

# THE CITY OF NOTTINGHAM AND NOTTINGHAMSHIRE ECONOMIC PROSPERITY COMMITTEE

**Friday, 06 January 2017 at 10:30**

**Bassetlaw District Council, Queens Buildings, Potter  
Street, Worksop, Nottinghamshire, S80 2AH**

## **AGENDA**

- |          |   |                |
|----------|---|----------------|
| <b>1</b> | <b>Apologies for Absence</b>  |                |
| <b>2</b> | <b>Declarations of Interests by Members and Officers:- (see note below)</b><br>(a) Disclosable Pecuniary Interests<br>(b) Private Interests (pecuniary and non-pecuniary) |                |
| <b>3</b> | <b>Minutes of the Economic Prosperity Committee meeting held on 25 November 2016</b>  | <b>3 - 8</b>   |
| <b>4</b> | <b>The Nottinghamshire Pre-Development Fund</b>   | <b>9 - 16</b>  |
| <b>5</b> | <b>N2 Economic Growth Strategy</b>  | <b>17 - 48</b> |
| <b>6</b> | <b>Amendment Update - Creative Village</b>  | <b>49 - 52</b> |
| <b>7</b> | <b>Derby-Nottingham Metro Strategy 2030</b>   | <b>53 - 70</b> |
| <b>8</b> | <b>Work Programme</b>   | <b>71 - 74</b> |

## **Notes**

- (a) Members of the public are welcome to attend to observe meetings of the Economic Prosperity. Please note that there is no opportunity for the public to speak at these meetings.
- (b) Declarations of Interests – Persons making a declaration of interest should have regard to their own Council's Code of Conduct and the Committee's Procedural Rules.

Members or Officers requiring clarification on whether to make a declaration of interest are invited to contact Sara Allmond (Tel. 0115 9773794) or a colleague in Democratic Services at Nottinghamshire County Council prior to the meeting.

- (c) Members of the public wishing to inspect 'Background Papers' referred to in the reports on the agenda or Schedule 12A of the Local Government Act should contact:-

Customer Services Centre 0300 500 80 80

# **THE CITY OF NOTTINGHAM AND NOTTINGHAMSHIRE ECONOMIC PROSPERITY COMMITTEE**

## **MINUTES OF THE MEETING HELD ON FRIDAY 25 NOVEMBER 2016 AT 10.30 AM AT ASHFIELD DISTRICT COUNCIL**

### **MEMBERS PRESENT**

(A denotes absent)

Chairman – Councillor Alan Rhodes – Nottinghamshire County Council  
Vice- Chairman – Councillor Neil Clarke MBE – Rushcliffe Borough Council

Mayor Kate Allsop – Mansfield District Council  
Councillor Roger Blaney – Newark and Sherwood District Council  
Councillor Cheryl Butler – Ashfield District Council  
Councillor John Clarke – Gedling Borough Council **A**  
Councillor Jon Collins – Nottingham City Council **A**  
Councillor Tony Harper – Broxtowe Borough Council (substitute for Councillor Richard Jackson)  
Councillor Richard Jackson – Broxtowe Borough Council **A**  
Councillor Michael Payne – Gedling Borough Council (substitute for Councillor John Clarke)  
Councillor Jo White – Bassetlaw District Council

### **OFFICERS PRESENT**

Fiona Anderson – Nottinghamshire County Council  
Keith Ford – Nottinghamshire County Council  
Geoff George – Nottinghamshire County Council  
Allen Graham – Chief Executive, Rushcliffe Borough Council  
Chris Henning – Nottingham City Council  
Mike Hill – Gedling Borough Council  
Ruth Hyde – Broxtowe Borough Council  
Anthony May – Chief Executive, Nottinghamshire County Council  
Robert Mitchell – Ashfield District Council  
Andrew Muter – Newark & Sherwood District Council  
Mike Robinson – Mansfield District Council  
David Ralph – Chief Executive, D2N2 Local Enterprise Partnership  
James Schrodell – Nottingham City Council  
Neil Taylor – Bassetlaw District Council  
Robert Wilkinson – Bassetlaw District Council

### **1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor John Clarke, Councillor Jon Collins and Councillor Richard Jackson. Apologies were also received from Ian Curryer (Nottingham City Council), John Robinson (Gedling District Council) and Bev Smith (Mansfield District Council).

## **2. DECLARATIONS OF INTEREST**

None

## **3. MINUTES OF THE LAST MEETING**

The minutes of the meeting held on 23 September 2016, having been previously circulated, were agreed as a true and correct record and were confirmed and signed by the Chair of the meeting.

## **4. EMERGING EAST MIDLANDS HS2 GROWTH STRATEGY AND PHASE 2 ROUTE ANNOUNCEMENT**

David Ralph reported to the Committee on two recent Government announcements concerning:-

- i) New command papers for HS2 which set out the revised preferred route for the second phase of HS2. This included some changes to the original proposals, for example the route would now go around East Midlands Airport, close to Keyworth and the M1 corridor, rather than underneath the airport. Also, the Sheffield station was no longer planned for Meadowhall. The final preferred route would be published in a year's time. The main contracts for Phase 1 would begin to be awarded from early 2017 and the successful contractors were likely to have a chance of securing the Phase 2 contracts also.
- ii) The East Midlands HS2 Growth Strategy – Emerging Strategy – this document was tabled for Members' information. The final strategy would be published in early summer 2017. A Skills and Supply Chain scoping report about the economic opportunities of HS2 was being developed and had been initially considered by the Skills Programme Board last week. Further work was needed with this, with specific focus upon:-
  - i. the station and immediate area;
  - ii. directly related sites – e.g. Chesterfield, Staveley, Station ironworks and Chetwyn Barracks;
  - iii. other sites affected but not directly on the route – e.g. city centres and park and ride sites.

The review of economic opportunities would include a mix of hi-tech, knowledge economy, housing and connectivity. Two specific pieces of additional work were needed around the opportunities for Chesterfield and Staveley and the investment proposition for the station and other sites. It was highlighted that the land around Toton station is owned by five different landowners. There had been initial discussions about developing a delivery vehicle to help progress the implementation of HS2.

During discussions, the following issues were raised:-

- with regard to the 'Mass Transit Strategy', Ashfield District Council planned to arrange a meeting around this aspect and Members were encouraged to input;

- Members emphasised the importance of keeping relevant Members and officers in the various councils informed of progress;
- it was clarified that the HS2 Strategic Board was the body leading on the overview of HS2, including the wider connectivity issues and engagement with relevant stakeholders. The HS2 Station Delivery Board was the lead body with regards to the area directly around the Toton Station, and the Greater Nottingham Planning Advisory Board was also undertaking planning and infrastructure work related to the Station. In terms of reporting lines it was clarified that the HS2 Programme Board was a sub-committee of the Local Enterprise Partnership (LEP) and that interested members from Councils not directly represented would not be excluded from attending meetings. Links into the HS2 Programme Board could be further clarified as part of any work around the potential new joint committee;
- Members highlighted that different councils had different priorities in terms of connectivity, including to the East Midlands Airport and the A1. The potential for turning the stretch of A1 in South Yorkshire into a motorway would be explored as part of the HS2 work;
- the 'East Midlands Hub' name was not finalised at this stage although an alternative suggestion put forward had not been taken on board.

#### **RESOLVED 2016/029**

- 1) That the Emerging East Midlands HS2 Growth Strategy be endorsed.
- 2) That the Phase 2 Route Announcement and the development of progress towards the full Growth Strategy for submission to Government in July 2017.

#### **5. MIDLANDS ENGINE TRADE MISSION TO CHINA – 28 OCTOBER TO 4 NOVEMBER 2016**

Anthony May introduced the report, highlighting the background and aims of the trade mission. The success of other authorities (including Nottingham, Derby, Sheffield and Birmingham) in securing inward investment as a result of trade links being developed with China were highlighted.

In discussions, the following issues were raised:-

- the importance of devoting appropriate levels of ongoing resource to this type of work was demonstrated by Nottingham City Council's experience, with a three year presence in China now starting to deliver results (the City Council offered to share their lessons learnt with the County Council in that respect);
- Members queried whether tangible outcomes from the Midlands Engine were apparent as yet. David Ralph clarified that the creation of the Midlands Engine Investment Fund was one such development, although the outcomes would not feel tangible until businesses began to receive investment from this £280m fund. Mr Ralph said that John Peace (Chairman of the Midlands Engine) had

been requested to attend a meeting of the LEP to discuss the Midlands Engine and it may also prove helpful if he were to attend a meeting of the Council Leaders. The role of the West Midlands Combined Authority in helping to drive the Midlands Engine was highlighted and they were keen to see a similar drive from the East Midlands authorities. Mr Ralph suggested that the establishment of dedicated posts could help to develop the Midlands Engine at a faster rate. The commitment of Nottinghamshire County Council and Derbyshire County Councils to ensuring that the interests of all parts of both counties were represented within the Midlands Engine was underlined.

## **RESOLVED 2016/030**

That the following be noted:-

- a) the successful engagement of Nottingham City and Nottinghamshire County Council in the Midlands Engine Trade Mission to China;
- b) the opportunity to further enhance the relationships and activity, for both the City and County Councils, by building on the work in Ningbo and developing a bi-lateral agreement with the province of Zhejiang;
- c) the opportunity for District and Borough Councils (and the Local Enterprise Partnership) to collaborate with this initiative, working with the Chief Executives of the City and County Councils.

## **6. A COUNTY WIDE APPROACH TO THE MAYFLOWER 400 PROJECT**

Robert Wilkinson introduced the report, explaining the history behind this issue and the fact that Bassetlaw had the strongest links of any place in the country to the Pilgrims. He highlighted the success of the 'Illuminate' event held on the evening of 24 November, attended by over 250 people.

During discussions, the following issues were raised:-

- Members welcomed the work undertaken so far and the planning in place for 2020 and 2120;
- Bassetlaw District Council was keen to encourage tourists to stay overnight in the area and was developing a package, including assisting potential visitors to trace their roots (with over 40 million United States citizens able to claim links back to the Pilgrims). The County's archives service had an important part to play, and the links to the Civil War Centre (with many pilgrims returning to England to fight on the side of the Parliamentarians before then returning to America) needed to be fully utilised;
- the shortage of overnight accommodation in the area would be best addressed by joint working. Creative solutions, such as seeking help from local residents to accommodate people for short stays; offering grants to people to adapt homes onto Bed n Breakfast accommodation; utilising the growing popularity

of companies such as 'Airbnb'; and pop-up hostel from the Youth Hostel Association would be fully explored;

- further discussions would be held with the new Chief Executive of Experience Nottinghamshire to see what work could be undertaken within the existing arrangements with the County Council and Newark & Sherwood District Council, with a view to developing an offer, which could be widened with additional resource provided from other Councils where appropriate.

