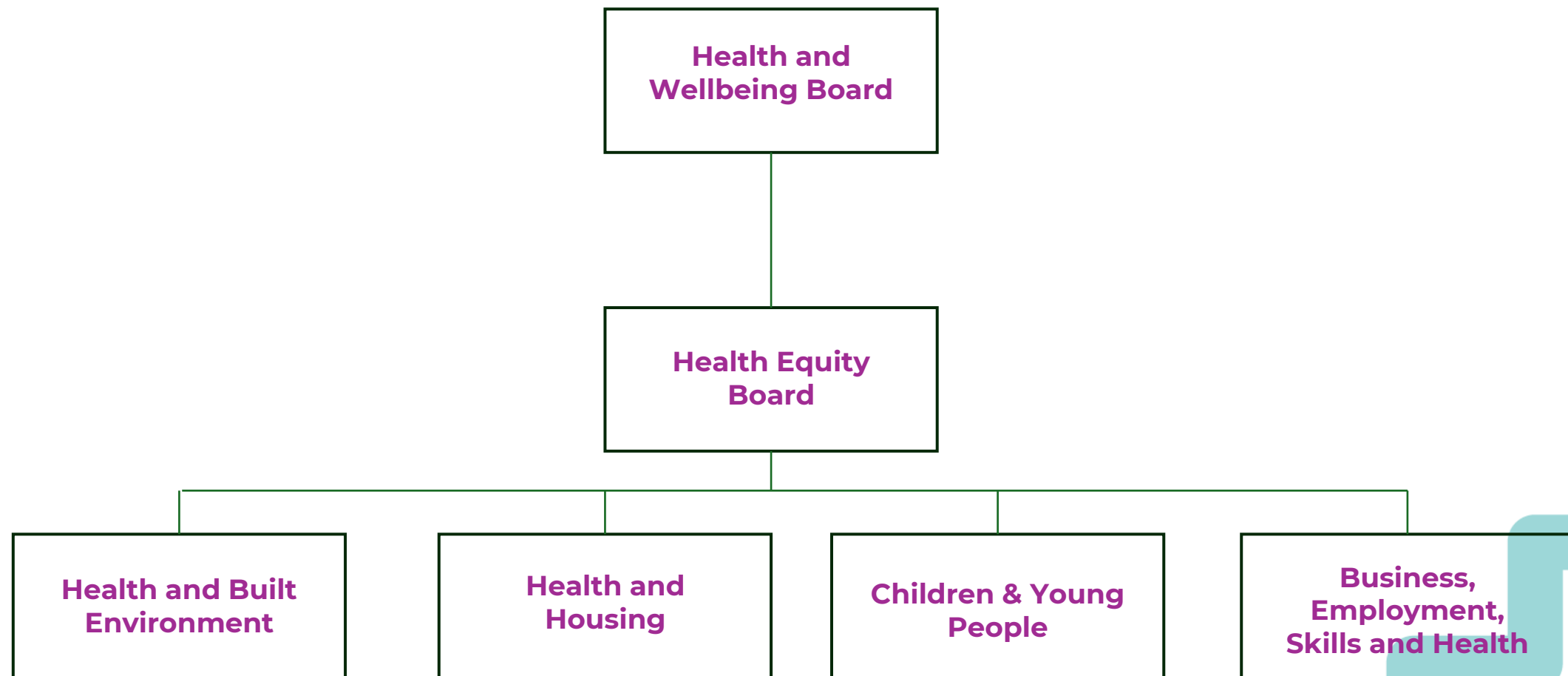
Opportunities



Challenges



Governance structure



Our Next Steps and Vision for Luton

Image source: Chimeme Egbutah on basis of free infographics and East London Trust



Celebrate our successes!

Review and refresh our workplan annually to maintain momentum amongst our Health Equity Town Partnership Board

Work to embed the principles of tackling health inequalities within Luton

Use data to understand inequalities *within* Luton

Continue to work with our communities and anchor organisations (health literacy, cultural confidence and supportive work environments)