

LUTON-Let's talk HERITAGE - Heritage consultation

<https://engage.luton.gov.uk/luton-2040-team/luton-lets-talk-heritage-heritage-consultation>

As part of the co-creation of a new heritage strategy for Luton, this Luton Heritage Strategy online survey took place between 16 February and 31 March 2021. The survey sought to measure understandings of heritage in Luton, the heritage people value and their engagement with heritage. **Please note:**

- Of the 102 people who completed the “ethnicity” question, 71 (69.6%) defined themselves as white (54.7% white in census), nine (8.8%) as Asian (30% in census) and three (2.9%) as African Caribbean (9.8% in census). The survey did not therefore reflect the proportion of Asian and African Caribbean people found in the general population of Luton and the **results will therefore be subject change** as engagement and co-creation consultation continues, and the strategy reviewed.
- Only 12 respondents were under the age of 35 years. The survey did not therefore reflect the proportion of young people in Luton and the **results will therefore be subject change** as engagement and co-creation consultation continues, and the strategy reviewed.

We set out to engage people who have not been involved in heritage activity before; and in this we have been successful with nearly 66% new to heritage activity.

- Nearly half wanted to be involved in long term monitoring & strategy development
- 76 asked to be invited to the launch of the strategy (currently reviewing how to do this within the team).
- 68 people asked to be invited to Luton Heritage Forum meetings (this has been actioned)
- 30 individuals wanted to be involved in local list review; 10 community representatives have been invited to help test our appraisal framework for local list review (incl. widening it to include whole buildings, heritage features, natural landscape and public arts).

Immediate OUTCOMES of this survey:

- **We have invited 68 new people along to Luton Heritage Forum Meetings**
- **We have invited 10 community representatives to help us test our local list appraisal framework**
- We are planning to involve all in review of the local list; and invite all the above the launch of the strategy

Toward potential Heritage Trail & Blue Plaque Scheme we asked:

- ‘Who is your favourite Lutonian?’
 - Pop culture won with the top 3: Mick Harford (LTFC manager), Nadya Hussain (Great British Bake-off winner); Paul Young/ Stacy Dooley (equal 3rd place).
- ‘What is your favourite building?’

- 16% said Wardown Museum (thank you NLHF); 15% said our grade 1 listed St Mary's Church; 10%: the Town Hall; ABC and hat district buildings equal 6% of votes
- We asked: 'What is your favourite heritage feature?'
 - Overwhelmingly our parks and natural environment came out tops
- 'What is our best kept heritage secret?'
 - Again a cornucopia of parks, gardens, and the reveal-ation of the River Lea came out tops.
 - In addition our underground war tunnels (yet to be publicly revealed); Vauxhall's car collection (LBC is currently looking to secure this collection in Luton); trails of Victorian street furniture & features across town; The Bear (jazz) Club and hidden history of gay clubs were mentioned. Along with the pride and sense of community of Lutonians (☺)
- We asked what USP was most synonymous/ celebrated as Luton/ brand
 - Results in order: Vauxhall, hat industry, Luton Airport, Football, super-diversity

INTERIM SURVEY REPORT

This **interim** report was created on Thursday 01 April 2021 at 09:05

The consultation ran from 16/02/2021 to 31/03/2021 Responses to this survey: 152

In addition we have held 10 consultation workshop sessions, engaging representatives from 23 community groups and local businesses

1: About you: in what capacity are you responding? organisation

There were 149 responses to this part of the question.

Option	Total	Percent
as an individual	123	80.92%
as a business	7	4.61%
representing a faith community	2	1.32%
representing an educational establishment	5	3.29%
representing a charity or other community group	12	7.89%
Not Answered	3	1.97%

2: About you: please tell us your ethnicity

Ethnicity There were 144 responses to this part of the question.

3: About you: please tell us your age

Age There were 141 responses to this part of the question.

7: Which category of heritage is most important to you?

There were 152 responses to this part of the question.

Option	Total	Percent
Built heritage: this might include historic architectural features and man-made archeologies.	46	30.26%
Industrial heritage: this refers to the way that our economic history has shaped the fabric of our town and people.	20	13.16%
Cultural heritage: this includes our music, art, creativity and celebrations.	23	15.13%
Natural heritage: this includes environmental landscapes, natural features like rivers, it also includes parkland, trees, flora & fauna.	27	17.76%
Intangible heritage: oral history, video & audio recordings, our language and accents, our genealogy, and the way we represent and record ourselves in digital and virtual spaces are all examples of 'intangible heritage'	16	10.53%
Other	20	13.16%
Not Answered	0	0.00%

If other, please give details There were 40 responses to this part of the question. Other mainly split into 'Community' (which amalgamates with 'intangible'); and 'all-equal'. **If we extract and collate 'other' – order becomes: built, intangible (incl community), natural, cultural.**



8: Which is your favourite building in Luton?