The Chair thanked Mr Wilkinson for his interesting and informative presentation.

#### **RESOLVED 2016/031**

That the progress on the work to maximise the opportunities provided by the Mayflower 400 project be noted.

### **7. ERASMUS+ APPRENTICESHIP PROJECT**

Mike Hill introduced the report about this scheme which had been fully-funded by the European Commission.

In discussions, the following issues were raised:-

- the City Council had developed a Jobs Hub in conjunction with the Futures careers service and officers agreed to share practice with Gedling colleagues;
- further discussions would take place on behalf of the Committee with the City Council about the City's proposals to run an Apprenticeship Brokerage Service which other Councils from within the County could link into. Members felt that it would be useful if the N2 Apprenticeship Strategy agreed at the last meeting could outline how the various different initiatives could be co-ordinated.

#### **RESOLVED 2016/032**

That the report be noted and Gedling Borough Council be requested to share any learning and best practice with partners.

### **8. WORK PROGRAMME**

#### **RESOLVED 2016/033**

That the work programme be noted

The meeting closed at 11.38 am

**CHAIRMAN**





# **Report to the City of Nottingham and Nottinghamshire Economic Prosperity Committee**

6<sup>th</sup> January 2017

Agenda Item: 4

## **REPORT OF THE CHIEF EXECUTIVE OF NOTTINGHAMSHIRE COUNTY COUNCIL**

### **THE NOTTINGHAMSHIRE PRE-DEVELOPMENT FUND**

#### **Purpose of the Report**

1. This report offers the Committee a set of proposals for consideration as brought forward via the Nottinghamshire Pre-Development Fund (NPDF) following a review of the submissions by the Nottinghamshire Chief Executives.

#### **Background**

2. At its meeting in May 2016, the Nottingham and Nottinghamshire Economic Prosperity Committee (EPC) agreed to a number of budgetary allocations drawn from the Business Rates Pool; only the Nottinghamshire Councils (the County and Districts) Councils that contribute to the pool are involved in this process.
3. One of the allocations was for £1million towards a pre-development fund, offering the opportunity to access development funds for feasibility work and the drawing up of business cases for schemes which (ultimately) will have an impact on the economic development of the area and which will lever in significant investment and / or deliver tangible future benefits to the local authorities through Council Tax or Business Rates receipts. In addition, as town centre related submissions were likely to come forward through this process, an amount drawn from the £0.5million allocation for town centre activity would also be drawn into this process.
4. The NPDF was launched in early September 2016 with over 80 applications received, resulting in an over-bidding situation. Following an assessment process and review, a proposed set of projects was reviewed by the Nottinghamshire Chief Executives on the 9<sup>th</sup> December 2016 and this report offers the EPC a set of proposed projects for consideration.

#### **Considerations**

5. At its May 2016 meeting, the EPC agreed a process whereby the applications submitted via the Nottinghamshire Pre-Development Fund (NPDF) be assessed, being considered against a set of criteria, referencing in summary, the business case; evidence of need; strategic fit / links to the N2 stated priority themes; impact (i.e. informing the pipeline for future development) and a consideration of

the costs, outcomes and a forward strategy on completion of the feasibility work.

6. This assessment was undertaken by all parties with the support of Nottinghamshire County Council as the accountable body. In parallel, each applicant authority was requested to rank its submitted projects in line with their respective priorities. This latter exercise resulted in a set of projects being brought forward, offered in summary at Appendices A and B, based on the following additional factors and considerations:
  - To support the process of allocations, on actual procurement, should the applicant's costs fall, this will be reflected in the finalised award. However, should the costs prove more expensive, then the maximum grant would be that referenced in application / assessment per Appendices A and B, with the Council expected to find the remainder;
  - A maximum of £250,000 be drawn from the N2 Town Centre allocation to support town centre related activity and to ensure that there remains a reasonable amount to support a potential future N2 Town Centre programme;
  - The maximum grant towards individual project costs is set at £70,000;
  - A number of joint projects have been identified through this process, based on their impact across 3 or more District areas;
  - A number of projects are deemed first reserve projects to be explored further given the limited remaining resources, the potential for some mergers or should some approved projects fail to be progressed or additional resources become available;
  - The assessment process will be utilised to review the prioritised projects going forward and ensure any issues are addressed as part of the procurement process;
  - Related, if the set of projects outlined at Appendix B is accepted, there will be a brief "standstill" period whereby they are reviewed by all parties, to explore any practical or potentially sensitive issues with those proposed to go forward. As part of the process, the summary details have already been shared between the authorities and some initial comments have been made.
7. The list of projects at Appendix B represents the conclusion of this exercise based upon the above considerations and the views of the EPC are requested.

## **Review**

8. While it is suggested that the list at Appendix B represents a pragmatic solution, the Chief Executives agreed to consider how to improve processes for any further, similar funding processes. Specifically, the Chief Executives agreed to undertake a review which will cover how such approaches may be handled in the future, referencing:
  - Early discussions to agree the precise scope and content of the funding to be made available, driven by the adopted N2 Economic Growth Strategy;
  - The development of the appropriate criteria and the assessment process;
  - The process for drawing up bids and how it should be managed – e.g. via commissioning, an open call etc;
  - The overall management of the process.

## **RECOMMENDATIONS**

It is recommended that:

- a) the projects for the Ashfield District Council area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- b) the projects for the Bassetlaw District Council area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- c) the projects for the Broxtowe Borough Council area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- d) the projects for the Gedling Borough Council area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- e) the projects for the Mansfield District Council area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- f) the projects for the Newark and Sherwood District Council area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- g) the projects for the Nottinghamshire County Council area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- h) the projects for the Rushcliffe Borough Council area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- i) the projects for Joint/pan-County area as detailed in Appendix B of the report be approved, with funding from the Nottinghamshire Pre-Development Fund and the N2 Town Centre Allocation as appropriate;
- j) the reserve projects detailed in appendix A be agreed;
- k) the Economic Prosperity Committee notes the review to be undertaken to inform any future funding processes.

**Anthony May, Chief Executive Nottinghamshire County Council**

**For any enquiries about this report please contact:**

Geoff George  
Economic Development Officer  
0115 977 2046

## **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- Project summaries for each project listed in Appendix B

**Appendix A**  
**Prioritisation Process – Proposed Allocations**

ADC (£)		BaDC (£)		BrBC (£)		GBC (£)		MDC (£)		N&SDC (£)		NCC (£)		RBC (£)		Joint (£)	
67	21,750	7/8	41,800	3	70,000	30	25,000	85	30,000	19	25,000	59	15,000	40	50,000	1	24,950
68	20,000	5	20,000	45	70,000	29	30,000	87	16,250	25	60,000	58	29,960	43	29,000	13	30,000
69	30,000	6	25,000			34	35,000	81	17,750	21	40,000	46	30,000	42	11,000	17	20,000
71	30,000	9	20,000			37	10,000	80	6,500			49	60,000	44	11,000	36	20,000
72	25,000	15	28,000			31	30,000	86	2,750							77	30,000
73	30,000							83	5,000								
								84	5,000								
								79	4,250								
								82	14,500								
<b>Total</b>	<b>156,750</b>		<b>134,800</b>		<b>140,000</b>		<b>130,000</b>		<b>102,000</b>		<b>125,000</b>		<b>134,960</b>		<b>101,000</b>		<b>129,450</b>
																	<b>Total</b>
																	<b>£1,153,960</b>

**Notes:**

- The left hand column indicates the Project Number. and the right hand column being the amount of grant awarded. The list in appendix B indicates the project details.
- The above total can be met via the £1million from the Nottinghamshire Pre-Development Fund (NPDF) allocation and at this stage, £153,960 from the N2 Town Centre (N2 TC) allocation.

The reserve projects are as follows:

- Project 35 – GBC's Netherfield Town Centre as a potential N2 TC project (£20,000)
- Project 24 – N&SDC's Newark Riverside as a potential N2 TC Project (£35,000)
- Projects 10 and 62 appear to have the potential to be reviewed as a joint N2 TC project and may be included subject to further discussions between the parties (BaDC and NCC)

## Appendix B Project Details

### Ashfield District Council (ADC)

Project No.	Title	Value (£)	Cumulative Value (£)
67	Kirkby Leisure Centre	21,750	21,750
68	Housing Site Delivery	20,000	41,750
69	Hucknall Town Centre	30,000	71,750
71	Annesley Hall Options	30,000	101,750
72	Annesley Miners Welfare	25,000	126,750
73	Fox Street Sutton	30,000	156,750

### Bassetlaw District Council (BaDC)

Project No.	Title	Value (£)	Cumulative Value (£)
7 & 8	Harworth Town Centre	41,800	41,800
5	Middleton's Workstop	20,000	61,800
6	Middleton's Workstop 2	25,000	86,800
9	Workstop & Retford Markets	20,000	106,800
15	Expanded Settlements Study	28,000	134,800

### Broxtowe Borough Council (BrBC)

Project No.	Title	Value (£)	Cumulative Value (£)
3	Beeston Town Square	70,000	70,000
45	Chewton St Eastwood	70,000	140,000

### Gedling Borough Council (GBC)

Project No.	Title	Value (£)	Cumulative Value (£)
30	Arnold Town Centre	25,000	25,000
29	Carlton Square	30,000	55,000
34	Gedling Country Park Centre	35,000	90,000
37	Gedling Colliery Emp't Scheme	10,000	100,000
31	NE Arnold Sites Masterplan	30,000	130,000

**Mansfield District Council (MDC)**

<b>Project No.</b>	<b>Title</b>	<b>Value (£)</b>	<b>Cumulative Value (£)</b>
85	Old Town Hall	30,000	30,000
87	Bellamy Road Open Space	16,250	46,250
81	Brick Kiln Lane	17,750	64,000
80	Rosemary Avenue	6,500	70,500
86	Bellamy Road Community Heart	2,750	73,250
83	Newark Drive	5,000	78,250
84	Newark Close	5,000	83,250
79	Windmill Lane	4,250	87,500
82	Rock Court	14,500	102,000

**Newark & Sherwood District Council (N&SDC)**

<b>Project No.</b>	<b>Title</b>	<b>Value (£)</b>	<b>Cumulative Value (£)</b>
19	Ollerton Hall	25,000	25,000
25	Newark Gateway	60,000	85,000
21	Newark Town Hall & Buttermarket	40,000	125,000

**Nottinghamshire County Council (NCC)**

<b>Project No.</b>	<b>Title</b>	<b>Value (£)</b>	<b>Cumulative Value (£)</b>
59	Ollerton Roundabout	15,000	15,000
58	Kelham Bridge	29,960	44,960
46	Better Broadband fN Contract 3	30,000	74,960
49	BBfN Public Wi-fi	60,000	134,960

**Rushcliffe Borough Council (RBC)**

<b>Project No.</b>	<b>Title</b>	<b>Value (£)</b>	<b>Cumulative Value (£)</b>
40	Power Stations / Business Rates	50,000	50,000
43	West Bridgford Masterplan	29,000	79,000
42	YouNG Feasibility	11,000	90,000
44	Rushcliffe Country Park	11,000	101,000

**Joint / Pan-County Submissions (Joint)**

<b>Project No.</b>	<b>Title</b>	<b>Value (£)</b>	<b>Cumulative Value (£)</b>
1	A611 Corridor	29,450	29,450
13	Property Accelerator	30,000	59,450
17	Rural Growth Study	20,000	79,450
36	Poacher Line	20,000	99,450
77	Specialist Housing	30,000	129,450





# **Report to the City of Nottingham and Nottinghamshire Economic Prosperity Committee**

**6 January 2017**

**Agenda Item: 5**

## **REPORT OF THE CHIEF EXECUTIVES OF NOTTINGHAMSHIRE COUNTY COUNCIL AND NOTTINGHAM CITY COUNCIL**

### **THE 'N2' (NOTTINGHAM & NOTTINGHAMSHIRE) ECONOMIC GROWTH STRATEGY**

#### **Purpose of the Report**

1. This report presents to the Economic Prosperity Committee (EPC) the finalised N2 Economic Growth Strategy.

#### **Background**

2. At its May 2016 meeting, the EPC was presented a draft version of the N2 Economic Growth Strategy. This combined and refreshed a number of existing strategies – notably the Nottingham and Nottinghamshire Growth Plans – into a single, clear and concise economic development strategy for the N2 area. The EPC delegated authority to the Chief Executives to finalise the strategy.
3. The draft strategy was presented pending further work on the prioritisation of key regeneration sites across the county, an essential element in providing an underpinning rationale for the N2 authorities to secure resources. The top 15 priority sites have now been identified following the conclusion of the Nottinghamshire Business Investment Zones study, and the strategy has now been finalised.

#### The N2 Economic Growth Strategy

4. The strategy identifies and addresses key economic challenges, especially productivity; and sets out a range of priority actions that are being (or will be) delivered under the three themes of:
  - Enterprise and Innovation
  - People and skills
  - Infrastructure and Connectivity
5. The strategy sets out realistic priorities, linked to ESIF and the Local Growth Fund, and focuses on deliverability by utilising both existing and developing delivery capacity, e.g. Marketing Nottingham & Nottinghamshire, Futures, the Growth Hub.
6. The strategy sits within the wider strategic context of economic development strategies (e.g. Midlands Engine) and focuses on key growth sectors, aligned to the existing City and County Growth Plan and D2N2 priority sectors. It has evolved from the City and County Growth Plans and it will continue to evolve in response to

emerging challenges and opportunities (e.g. the forthcoming national Industrial Strategy).

7. An annual progress report will be presented to the EPC. This will include headline economic indicators that measure the overall health of the local economy, key performance indicators related to key strategic interventions, and a narrative update. The will enable the review and, as necessary, further development of the strategy to ensure that it continues to address the key economic challenges.

### **Reason for Recommendations**

8. This Report is for comment on the final draft of N2 Economic Growth Strategy.

## **RECOMMENDATIONS**

- 1) It is recommended that the Economic Prosperity Committee:
  - a) approves the final version of the N2 Economic Growth Strategy;
  - b) delegates authority to the Chief Executives to develop an Implementation Plan to support the achievement of the N2 Growth Strategy

**Chris Henning, Strategic Director Economy, Nottingham City Council**  
**Adrian Smith, Corporate Director, Place, Nottinghamshire County Council**

### **For any enquiries about this report please contact:**

Peter Davies-Bright, Economic Strategy & Policy Manager, Nottingham City Council  
0115 8763413

### **Background Papers**

Nottinghamshire Growth Plan  
Nottingham Growth Plan  
Nottingham and Nottinghamshire Local Economic Assessment  
N2 Labour Market Assessment 2014-2022  
N2 Skills and Employment Framework 2015-2020  
D2N2 Local Enterprise Partnership Strategic Economic Plan  
D2N2 Devolution Prospectus  
Midlands Engine for Growth Prospectus  
Delivery of an East Midlands HS2 Growth Strategy

### **Electoral Division(s) and Member(s) Affected**

All

# **N2 ECONOMIC GROWTH STRATEGY**

## **C O N T E N T S**

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## Summary

The N2 Growth Strategy has been developed jointly by Nottingham City Council; Nottinghamshire County Council; Ashfield, Bassetlaw, Mansfield, and Newark and Sherwood District Councils; and Broxtowe, Gedling and Rushcliffe Borough Councils.

The strategy outlines our joint ambitions for economic growth and improved economic productivity across Nottingham and Nottinghamshire. It builds on existing plans and activities that have been delivered across the city and county over the past few years, aligning activity across the 'N2' area, within the wider D2N2 Local Enterprise Partnership area.

The Introduction (section 1) sets out the context for this strategy, briefly covering post-recession local economic development activity and some of the headline successes to date.

Section 2 outlines the four 'pillars' of economic growth, while section 3 examines the state of the N2 economy set within the national context.

Section 4 articulates the strategic vision for the N2 economy, and the strategic priorities identified as key to realising this vision. Section 5 details the ambitious yet realistic programmes of economic development activity that will enable us to deliver the vision, and the final section briefly outlines how progress and impact will be monitored and reported.

This strategy is positioned within a wider context of economic development strategies, from the pan-regional Midlands Engine, through to neighbourhood plans. It does not seek to capture the full range of economic development activity that is taking place in Nottingham and Nottinghamshire, rather it seeks to outline the activity that is best delivered or defined at the N2 level.

# 1. Introduction

The Nottingham Growth Plan was launched in July 2012 alongside the announcement of the Nottingham City Deal which, taken together, outlined an economic growth strategy setting out an ambitious plan to rebalance and grow the City's economy, and strengthen its resilience. The Nottinghamshire Growth Plan was launched in the following year, setting out a strategy to improve economic performance across the County that would build on its strengths to stimulate growth and create more and better quality jobs.

These Growth Plans set out a programme of economic development priorities and actions focusing on the key strategic aims of supporting enterprise, innovation and business growth; improving the skills of local citizens and increasing access to employment; and improving infrastructure (including critical site development) to support the local economy.

Together, the Growth Plans have often been described as 'two chapters of the same book.' Within a changing national policy context, centred on Local Growth Deals and Devolution (and with much of the initial City Deal funding drawing to a close in 2015) the Economic Growth Board<sup>1</sup> proposed that we should take stock of the existing Nottingham and Nottinghamshire Growth Plans, bringing them together in a single economic growth strategy for the Nottingham and Nottinghamshire area, building on the successes of the original Growth Plans and strengthening our approach where this is needed. The City of Nottingham and Nottinghamshire Economic Prosperity Committee<sup>2</sup> subsequently commissioned the development of this combined strategy for 'N2' – Nottingham, Nottinghamshire and its constituent Boroughs and Districts of Ashfield, Bassetlaw, Broxtowe, Gedling, Mansfield, Newark and Sherwood, and Rushcliffe.

## STRATEGIC CONTEXT

Since the launch of the City and County Growth Plans the economic development landscape has evolved (and continues to evolve) both nationally and locally. With economic growth concentrated in London and the South-East, the need to rebalance the national economy has become more widely recognised. The Government has sought to promote local growth through Local Enterprise Partnerships (LEPs) and its devolution agenda. It is against this background that the Government launched its flagship programmes, the Northern Powerhouse and the Manchester devolution deal. This presents a challenge to both Nottingham and Nottinghamshire, and the wider Midlands. In order to not get 'squeezed out' between the traditionally strong economy of London and the South-East and the emerging Northern Powerhouse, we need to develop – and deliver – a compelling strategic offer that will support sustainable economic growth at the local, regional and pan-regional levels.

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<sup>1</sup> The Economic Growth Board (originally convened as the Economic Resilience Forum in 2009) was comprised of senior private and public sector leaders from the Nottingham area who advised the City and County Councils on strategic economic development issues until its dissolution in 2015.

<sup>2</sup> The Economic Prosperity Committee is a joint committee of City, County and District Councils in Nottinghamshire. It acts as a decision making body on local economic development issues

At the pan-regional level, the Midlands Engine brings together 11 LEP areas across the East and West Midlands, and is emerging as a counter-balance to the Northern Powerhouse. Its [prospectus](#) (published December 2015) focuses on the five strategic themes of innovation, skills, business finance, transport and promotion, and the ambition is to create 300,000 jobs by 2020 and grow the economy by £34 billion by 2030.

At the regional level, the D2N2 LEP published its [Strategic Economic Plan](#) in 2013, setting out a vision for the Derby, Derbyshire, Nottingham and Nottinghamshire – based on innovation – to create a more prosperous, better connected, and increasingly competitive and resilient economy. It identified a set of priority actions to underpin Local Growth Fund ‘asks’, alongside eight key growth sectors.

At the lower spatial level, there are a number of local and sub-local plans and strategies that enable communities to tackle issues specific to their location, such as Rebalancing the Outer Estates which aims to tackle high levels of unemployment, low educational attainment and social deprivation on the outer estates of the north of Nottingham.

The N2 Economic Growth Strategy is positioned within this context. Collectively, the strategies listed here can be viewed as a set of ‘Russian Dolls’ – the strategic themes and key growth sectors within the strategies are aligned, whilst it is recognised that issues should be tackled at the most appropriate level. Some challenges will be best addressed at the neighbourhood level, some at the pan-regional level – this Economic Growth Strategy sets out to articulate the issues most relevant to the N2, and outlines a series of actions designed to address these.

In June 2016 the UK voted to leave the European Union. The UK economy appears to have weathered the initial shock of the Brexit vote, although the value of the pound remains near a 30-year low, but opinion is sharply divided over the long-term effects of leaving the EU.

The new Department for Business, Energy and Industrial Strategy (BEIS) combines most of the functions of the old Departments for Business, Innovation and Skills, and Energy and Climate Change. Through BEIS, the Government is developing a new ‘Industrial strategy’. It is expected that the Industrial Strategy will be unveiled sometime in 2017, and whilst the detail is awaited it is widely expected that it will contain both sectoral and spatial elements. The Chancellor’s Autumn Statement (November 2016) gave a foretaste of what we might expect, with the announcement of a new National Productivity Investment Fund, and its emphasis of Research and Development, improvements to local transport networks, investment in digital infrastructure and funding mechanism to increase house-building.

The N2 Economic Growth Strategy consequently sets a framework that is intended to be sufficiently flexible to allow us to adapt to a rapidly changing political economy environment, and to position the N2 area to rise to new challenges and maximise any emerging opportunities.