We asked this to collate data for future heritage trails, and to include on the local list review. There were 144 responses to this part of the question.

Why is this your favourite building? There were 136 responses to this part of the question.

9: Who is your favourite Lutonian? This could be a historical figure, someone famous, or someone you know

There were 117 responses to this part of the question.

Many notable scientists, and musicians, educators and close family relatives were named, but 'Pop culture' won out with the top 3: Mick Harford (LTFC manager), Nadya Hussain (Great British Bake-off winner); Paul Young/ Stacy Dooley (equal 3rd place).

Why are they your favourite Lutonian? There were 98 responses to this part of the question.

10: What is your favourite physical heritage feature in Luton? e.g. it might be a building, a postbox, a chimneypot, or a natural landscape.

We asked this to collate data for future heritage trails, and to include on the local list review. There were 134 responses to this part of the question.

Why is this your favourite heritage feature? There were 120 responses to this part of the question. **More details to follow**

11: What do you think is Luton's best kept secret?

What is Luton's best kept secret? There were 130 responses to this part of the question. **More details to follow**

12: What does it mean 'to be a Lutonian'?

What does it mean to be a Lutonian? There were 132 responses to this part of the question. **More details to follow**

13: Do you class yourself as a Lutonian?

There were 149 responses to this part of the question.

Option	Total	Percent
Yes	112	73.68%
No	37	24.34%
Not Answered	3	1.97%

Do you class yourself as a Lutonian? If so, why?

There were 125 responses to this part of the question.

14: Do you live or work in Luton?

There were 149 responses to this part of the question.

Option	Total	Percent
Yes, I live in Luton	64	42.11%
Yes, I work in Luton	18	11.84%
Yes, I both live and work in Luton	56	36.84%
No, I do not live or work in Luton	11	7.24%
Not Answered	3	1.97%

If yes, how long have you lived in Luton?

There were 139 responses to this part of the question.

Option	Total	Percent
0-5 years	5	3.29%
6-10 years	5	3.29%
11-20 years	16	10.53%
Over twenty years	113	74.34%
Not Answered	13	8.55%

If no, have you lived or worked in Luton in the past?

There were 26 responses to this part of the question.

Option	Total	Percent
Yes I have lived in Luton	8	5.26%
Yes I have worked in Luton	6	3.95%
Yes I have both lived and worked in Luton	12	7.89%
No, I have never lived or worked in Luton	0	0.00%
Not Answered	126	82.89%

15: Which of these do you think most represents the Luton brand? Please rank from 1 to 8 with 1 representing the Luton brand the most and 8 the least.

Ranking of 'Synonymous with Luton brand ranking'

Item	Ranking
Hat-making	5.43
Luton Airport	5.26
Vauxhall Motors	5.01
Football	4.64
Super-diverse community	4.24
The River Lea	3.39
University hospital	3.26
Other	1.29

Synonymous with Luton brand ranking - Vauxhall Motors

There were 143 responses to this part of the question.

Option	Total	Percent
1	14	9.21%
2	33	21.71%
3	26	17.11%
4	19	12.50%
5	28	18.42%
6	12	7.89%
7	9	5.92%
8	2	1.32%
Not Answered	9	5.92%

Synonymous with Luton brand ranking - Hat-making

There were 144 responses to this part of the question.

Option	Total	Percent
1	37	24.34%
2	28	18.42%
3	22	14.47%
4	15	9.87%
5	19	12.50%
6	9	5.92%
7	10	6.58%

8	4	2.63%
Not Answered	8	5.26%

Synonymous with Luton brand ranking - Luton Airport

There were 145 responses to this part of the question.

Option	Total	Percent
1	31	20.39%
2	24	15.79%
3	26	17.11%
4	20	13.16%
5	21	13.82%
6	6	3.95%
7	8	5.26%
8	9	5.92%
Not Answered	7	4.61%

Synonymous with Luton brand ranking - Football

There were 140 responses to this part of the question.

Option	Total	Percent
1	15	9.87%
2	19	12.50%
3	30	19.74%
4	29	19.08%
5	12	7.89%
6	15	9.87%
7	14	9.21%
8	6	3.95%
Not Answered	12	7.89%

Synonymous with Luton brand ranking - Super-diverse community

There were 138 responses to this part of the question.

Option	Total	Percent
1	26	17.11%
2	15	9.87%
3	6	3.95%
4	22	14.47%
5	16	10.53%
6	27	17.76%

7	15	9.87%
8	11	7.24%
Not Answered	14	9.21%

Synonymous with Luton brand ranking - University hospital

There were 134 responses to this part of the question.

Option	Total	Percent
1	6	3.95%
2	9	5.92%
3	11	7.24%
4	18	11.84%
5	15	9.87%
6	30	19.74%
7	33	21.71%
8	12	7.89%
Not Answered	18	11.84%

Synonymous with Luton brand ranking - The River Lea

There were 136 responses to this part of the question.