## DELIVERING GROWTH FOR NOTTINGHAM AND NOTTINGHAMSHIRE

There is much success on which we can build further. A range of projects and programmes have been successfully delivered over the past four years, and as a result the N2 area has seen significant business growth and increases in employment. For example:

- The £10m N'Tech Grant Fund that supported 90 companies in key sectors, leveraging £47m private sector finance and unlocking over 2,000 jobs
- The £5m Nottinghamshire Economic Development Capital Fund, assisting 198 businesses, leveraging £17.3m private sector finance, unlocking over 700 jobs and creating 27 Apprenticeships
- The launch of two LEADER programmes (total value £3.4m) promoting rural economic growth in the North and South of the County
- Business support programmes for:
  - over 300 start-ups through NBV's Ready For Business programme
  - 39 early stage high growth businesses through Next Business Generation
  - 72 growth businesses through Growth 100
  - 122 student entrepreneurs through Inspired in Nottingham
- The launch of the £40m Foresight Nottingham & Nottinghamshire Investment Fund, investing over £17m equity into 11 companies to date
- A year-on-year increase in Inward Investment activity, with 9 Foreign Direct Investment 'landings' across N2 in 2015/16, creating 455 new jobs.
- A dedicated conference and events bidding unit that has generated 75,000 hotel bed nights and an economic impact of £14m
- The Jobs Hub has supported over 3,500 into jobs, and now offers a fully integrated (with DWP) service across the Nottingham area
- The Apprenticeship Hub has supported over 1,500 Apprenticeship starts
- The Say YES to an Apprentice programme has seen over 150 Apprenticeship starts, with 136 SMEs taking on their first Apprentice
- The establishment of the Creative Quarter, which has received national and European awards for *Improving the Business Environment*
- The success of the Nottinghamshire Innovation Centres in Mansfield, Newark and Worksop, hosting 100 new businesses with the creation of 570 jobs

In addition, there has been major investment in the area's infrastructure delivering significant improvements, including:

- The £570m extension of the City's tram network, with lines 2 and 3 (to Clifton and Chilwell) opening in 2015
- The £362m upgrade of the A46 from Widmerpool to Newark
- The £150m upgrade of the A453 between Nottingham and the M1, unlocking £540m for the regional economy
- The £70m redevelopment of Nottingham Station
- The £31m Better Broadband for Nottinghamshire programme to upgrade digital infrastructure across N2 and increase superfast broadband connectivity, resulting in 98% coverage



- The £16m ring road improvement scheme in Nottingham, and the new £12m Hucknall inner relief road
- The new £9m development of the new Mansfield Transport Interchange
- The development of plans to establish Enterprise Zone sites (Boots Campus, Nottingham Science Park and Beeston Business Park), and a Business Investment Zone (Harrier Park, Hucknall)

We have also established the organisations that will support the N2 economy to continue to grow:

- **Growth Hub** – launched in April 2015 to act as a single point of contact for business support services, with a team of sector specialists acting as account managers for growth businesses, enabling local businesses to easily access the most appropriate support for their needs. The Growth Hub also works with business service providers to help them shape their offer to better match the evolving needs of businesses. ESIF investment will see the expansion of its services over 2017-19, enhancing the impact on N2 businesses.
- **Marketing Nottingham and Nottinghamshire** – a new, integrated place marketing organisation that has been established to build the reputation of the City and County, nationally and internationally, and put N2 firmly on the map as a top UK destination for inward investment, tourism and graduate employment. Bringing together Invest in Nottingham, Experience Nottinghamshire and Nottingham Means Business, it is developing a compelling narrative of what N2 has to offer to investor, business visitor and tourist audiences.
- The **Jobs Hub** – originally launched in 2011 by the City Council as an employer recruitment service for the construction sector, the Jobs Hub has expanded and is working with Jobcentre Plus and Futures to offer an integrated skills and employment offer to both jobseekers and employers. The Jobs Hub's multidisciplinary team now offers a comprehensive job matching and recruitment service to local jobseekers and employers, with a commitment to expand its operations across the N2 area.
- **Futures** operates across the N2 area, providing jobs and skills advice, training, apprenticeships and support to young people and adults who need help preparing for work or training. They are a key delivery partner in the Jobs Hub and also operate the National Careers Service locally.
- The **N2 Skills and Employment Board** was established in 2014 to provide private sector leadership on the skills and employment priorities for N2. It has strategic responsibility for making sure the skills and employment support landscape across N2 best supports business growth and job creation, to create and grow the highly skilled workforce required to support the economy now and in the future.



## **DELIVERING FUTURE GROWTH**

Whilst N2 has seen significant job growth over the past few years – 12,000 new jobs were created between 2009 and 2014, an increase of 2.4% – there is more still to do. There is a growing need to create sustainable, higher quality, higher skilled, well paid jobs. To do this we need to focus on the next big challenge of improving productivity in the local economy.

The N2 economy continues to have an over-reliance on the public sector, professional services and retail for employment and its economic wellbeing. The Growth Plans set out a strategy to rebalance the local economy, increasing its diversity and thereby increasing its resilience to future economic shock.

This Economic Growth Strategy aims to continue this long-term structural realignment of the local economy. It sets out a clear and cohesive economic development strategy for N2, building on existing plans and actions, and providing an underpinning rationale that will enable us to secure resources and deploy capacity to deliver our economic growth ambitions.

In this document we set out:

- Our analysis of the drivers of economic growth
- N2's economic context
- Our vision, mission and strategic themes
- Proposed actions
- Implementation and reporting

## **2. Drivers of Economic Growth**

This Strategy has been developed from an assessment of four key determinants of economic growth: productivity; labour force participation; the sectoral mix of the economy; and the quality of its infrastructure. These determinants are not mutually exclusive but are inter-related with each one underpinned by a number of key drivers. The N2 Economic Growth Strategy is designed to increase economic growth by targeting each of these key drivers.

### **PRODUCTIVITY**

Over the long-term, improvements in productivity performance will increase the competitiveness of the N2 economy and make the largest contribution to increases in economic growth. One of N2's key underlying (structural) productivity problems is that it has a relatively small share of its GVA in some Knowledge Intensive Services sectors and High and Medium Technology manufacturing sub-sectors.

Key drivers of productivity are: enterprise; skills; exporting; innovation; investment; and competition. Innovation matters because it is the key driver of productivity growth in the long term. All the evidence suggests that innovation generates comparative competitive advantage for enterprises and increases their productivity.

### **LABOUR FORCE PARTICIPATION**

Labour force (market) participation includes all those who are employed or unemployed and actively seeking work. The participation rate therefore shows the percentage of a given population that are engaging with the labour market. Increasing the number of people in better quality employment adds to the productive capacity of the economy and makes better use of our human capital potential. It also improves the standard of living of those moving into employment and supports a more equitable distribution of the benefits of growth.

Key drivers of labour force participation include:

- Demographic factors such as the birth rate, age, gender, ethnicity and net migration as well as disability and health
- Education, skills and aspirations; and work incentives and social attitudes to work.
- Labour market demand, especially the availability and accessibility of employment and wages/salaries.

### **KEY SECTORS AND INDUSTRIES**

The sectoral structure of the local economy is an important factor in its ability to respond effectively to economic shocks and to capture and capitalise on economic growth opportunities. The structure of a local economy – its key sectors and agglomeration effects in particular – can also have an important impact on productivity growth. Certain sectors offer particular opportunities for growth – in all or part of that sector – due to existing comparative advantages or through the potential to capitalise on N2's economic assets.

Previous economic research has identified a set of economic sectors which are of particular significance to the N2 local economy and which offer good prospects for further growth in GVA and/or employment. We refer to these later in this document.

Concentrations of economic activity in particular geographic locations can come about via what are termed agglomeration economies (or externalities) which refer to a variety of possible linkages, interactions and spill-overs between enterprises in a similar location and, quite often, a sector as well. Agglomeration effects can facilitate improved productivity growth both directly and indirectly (e.g. by increased infrastructure investment and improved labour force engagement).

## **INFRASTRUCTURE**

To grow, the N2 economy depends on:

- An efficient movement of people, goods and information, via effective and reliable transport and communications networks at competitive prices, to provide access to markets and suppliers;
- A ready supply of available, serviced employment land and premises to attract investment, facilitate expansion and to respond to the demands of the commercial and industrial sectors;
- A readily available supply of water, electricity, gas and broadband connectivity, again at competitive prices;
- A sufficient supply of high quality and affordable housing to support a growing population, as the local economy and employment opportunities expand.

Infrastructure is therefore a key underpinning driver of growth and has significant implications for the productive capacity and competitiveness of the economy.

The institutional infrastructure of the local economy also plays a vital role, especially universities and colleges, business support providers, a wide array of intermediaries and specialist facilities, and, of course, local authorities.

### 3. N2 in Context

#### NATIONAL ECONOMIC CONTEXT

The UK economy grew by just over 3% in 2014, the fastest rate seen since 2006, but then slowed to around 2% in the year to Q2 2016 as global growth moderated. Preliminary data for the third quarter suggest that UK growth held up well in the immediate aftermath of the EU referendum, particularly as regards consumer spending and services. The Pound stabilised during the summer after an initial sharp fall after the Brexit vote, but fell back again in October due to heightened fears that the UK could suffer a significant loss of access to the EU Single Market after Brexit. The housing market has also remained reasonably robust over this period. UK growth continues to be driven by services, with manufacturing and construction both seeing falling output in the third quarter.

The Government is no longer on course to balance the budget during the current Parliament and has formally dropped this ambition in a significant loosening of its fiscal targets. Public sector net borrowing is now expected to fall more slowly than forecast in March, primarily reflecting weak tax receipts so far this year and a more subdued outlook for economic growth as the UK negotiates a new relationship with the European Union. Confronted by a near-term economic slowdown and a structural deterioration in the public finances, the Government has opted neither for a large near-term fiscal stimulus nor for more austerity over the medium term. Instead the Chancellor has proposed a much looser 'fiscal mandate' that gives him scope for £56bn (2.5% of GDP) more structural borrowing in 2020-21 than his predecessor was aiming for in March. Forecast revisions have absorbed £20bn of this extra 'headroom' and the Chancellor has allocated an initial £9.5bn (0.4% of GDP), mostly in infrastructure spending.

In its report for the Autumn Statement, the Office for Budget Responsibility has upgraded its growth forecast to 2.1% in 2016, from 2.0%, but downgraded to 1.4% in 2017, from 2.2%. Government finances were forecast to be £122bn worse off in the period until 2021 than had been forecast in March's Budget. The Bank of England has raised its forecast for economic growth next year to 1.4% from 0.8%, but cut expectations for 2018 to 1.5% from 1.8%. There are clear signs that inflationary pressures are building in the economy which is likely to lead to reduced consumer demand and slower economic growth in the medium term.

#### STATE OF THE N2 ECONOMY

The N2 economy has undergone major structural changes in the past 30 years. The area can be defined by the major conurbation to the south, urban areas and key towns towards the east and west, and towns and villages across its rural areas. Nottingham – and the surrounding urban and suburban areas – was traditionally a manufacturing centre, the home to world renowned companies like Raleigh and Player's. Since the decline of the manufacturing industries in the 1980s, the strength of the City's economy was increasingly based on the services sector – business and professional services, public services, and retail. The County's historical strengths were in the traditional industries, including coal mining, clothing and textiles, manufacturing and agriculture. Since the decline of these industries, the area has

seen a rise in food and drink manufacturing, as well as engineering, logistics and the rural visitor economy, alongside a healthily growing SME base. Manufacturing businesses are proportionately more highly represented in rural areas, and there is a significant opportunity to support the growth of rural areas in traditional and non-traditional sectors.

More recently, the N2 economy has shown signs of a steady recovery, with an increase in the employment rate and significant fall in the number of people claiming out of work benefits, and whilst these continue to lag behind the national average the gap is narrowing. However, improvements are uneven and there remain pockets of significant deprivation across N2.

## **KEY ECONOMIC CHALLENGES FOR N2**

Our assessment of the economic context and performance of the N2 economy (see Table 1) has enabled us to identify the following key strategic challenges to be addressed:

### **Weak Economic Growth**

The N2 economy was worth £21.7bn in 2014, accounting for 1.6% of England's GVA. The local economy grew by 13% between 2008 and 2014, below the England average of 20%.

### **Low Productivity**

GVA per hour worked is the most widely used productivity indicator. There remains a persistent and significant gap in productivity levels between England and N2. In 2014, N2's GVA per hour (£26.50) was significantly lower than the England average (£31.50).

### **Insufficient Business Start-Ups**

The rate of new enterprise formation is below average. The business birth rate in N2 was 12.9% in 2014 compared to the England average of 14%, although the 3 year survival rate of start-ups in N2 is on a par with the national average (60%).

### **Under-Performing Labour Market**

There are three key labour market indicators where N2 performs consistently below the national average: the Employment Rate, Job Seekers Allowance (JSA) Claimant rate and Out of Work Benefits rate. N2's Employment Rate (71%) is below the national average (74%). The JSA rate remains higher in N2 (1.4%) compared with England (1.1%) and the rate of decline nationally has been faster compared to N2.

Worklessness remains a significant problem for many N2 residents and households: N2 has an above average proportion of workless households – households in which no one is in work. In 2016, the proportion of N2 residents claiming out of work benefits (9.9%) exceeded the England average (8.4%).

**Table 1: N2 Economic Scorecard**

INDICATOR	KEY INDICATOR	N2's ECONOMIC PERFORMANCE
<b>GVA</b>	Total GVA £	N2's GVA (overall economic activity/performance) was worth £21.7bn in 2014. This had increased by 13% since the outset of the recession in 2008, lower than that for England as a whole (20%).
<b>GVA per capita</b>	GVA per capita £	GVA per capita in N2 in 2014 (£19,800) was 22% lower than the national average (£25,400). N2's GVA per head has risen by 7% since 2008 compared with 14% nationally.
<b>Productivity</b>	GVA per hour £	GVA per hour was £26.50 in N2 in 2014, significantly below the national average (£31.50).
<b>Employment</b>	Employment Rate: people in paid work as a % of 16-64 yr olds	N2's employment rate in June 2016 (71%) is below the England average (74%). Since 2008, N2's employment has increased by 4.9% compared to the England average of 5.5%.
<b>Unemployment and Worklessness</b>	JSA claimant rate % Out of Work Benefits rate %	In November 2016, N2's JSA claimant count (unemployment) rate was 1.4% compared with the England average of 1.1%. The rate at which JSA unemployment fell between 2008-2016 was higher for England (-55%) compared to N2 (-47%). The incidence of long term (over 6 months) unemployment is higher in N2 (0.8%) compared to England (0.5%). The proportion of N2 residents claiming Out of Work Benefits (9.9%) exceeds the national average (8.4%). The rate at which people claiming OOWBs has fallen was quicker for N2 (-18.4%) compared to England (-14.6%) between May 2008-2015.
<b>Earnings</b>	FT average annual (mean) earnings (residence based) £	At £30,510 average annual earnings in N2 are £4,490 (12.5%) below those for England (in 2016).
<b>Household Disposable Income</b>	Gross Disposable Household Income per head £	Household Disposable Income per head (a good indicator of economic welfare) in N2 (£15,510) was 18.1% below the national average (£18,320) in 2013.
<b>Business Stock</b>	No. of active enterprises per 10,000 population aged 16+	N2 (376) is significantly below the England average (508); 2014 figures.
<b>Business Start-Ups</b>	No. of businesses registering for VAT as a % of the active business stock (start-up rate)	The business birth rate in N2 was 12.9% in 2014 compared to the England average of 14%.
<b>Business Survival rates (after 3yrs)</b>	3 year survival rate for start-ups founded in 2011	The N2 3 year survival rate was 59.9% compared to an England average of 60.4%; but the City's survival rate is significantly worse at 56.7%.
<b>Skills</b>	% 16-64 yr olds without qualifications	The percentage of 16-64 year olds in N2 with no qualifications was 9.4% in 2015 compared with 8.4% for England.
	% 16-64 yr olds with NVQ2 or above	The proportion of 16-64 year olds with NVQ4+ qualifications in N2 (33.5%) is on a par with the national average (36.8%).



### Earnings and Income Levels

Lack of local spending power is a key constraint to the local economy and a significant factor in explaining relatively high levels of multiple disadvantage. Average workplace based earnings in N2 (£30,510 in 2016) are significantly below the average for England (£35,000).

N2 disposable household income per head is significantly below the England average, by around £2,800.

### Shortage of Qualifications and High Level Skills

Although N2 has seen a rise in the percentage of 16-64 year olds with NVQ4+ qualifications since 2008, both the City and the rest of Nottinghamshire remain below the average for England (N2 33.5%, England 36.8%). Conversely, although the percentage of adults without qualifications in N2 (9.4%) has fallen steadily in recent years, it remains above the England average (8.4%).

### Acute Multiple Deprivation

Many individuals and families in N2 continue to face multiple disadvantages. The Index of Multiple Deprivation 2015 showed Nottingham City as being the 8<sup>th</sup> most deprived Local Authority in England out of 326 Districts, a fall of 12 places from its position as the 20<sup>th</sup> most deprived LA in 2010, and there are significant pockets of multiple deprivation in some urban centres and, to a lesser degree, some rural areas across the County.

## **GROWTH SECTORS AND CLUSTERS**

A key aim of the N2 Economic Growth Strategy is to increase the number of well-paid and secure job opportunities across N2 as a whole, and to increase the number of people who are active in the labour market. The focus will be on stimulating private sector job growth as against this backdrop we expect there will be further reductions in public sector employment over the next several years.

Generally, the N2 economy is experiencing small and medium-sized business growth, and many with potential to be scaled-up which are sector agnostic.

Certain industrial sectors, however, offer particular opportunities for growth (in all or part of that sector) due to existing comparative advantages or through the potential to capitalise on N2's economic strengths. These sectors have the potential to drive sustainable growth in the long-term through the development of N2's assets and comparative advantages, and through their potential to be successful in global markets. The following sectors have the potential to deliver a scale of growth in GVA and/or employment over the long term which will have a transformative impact on the N2 local economy.

At the local level, the existing Growth Plans have identified sectors where the local area has a competitive advantage and sought to build and strengthen these in order to rebalance the local economy and increase its resilience against future economic

shocks. The Economic Growth Strategy for N2 will continue with this approach. The D2N2 Strategic Economic Plan (SEP) identified eight priority sectors of strategic importance to the local economy, and in addition Health and Social Care has been identified as a priority sector for N2. The identified key sectors are referenced in Table 2 below.

Business clusters are geographic concentrations of industries related by knowledge, skills, inputs, demand, and/or other linkages. Clusters develop in particular locations as a result of supply chain linkages which bring closer together the producers of raw materials, the manufacturers, distributors and specialist retailers backed by the education sector and specialist service providers. Examples include: the Enterprise Zone sites at Boots Campus, Nottingham Science Park and Beeston Business Park; BioCity; Southglade Food Park; the Creative Quarter; and Worksop Creative Village.



**Table 2: Key Growth Sectors**

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Sector	Overview	Key Drivers of Change
<b>Agri. Food and Drink Manufacturing</b>	The food and drink supply chain consists of farmers, primary processors through to manufacture, wholesale, foodservice and retail. A key sector with a workforce of almost 10,000 and a GVA of around £450m. N2's locational strength and access to raw materials are key advantages. Self-evidently important to the rural economy and communities.	Increase investment in R&D and capital equipment/ technology; boost exports; address skill shortages; and sustainable production and climate change.
<b>High Value Manufacturing</b>	A sector with a strong export orientation which is also exposed to global competition and which covers knowledge intensive engineering, engineering, automotive, aerospace, electronics, defence and ICT, which tend to result in high value products which contribute to growth and increased competitiveness. This also includes medical technologies. N2 employment of 18,000 and GVA of £1,160m.	Continuing driver for higher productivity; product/ process diversification and innovation; skills attraction and retention.
<b>Transport and Logistics</b>	A lynchpin of the economy, especially for manufactured goods and retail. The sector comprises both freight and passenger transport and specifically: land transport and transport via pipelines; warehousing and support activities for transportation; other postal and courier activities; and water and air transport. N2 is ideally located for transport, logistics and storage operations. Accounts for 14,600 jobs and has a GVA of £660m.	Introduction of new technologies; skills gaps and shortfalls (e.g. LGV drivers); HS2 and Toton; shifts in consumer demand and purchasing; energy costs; environmental challenges.
<b>Digital Technology and Creative Media</b>	A sector which has had significant growth in recent years and which comprises digital technology, and creative activities. Employment in N2 of 16,700 and GVA of over £2,000m. Skill shortages have emerged as a key growth barrier. Retaining successful creative businesses in N2 could become a challenge.	Skills; advances in digital technology and the Internet of Things; exploiting export opportunities; prone to cyclical conditions in the macro economy; shortages in suitable workspace for start-ups and small enterprises.
<b>Visitor Economy</b>	This sector depends a great deal on the performance of the economy as a whole as well as factors that affect visitor numbers from within and outside the UK. It's also a very dynamic sector which is subject to constant change and it supports a great many micro and small firms as well as some major employers. Employing over 40,000 people in N2 and with a GVA of over £500m this is a significant employment sector. Important to the rural economy and communities.	Macro-economic conditions; exploiting developments in new technology/social media; addressing skill shortages; image of some parts of the sector needs to be improved; investment in infrastructure; linkages with retail and town centre vitality as well as the City.