Option	Total	Percent
1	5	3.29%
2	11	7.24%
3	15	9.87%
4	13	8.55%
5	19	12.50%
6	29	19.08%
7	36	23.68%
8	8	5.26%
Not Answered	16	10.53%

Synonymous with Luton brand ranking - Other

There were 70 responses to this part of the question.

Option	Total	Percent
1	9	5.92%
2	1	0.66%
3	3	1.97%
4	3	1.97%
5	6	3.95%

6	3	1.97%
7	6	3.95%
8	39	25.66%
Not Answered	82	53.95%

If other, please provide details. There were 44 responses to this part of the question.

16: Which of these wards do you live in

There were 131 responses to this part of the question.

Option	Total	Percent
Barnfield	12	7.89%
Biscot	4	2.63%
Bramingham	6	3.95%
Challney	3	1.97%
Crawley Green	3	1.97%
Dallow	4	2.63%
Farley Hill	12	7.89%
High Town	6	3.95%
Icknield	6	3.95%
Leagrave	10	6.58%
Lewsey	6	3.95%
Limbury	7	4.61%
Northwell	1	0.66%
Round Green	6	3.95%
Saints	2	1.32%
Luton South	13	8.55%
Stopsley	10	6.58%
Sundon Park	1	0.66%
Wigmore	11	7.24%
I don't know	8	5.26%
Not Answered	21	13.82%

17: Would you be prepared to participate in a longer-term survey or three in-depth interviews between now and September 2021? We would be asking you to talk with our consultation evaluator who may interview you at different milestones in our heritage consultation journey. This will us to better understand how we can help deliver on heritage outcomes across the town.

There were 149 responses to this part of the question.

DIRECT OUTCOME: We are working to ensure that all respondents are invited to at least 1 focus group workshop.

Option	Total	Percent
Yes. I would like to be involved	77	50.66%
No thank you. Not at this time	72	47.37%
Not Answered	3	1.97%

Name There were 83 responses to this part of the question.

E-mail address There were 83 responses to this part of the question.

18: Would you like to be invited to come along to the next monthly meeting of The Luton Heritage Forum?

Would you like to be invited to join Luton Heritage Forum? There were 145 responses to this part of the question.

Option	Total	Percent
Yes: as an individual (we will pass your name and email address onto The Luton Heritage Forum)	33	21.71%
Yes: as a representative of another organisation (we will pass your details onto The Luton Heritage Forum)	12	7.89%
Not sure: I'd like some more information first	43	28.29%
No: at this time	57	37.50%
Not Answered	7	4.61%

Name There were 77 responses to this part of the question.

E-mail address There were 76 responses to this part of the question.

Organisation (if applicable) There were 24 responses to this part of the question.

DIRECT OUTCOME all have been invited to future meetings Luton Heritage Forum Meetings

20: Would you like to be involved in reviewing the draft local list of heritage assets? There were 144 responses to this part of the question.

Option	Total	Percent
Yes: as an individual (we may pass your name and email address on to Luton Heritage Forum)	32	21.05%

Yes: as a representative of another organisation (we may pass your details on to Luton Heritage Forum)	11	7.24%
Not sure: I'd like more information first	38	25.00%
No: Not at this time	63	41.45%
Not Answered	8	5.26%

Name There were 62 responses to this part of the question.

E-mail address There were 60 responses to this part of the question.

Organisation (if applicable) There were 16 responses to this part of the question.

DIRECT OUTCOME: all have been emailed and invited to help test the criteria framework for the local list

21: Would you like to participate in heritage skills training?

There were 142 responses to this part of the question.

Option	Total	Percent
Yes: as an individual (we may pass your name and email address on to Luton Heritage Forum)	8	5.26%
Yes: as a representative of another organisation (we may pass your details on to Luton Heritage Forum)	6	3.95%
Not sure: I'd like more information first	41	26.97%
No: Not at this time	87	57.24%
Not Answered	10	6.58%

If yes, what do you have in mind? There were 9 responses to this part of the question.

More details to follow

22: Would you like us to invite you to the launch of the new Luton Heritage Strategy and other celebrations during Luton Heritage Month in September 2021?

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Luton Borough Council Citizen Space

There were 145 responses to this part of the question.

Option	Total	Percent
Yes: as an individual (we will keep your details in the Luton 2040 team for the purpose of inviting you to arts, culture & heritage activities)	53	34.87%
Yes: as a representative of another organisation (we will keep your details in the Luton 2040 team for the purpose of inviting you to arts, culture & heritage activities)	25	16.45%
Not at this time	67	44.08%
Not Answered	7	4.61%

Name There were 80 responses to this part of the question.

E-mail address There were 79 responses to this part of the question.

Organisation name (if applicable) There were 25 responses to this part of the question.