<b>Life Sciences</b>	A dynamic sector which covers activities such as medical technology, medical biotechnology, industrial biotechnology and healthcare products and services. Employing 3,500 in N2 and with a GVA of £250m.	Digital, communications and other technological developments; increasingly global outlook; access to investment finance and small business advice; pressures on healthcare budgets coupled with rising costs; skills retention; mergers and acquisitions leading to shifts in investment elsewhere.
<b>Health and Social Care</b>	The health sector in N2 is already a very major employer with activities ranging from high level research and medical product manufacture, through to employment in the NHS, and in a significant and growing health and social care workforce which is increasingly migrating from the public to private sector. The sector employs 45,000 in N2 and has a GVA of £320m. There is no doubt that the social care and health economy will grow, driven by the increase in the proportion of older people in the population. There are clearly synergies with the Advanced Manufacturing and Technology sector, for example developing mutual benefit from partnering with medical technologies and ICT industries.	Funding of healthcare; public/private healthcare; demographic changes; political developments; developments in bioscience, pharmaceuticals and technology; the choice agenda; and societal trends.
<b>Construction</b>	Construction encompasses all business activities related to the planning, design, construction, operation, and maintenance of the built environment. The industry has always had a tendency to be national and local in its focus but is strongly affected by macro-economic trends and policy developments. Employing 24,000 with a GVA of £1,200m in N2. It has a high degree of interdependence with other sectors and professions.	People and skills retention; access to finance; and innovation and supply chain capability; and Government policy and legislation.
<b>Low Carbon</b>	This 'sector' includes technologies and services that control and prevent environmental damage, including reducing carbon emissions, renewable energy and materials collection and treatment. There is demand for low carbon and environmental goods and services to meet the UK's carbon reduction target of 80% by 2050. Estimated GVA of £975m and employment of 22,000 in N2.	Policy and legislative change; investment in Grid connection and renewable energy technologies; wider technological advances affecting businesses and households; exporting and trade; growth in recycling; addressing skill shortages; and infrastructure and housing investment.

## N2 Economy: SWOT Analysis

<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>Location and connectivity to the rest of the UK, Europe and beyond</li> <li>Strengths in high value growth sectors: digital content, life sciences and clean technology</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>Development of high growth sectors</li> <li>European Structural and Investment Funds allocation</li> <li>Sites with Enterprise Zone status (and potential for more)</li> </ul>
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<ul style="list-style-type: none"> <li>• Major transport investments e.g. Tram Network and Station Hub; HS2</li> <li>• Energy Strategy – including development of Robin Hood energy company – one of the most ambitious programmes in UK</li> <li>• Research capacity and talent emerging from our Universities and colleges</li> <li>• Private sector commitment to N2 – e.g. Nottingham Means Business, Nottinghamshire Business Engagement Group</li> <li>• BioCity – largest BioPharma Incubator in Europe</li> <li>• A gradual increase in the size of the N2 labour force with high level qualifications/skills</li> <li>• Very high coverage rates for superfast fibre broadband within N2, with most areas reaching in excess of 98% by 2018</li> <li>• Diverse community with many attractive places to live scoring consistently highly on national measures.</li> <li>• Affordable living costs and good quality of life opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Devolution</li> <li>• Strong partnership working with the establishment of a D2N2 Combined authority</li> <li>• Young workforce and high student numbers</li> <li>• Role of Universities in helping to build on local economic strengths</li> <li>• Improvements to road networks – A453, A46 and major investment in employment and housing along the A46 corridor</li> <li>• Major capital schemes on the horizon including the Gedling Access Road and Hucknall Inner Relief Road</li> <li>• HS2 – high speed rail link and station at Toton</li> <li>• Visitor economy assets and the development of a new Place Marketing Organisation for N2</li> <li>• New employment sites and transport infrastructure coming on stream</li> </ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Low productivity and relatively high incidence of skill shortages and gaps.</li> <li>• Enterprise birth (start-up) rate and survival rates relatively low</li> <li>• High levels of welfare dependency and youth unemployment</li> <li>• Employment base heavily skewed towards the public sector</li> <li>• Employment Rate well below average for England and the East Midlands</li> <li>• Workplace (average) earnings are significantly below the England average</li> <li>• Lack of office space &amp; other key employment sites</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Demographic change – an increasing and more diverse but ageing population</li> <li>• Anticipating skills needs and addressing skill shortages within key growth sectors</li> <li>• Stimulating demand for jobs and skills within priority sectors which offer the greatest potential for wealth creation.</li> <li>• Changing role of high streets and level of vacant premises</li> <li>• Public sector spending cuts until at least 2018</li> <li>• Inconsistent national energy policies</li> <li>• Disengagement of peripheral outer City estates and rural communities</li> <li>• Sustainability of some town centres over the long term</li> </ul>

## 4. Vision, Mission and Strategic Priorities

Our **Strategic Vision**<sup>3</sup> is to ensure that N2 strengthens its position as a major driver of economic growth and prosperity in the regional economy. Our Strategic Vision will

<sup>3</sup>We wholly endorse and support the Vision of the D2N2 Strategic Economic Plan:

*“Our Vision is that D2N2 will become a **more prosperous, better connected, and increasingly competitive and resilient economy**, at the heart of the UK economy, making a leading contribution to the UK’s advanced*

be achieved by harnessing the resources and assets we have at our disposal, developing them further and using them in ways that achieve sustainable economic growth to the benefit of all our citizens and employers.

Our **Mission** is therefore to increase the productive capacity of the N2 economy over the longer term and we recognise that the overriding strategic priority in that regard is to boost productivity. Over the long-term, improvements in productivity performance increase the competitiveness of the economy and make the largest contribution to increases in economic growth and living standards.

Our Economic Growth Strategy is based on three strategic generators of economic growth each of which is underpinned by cross-cutting strategic enablers which contain within them the keys to achieving our Vision for N2. The three generators do not operate in isolation but interact and reinforce one another. We should also remember that longer term national and global economic trends will also play their part in shaping the future of the N2 economy.

The **Strategic Priorities (or Themes)** within three main elements of the NGS are specified below:

## **Enterprise and Innovation**

### ***More enterprises, more resilient enterprises, and more enterprises realising their growth ambitions***

- We want to embed a culture of entrepreneurship, leadership, creativity and international ambition, especially amongst young people.
- We want more businesses to start-up and survive.
- We want to help SMEs with growth potential to overcome barriers and achieve their potential.
- We want to see more businesses – especially SMEs – engaged in international trade.
- We want a research and development base that supports innovation in products, processes, systems, services, technologies and structures within key growth sectors and, more broadly, across the private, public and education and training sectors.
- We want to support enterprises in sectors which underpin long term prosperity by adding economic value and employment opportunities.
- We want to diversify and rejuvenate our small business base by supporting sustainable social enterprises and trading Third Sector organisations.

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*manufacturing and life sciences sectors and generating significant export earnings for UK plc. We will create a D2N2 which provides a great place to live, work and invest."*

- We want to attract more high quality investment projects and companies from elsewhere in the UK and overseas which help to diversify and strengthen the economic base.
- We need to ensure we have an accessible and high quality infrastructure for business support, reflective of the diversity of our business base and population, and relevant to local challenges, sectors and opportunities.
- We want to see more businesses successfully make the transition to a low carbon 'footprint' and, more broadly, to become 'smarter' businesses and entrepreneurs.

## **People and Skills**

### ***Greater employability, more flexibility and higher level skills leading to higher productivity and incomes***

- We want to expand the knowledge economy and develop and retain the talent on which it crucially depends.
- We want to encourage schools, colleges and universities to work together more collaboratively, and with employers and communities, to help inspire success.
- We want to see more young people and adults gaining access to higher level technical and employability skills which are so important to achieving improvements in productivity and higher standards of living.
- We want to improve the alignment of education and skills provision with employer needs to create a sustainable demand led system.
- We want to stimulate the take up and efficient application of business investment, especially in relation to the take up and adaptation of new technologies and investment in workforce development.
- We want to maximise the benefits of the Apprenticeship Levy.
- We want to see more employment and learning opportunities created to promote inclusion and reduce inequality.
- We want to increase labour market participation by helping more people to overcome barriers (including health and disability) which affect their capacity to work and remain in employment.

## **Infrastructure and Connectivity**

### ***More investment, improved transport and communications, and greater mobility***



- We want to secure long term improvements in N2 infrastructure that serves economic and social needs while preserving and enhancing the environment.
- We want to significantly improve the quality, reliability and accessibility of connectivity across N2, especially with regard to road, rail and digital connectivity.
- We want to realise our collective ambition for 100% coverage of superfast broadband across N2.
- We want to maximise the benefits of HS2, including opportunities for employment and skills development associated with HS2, housing and regeneration sites in the Toton area, and connectivity to the HS2 East Midlands Hub.
- We want to ensure the delivery of key strategic sites to meet likely and existing demand from new start-ups, SMEs with growth potential, major companies and potential inward investors.
- We need to cut congestion and uncertainty over travel times, and reduce delays which increase travel to work or to places of leisure and recreation across N2.
- We need to promote transport and pedestrian safety and to reduce injuries and fatalities associated with all forms of transportation.
- We want to ensure the development high quality and affordable housing to support a growing population, as the local economy and employment opportunities expand.<sup>4</sup>
- We need to work collectively and sustainably to optimise the development and inter-relationship of our physical, cultural and environmental assets.
- We need to continue to invest in the learning environment – ensuring our school, college and university buildings are modern learning facilities that meet the needs of education in the 21st Century, benefiting pupils, teachers, researchers and the local economy.

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<sup>4</sup> Whilst closely aligned to economic development, housing is not directly included within the scope of this Economic Growth Strategy.

## 5. Actions

Under the three themes of Enterprise and Innovation, People and Skills, and Infrastructure and Connectivity we are setting out a series of ambitious, yet achievable, programmes of action that will enable us to deliver our vision. These programmes will build on the existing Growth Plans, by continuing to deliver and also by extending and/or enhancing existing programmes, projects and schemes. These programmes will also include new activities and proposals to address new challenges and gaps in existing provision that have been identified.

### 1. ENTERPRISE AND INNOVATION

We aim to foster a culture of entrepreneurship, creativity and ambition, making N2 the best place in the country to start or grow a business.

#### ***Programme 1.1 Access to Finance***

The **Foresight Fund** is a £40m equity investment fund, established in 2013 to invest in high growth businesses with a focus on Nottingham and Nottinghamshire. The Fund has been set up to provide investment and support to businesses in the Nottinghamshire region, to stimulate enterprise, to create jobs and to attract inward investment to the region, and is actively looking to invest up to £2m in high-growth businesses.

The **N2 Business Growth Fund** was launched in September 2015 as a successor programme to the Notch Grant Fund. The £6m grant fund is open to businesses in all sectors – but with a focus on key sectors of life sciences, digital content, clean technologies and advanced manufacturing and offers grants of between £20k and £250k for businesses seeking to grow via capital investment in equipment or infrastructure, exploitation of intellectual property and new technologies.

The **Midlands Engine Investment Fund** is a £250m pan-regional ‘fund of funds’ that is being set up to invest in SMEs across the East and West Midlands from 2017. A range of **grant and loan finance** for start-ups and existing businesses is also available through **First Enterprise Business Agency, Nottingham Business Venture** and **local authorities**.

#### ***Programme 1.2 Business Support***

The **Growth Hub** was launched in April 2015 to act as a single point of contact for business support services, with a team of sector specialists acting as account managers for growth businesses, enabling local businesses to easily access the most appropriate support for their needs. The Growth Hub also works with business service providers to help them shape their offer to better match the evolving needs of businesses.

A further £34m of business support provision is currently being rolled out through the European Structural Investment Fund (ESIF) framework. These funds will provide a range of bespoke business support programmes focused on the **Creative Industries, Low Carbon and Life Sciences** sectors. Further business support will



be funded through the **Sustainable Urban Development** (SUD) fund, and targeted support for **Innovation**. The **ICT** programme will help small and medium-sized firms and social enterprises grow through smarter use of ICT. Collectively, these funds will support businesses to achieve their growth potential – from start-ups through to early-stage and more established businesses.

We will also seek to strengthen the role of SMEs in the local economy by continuing to open up the **public procurement** process to support an increased spend with local suppliers, and by facilitating **supply chain** collaborations to enable SMEs access to larger markets. Manufacturing companies are increasingly looking at the potential to re-shore their activities and N2 will exploit this through access to finance and skills and an industrial policy committed to supporting their re-location. We will work in partnership with businesses to develop an understanding of manufacturing location choice drivers, align them with N2's location 'benefits' and communicate the resulting location value propositions to investing businesses.

### ***Programme 1.3 Investment and Reputation***

A new, integrated **Place Marketing Organisation (PMO)** has been established to build the reputation of the City and County, nationally and internationally, and put N2 firmly on the map as a top UK destination for inward investment, tourism and graduate employment. Bringing together Invest in Nottingham, Experience Nottinghamshire and Nottingham Means Business, the PMO will set out a compelling narrative of what N2 has to offer to investor, business visitor and tourist audiences. It is seeking to maximise private investment and optimise other public sector funding in order to deliver an ambitious marketing strategy.

The PMO will help to shape the N2 'offer' to address gaps in office and hotel accommodation and visitor attractions. Key landmark projects that have been identified include the redevelopment of the **Sherwood Forest Visitor Centre** and **Nottingham Castle**, and the development of a **Conference Centre** to enable Nottingham to establish itself as a major UK conference destination.

International trade and investment opportunities have been identified and are being vigorously pursued through the **International Strategy** which focuses on promoting export growth and attracting foreign direct investment, and maximising opportunities through the Midlands Engine. N2 is already seeing the benefits of the strong links it has forged through developing relationships with Punjab (India), Ningbo (China) and Karlsruhe (Germany), and is exploring the possibility of working more closely with the USA.

## **2. PEOPLE AND SKILLS**

We aim to create and grow the highly skilled workforce required to support the economy now and in the future, while significantly reducing overall worklessness. To realise this vision the N2 Skills and Employment Board has set out four priorities<sup>5</sup>:

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<sup>5</sup> see <http://www.n2skillsandemployment.co.uk/reports/n2-skills-employment-framework-2015-2020/>

- Making the skills and employment delivery landscape simpler and more accessible
- Developing an 'early years to employment' approach to prepare our young people for the world of work
- Delivering pathways to employment to prepare and reintroduce unemployed and disengaged people into the labour market
- Ensuring local people develop higher level skills to support business productivity and competitiveness and fulfil their own potential

### ***Programme 2.1    Employment***

The **Nottingham Jobs Hub's** integrated (City Council, Futures and Jobcentre Plus) multidisciplinary team offers a comprehensive job matching and recruitment service to local employers, and maximises job opportunities for local people, as well as operating an Apprenticeship Hub service and directly supporting (part-subsidised) employment through the **Nottingham Jobs Fund**. The Jobs Hub is seeking to expand its operations across the N2 area, through the support of ESIF funding.

Across Nottinghamshire local authorities and partners provide a range of employment and skills support for residents, including Apprenticeships, work experience, jobs and apprenticeship fairs, and job clubs in more rural locations.

Pathways to employment focusing on re-engaging unemployed and disengaged people through pathways that prepare and reintroduce them to the labour market will be funded through the current **ESIF** programmes such as **Inspire Local** and **Building Better Opportunities**. These will include, for example, a programme intensive support and personalised mentoring and coaching for people who are currently not progressing towards work, designed to keep them engaged and help them overcome barriers to progression; and incentives for employers to provide jobs and training for people who have been out of work for over 6 months.

### ***Programme 2.2    Skills***

We are working with Government to ensure that the **Apprenticeship Levy** is maximised locally, and local public sector bodies will work together to ensure that they meet targets. Employer incentives and support are provided through the Jobs Hub, simple pathways with support at each stage ensure local businesses can make the most of opportunities to engage with Apprenticeships. We are also working with key sectors to ensure that Apprenticeships are tailored to meet sectoral needs and standards.

Ahead of their planned merger, New College Nottingham and Central College are working in partnership to establish a new **FE Skills Hub** in the City. The two colleges will deliver a joint curriculum offer from this Hub which will be aligned to demand from local employers. This joint approach to the local FE offer has the potential to create a more cohesive and efficient curriculum, improve progression rates and facilitate further collaborative working arrangements, and we are working with Government to gain greater local control over **Adult Skills Commissioning** so that local skills provision can better meet the needs of local employers and the local economy.

**Vision West Nottinghamshire College** works with the University of Derby, Birmingham City University and Edexcel, offering a range of HNCs, HNDs, foundation degrees and full honours degrees, giving individuals the opportunity to gain a university-level qualification a little closer to home.

It is established that training not only improves the prospects of individuals, but also that businesses which train their staff experience stronger growth than those that don't. We will therefore encourage employers to provide a range of work related training and support for their workers, with support and incentivisation through the ESIF **Skills Local** programme.

### ***Programme 2.3 Youth Employment***

We are aiming to ensure that every young person develops the vital skills and competencies needed to succeed in the world of work through an **integrated employability programme for schools**, through the Aspire programme in Nottingham and the Careers and Enterprise Company programme across the County. We will encourage more local employers to engage with schools through targeted employer engagement campaigns, particularly targeting priority sectors, and work with providers to ensure that careers guidance and employability skills development prepares learners for the local labour market.

Further support for young people aged 15 to 19 who are at risk of becoming NEET (not in education, employment or training) to develop enterprise and employability skills will be available through the ESIF **Careers Local** Enterprise Grant.

The **Youth Engagement Initiative** is supporting young people aged 16 to 24 who are NEET to re-engage with education, employment and training by providing personalised support and mentoring that will help them develop employability skills and connect them to job opportunities created through the incentive programmes

Young people who are currently NEET will be supported into work and Apprenticeships through training pathways, including work experience and traineeships, delivered through the ESIF **Employ Local** programme.

### ***Programme 2.4 Graduate Retention***

The City and County Councils will continue to work with the University of Nottingham and NTU to increase **graduate retention**, and are creating further opportunities for internships, work placements and graduate employment. Employers will be supported to offer graduate placements and bespoke training pathways to graduate level jobs will be offered through ESIF-funded programmes,

## **3. INFRASTRUCTURE AND CONNECTIVITY**

We aim to provide the physical and digital connectivity and built infrastructure that will enable businesses across N2 to thrive and prosper.

### ***Programme 3.1 Digital***

The **Better Broadband for Nottinghamshire** programme is working towards the provision of N2-wide access to superfast broadband (download speeds above 24Mbps) with the targets of achieving 98% coverage of N2 premises (business and residential) by 2018, making N2 one of the best digitally connected areas in the country.

A **Smart City Board** has been set up and is developing a vision and action plan to support Nottingham's ambition. The aim is to make use of technology that links all aspects of infrastructure (e.g. energy, transport) to increase business efficiency and improve the quality of life for local citizens, realising significant environmental, social and economic benefits.

The **D2N2 Digital Business Growth Programme** will complement these major investments by supporting enhanced access to and the deployment of new Information and Communication Technologies within our local businesses.

### ***Programme 3.2     Sector Growth Hubs***

The development of the East Midlands HS2 Station Hub at Toton has huge economic potential, with an estimated economic benefit of up to £2.2bn GVA per year, the greatest proportionate uplift of any of the proposed HS2 stations. We are supporting the development of an **HS2 Growth Strategy** to maximise the economic potential of the development.

We are continuing to develop the **Enterprise Zone** sites (Boots Campus, Nottingham Science Park, Beeston Business Park) to create incentivised opportunities for growth businesses, especially in the key sectors of healthcare, life sciences, low carbon technologies and ICT.

The **University Enterprise Zone** has now seen the development of the Technology Entrepreneurship Centre at the University of Nottingham's Innovation Park, which will provide accommodation and intensive incubation support for non-university business start-ups and early stage.

We will continue to strengthen and grow the **Creative Quarter**, with the refurbished Sneinton Market creative industries business hub and renovated Dakeyne Street now open, and the £20m expansion of **BioCity** nearing completion.

The **Nottinghamshire Innovation Centres** are a network of three centres creating a critical mass for business and research innovation. The network supports SMEs to explore ways of identifying and implementing innovative activity.

### ***Programme 3.3     Strategic Regeneration Sites***

The regeneration of town centres is prioritised through a £36m **Unlocking Growth in N2 Town Centres** programme. Subject to a successful Growth Deal announcement, this programme is designed to enhance the viability and accessibility of town centres across the N2 area, creating new retail and office space and jobs.

The **Nottinghamshire Business Investment Zones** Study (October 2016) offers a framework for reviewing which employment and mixed-use sites appear to have the best potential for economic growth across the County area and brings forward a set of recommendations for the N2 partners to explore in addressing the barriers prevailing against their development.

The Study offered a critical, independent perspective to a set of 30 strategic sites submitted by the District and County partners, assessing them against a set of weighted factors including each site's physical characteristics and prevailing issues; their deliverability; their perceived market perspective and the overall jobs yield. This framework can be used to maintain a regular overview of the sites' position within a changing economic environment but the Study concluded an initial ranking for fifteen of the sites as follows:

- *Berry Hill, Mansfield*
- *Fernwood Business Park, Newark*
- *Summit Park, Mansfield*
- *Newton, Bingham*
- *South Newark*
- *Penniment Farm, Mansfield*
- *Manton Wood, Worksop*
- *Top Wighay, Hucknall*
- *Shireoaks Common, Worksop*
- *Land South of Harworth*
- *Vertical Park, South of Retford*
- *Compass Park, Markham Moor*
- *South Clifton, Nottingham*
- *Blyth Road, Worksop*
- *Harrier Park, Hucknall*

Given continually changing circumstances, these sites may vary in ranking with, in addition, other sites potentially coming into play over time but it offers the N2 partners a starting point and a framework for further review of employment land development over the lifetime of this Strategy.

Nottingham is accelerating its regeneration and growth programme with major investment opportunities becoming available in some of the city's key regeneration areas. Major investments by partners including Boots, intu and Blueprint have kick-started redevelopment plans in the City. Further sites will become available offering a range of investment opportunities including mixed use, commercial, research and development, leisure and residential. Regeneration priorities include:

**Boots Enterprise Zone.** The masterplan, with outline planning consent, covers 35 hectares across the City and County for up to 82,000 m<sup>2</sup> of developable commercial space for the health well-being and beauty sector and a canal-side residential development of up to 675 homes set in 11 hectares of new and improved green space.

**Science Park Enterprise Zone** offers research and development business space opportunities, due to the expansion of the Science Park onto 2 hectares of adjoining land adjacent to an existing science park. The site benefits from outline planning permission and is ready for immediate development.

**City Centre.** In addition to intu's investment of over £200m in the Broadmarsh and Victoria shopping centres, there are opportunities to complement the office and hotel development at Unity Square, provide an office/residential development on Angel Row and develop a new 25,000m<sup>2</sup> Further Education Skills Hub.



**Waterside** development area provides a new low energy residential neighbourhood of up to 1,650 homes close to the City Centre. A range of investment opportunities will become available with the expansion of the residential development at Trent Basin. The Island Site provides a unique opportunity on a 10 hectare site to create a new city centre urban business and residential community.

### **Programme 3.4    Transport**

The Nottingham and Nottinghamshire Local Transport Plans 2011-2026 set out in detail how transport will be improved and sit alongside the Growth Strategy. Transport is a key element within the development of employment sites, and road and public transport links should be developed to ensure local people can access jobs.

Key schemes to enhance network capacity and reduce congestion include improvements to the **A57** and the **Gedling Access Road**. Other priorities include the A614 Ollerton roundabout and the A617 at Kelham Bridge. The opening up of the **Dukeries rail** line between Ollerton and Shirebrook, linking to the existing Robin Hood Line is being explored. The **real time bus information** network – already the largest in England outside London – will be expanded, and options for a **fourth Trent crossing** are under review.

## 6. Monitoring

### Monitoring and Review

The delivery of the Growth Strategy will be overseen by the N2 Economic Prosperity Committee. Operational programme management is delegated to the N2 Economic Development Officers, and progress updates will be a standing item at its regular meeting. The N2 Economic Development Officers will produce an annual progress report for the N2 Economic Prosperity Committee. This annual report will include agreed headline economic indicators (e.g. GVA, employment rate) to measure the overall health of the local economy, and key performance indicators (e.g. number of business start-ups, number of jobs created) from the actions outlined in the preceding section.





# **Report to the City of Nottingham and Nottinghamshire Economic Prosperity Committee**

**6 January 2017**

**Agenda Item: 6**

## **REPORT OF THE ECONOMIC DEVELOPMENT MANAGER BASSETLAW DISTRICT COUNCIL**

### **AMENDMENT UPDATE- CREATIVE VILLAGE**

#### **Purpose of the Report**

1. To seek approval from the Economic Prosperity Committee (EPC) to transfer previously agreed funding from Creative Village 2 to Retford Enterprise Centre phase 2

#### **Background and information**

2. Following a report to the EPC in September 2016 (Item 4 refers) on “Innovation Centres in Nottinghamshire”, an update on the current and future delivery of the underpinning service contract was given. At the same time, the report sought funding for business property upgrades across the county from the N2 Business Rates Pool.
3. In this context, the EPC approved a £75,000 contribution to each of the following upgrade projects:
  - a. Newark Beacon Innovation Centre
  - b. Worksop Turbine Innovation Centre
  - c. Mansfield i-Centre
  - d. Phase 2 Creative Village
4. Since that approval, work has commenced on the awards for a –c (above) as co-ordinated by Nottinghamshire County Council as lead partner on the Innovation Contract. However, Bassetlaw District Council leads on Creative Village Phase 2. Since the EPC approval for that component of the award, delays in Heritage Lottery Funding (HLF) means that the project will be significantly delayed and as a consequence, another priority project has emerged.
5. Retford Enterprise Centre was constructed in 2010 in response to established market need and demand locally. The Centre comprises of 26 office units, 2 meeting rooms, reception services and access to business support. The building was constructed and achieved a BREEAM ‘excellent’ rating.
6. Since completion, the Centre has been practically fully occupied (currently 97%) and has supported 64 businesses and 264 jobs. We are seeking to expand the centre by building a second phase, the business case has been developed from

experience of Bassetlaw District Council and a study by Savills to prove market demand.

7. Planning consent was approved in November 2016, architectural drawings have been completed and a preferred contractor identified from an existing Scape framework at an estimated cost of £1.45 million. The extension will comprise 10 units, 5 being ground floor office/workspace units (similar to Worksop Turbine and Mansfield i-centre workshops) and the other 5 offices. There are already 3 expressions of interest from current tenants requiring grow-on space (which will free up smaller offices for new enterprises).
8. The new extension is expected to create 10 new businesses and 57 new jobs once completed.
9. The financial model shows the facility is likely to be viable from the second year, this is dependent upon using prudential borrowings and the financing costs being delivered at a minimal level. The model shows that the costs are finely balanced and given the limited amount of capital funding available to Bassetlaw District Council there is some concern about viability.
10. Transferring the £75,000 earmarked for Creative Village 2 to Retford Enterprise Centre will tip the balance into viability, the project could commence as early as January 2017 should the funding transfer be approved.

### **Proposals**

11. That the EPC approves the transfer of the £75,000 agreed for Creative Village 2, to Retford Enterprise Centre phase 2.

### **Reasons for Recommendations**

12. Creative Village 2, due to lengthy HLF processes and difficulties in robust cost estimates to renovating 100 year-old industrial premises, is unlikely to proceed within the next 12 months
13. Retford Enterprise Centre Phase 2 is ready to go but has a small viability gap which this transfer of funds will address. The delivery of REC 2 will be a useful benchmark for alternative delivery models where capital investment is short.

### **Other Options Considered**

14. No other options needed to be considered.

### **Statutory and Policy Implications**

15. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## **RECOMMENDATION**

- 1) It is recommended that the Economic Prosperity Committee approves the transfer of the £75,000 allocated to Creative Village 2 to Retford Enterprise Centre Phase 2.

### **For any enquiries about this report please contact:**

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### **Background Papers**

September 23<sup>rd</sup> 2016 Economic Prosperity Committee report - Innovation Centres in Nottinghamshire

### **Electoral Division(s) Affected**

Retford



# Report to the City of Nottingham and Nottinghamshire Economic Prosperity Committee

6 January 2017

Agenda Item: 7

## REPORT OF THE CHIEF EXECUTIVE OF NOTTINGHAM CITY COUNCIL DERBY-NOTTINGHAM METROPLITAN ('METRO') STRATEGY 2030

### Purpose of the Report

1. This report updates the Economic Prosperity Committee (EPC) on the development of the Derby-Nottingham Metro Strategy.

### Background

2. Originally conceived by D2N2 Local Enterprise Partnership as the urban strand of a strategic approach to the economic regeneration of the area, the Metro Strategy was commissioned by the leaders of Nottingham and Derby City Councils following a 'summit meeting' in late 2015.
3. It is widely recognised that strong cities drive strong economies, and the combined Derby/Nottingham urban area is home to over one million people, one of the 30 largest population centres in Europe. This creates a scale that neither city can achieve on its own, and supports the aim to establish a global reputation for the Nottingham-Derby area in order to boost trade and inward investment. The strategy builds on the complementary strengths of the two cities' economies, the close proximity of the two cities, and their transport links and commuting flows. (Over 40,000 people regularly commute between Derby and Nottingham.) It also aims to use the unified strength of the two cities to maximise opportunities through the Midlands Engine, Midlands Connect and HS2, as well as East Midlands Airport. It is anticipated that the resultant benefits will flow through to the wider D2N2 (and East Midlands) economy.
4. The Metro Strategy sets out four initial themes for action:
  - a) **Metro Enterprise** – to promote Derby and Nottingham worldwide to attract new investment; support businesses to innovate, diversify and find new markets; increase productivity and strengthen supply chains
  - b) **Metro Talent** – to enhance leadership, knowledge and creativity of skilled workers; nurture young people to be ready for work in the 21<sup>st</sup> century
  - c) **Connected Metro** – to improve accessibility to the cities through shared development of our transport corridors, application of new transport technologies and better integration with rail and airport interchanges
  - d) **Metro Living** – to provide a range of exciting and accessible opportunities for a modern urban lifestyle, befitting of a world-class urban area
5. The Metro Strategy was launched for consultation at a joint event in Derby on 21<sup>st</sup> July 2016. The draft strategy and action plan reflected the joint work led by Nottingham and Derby City Councils, setting out a series of realistic short term actions. The

consultation closed on 19<sup>th</sup> September 2016, with over 150 responses received. Overall these show strong support for the aims and underpinning principles of the strategy, and the approach outlined to achieve these aims.

6. Following the consultation, further work has been undertaken to refine the strategy and action plan, and a Delivery Board (comprising representatives of the two City Councils) has been established. The first meeting was scheduled for late December 2016, and the Strategy will be officially launched in early 2017.
7. The action plan includes a number of actions that relate to the urban challenges faced by Nottingham and Derby as the two cities within the D2N2 area. However, it is recognised that if we are to fully achieve the ambitions set out within the strategy, a wider group of stakeholders will need to work together – many of these have indicated a commitment to be involved through the consultation, and key relationships are being strengthened (e.g. the two City Councils and three universities have agreed to work together to explore opportunities for greater collaboration).
8. It is proposed to establish a Strategic Advisory Group drawn from key stakeholders from the universities and the business sector, in order to draw in wider expertise and engagement as the strategy develops.
9. Similarly, the City Councils are committed to working with District and County Councils. There have been some early discussions with neighbouring authorities and, following the consultation, a commitment to continuing engagement with neighbouring authorities has been embedded in the action plan. The City Councils are now seeking to work with these authorities on specific areas of mutual interest / benefit – for example, improving the connectivity between the two cities would require a partnership between City, County and District Council (as well as the Highways Agency).
10. Alongside the Strategic Vision (Appendix A), a Key Actions documents (Appendix B) sets out the priorities for the first three years. This is designed as a 'living' document that will evolve over time in response to emerging challenges and opportunities (such as the Midlands Engine, Midlands Connect and the national Industrial Strategy).
11. Some early benefits of a collaborative approach between the two cities include the announcement of Toton as the East Midlands HS2 station hub, ERDF funding secured for 'Investing in D2/N2' and the subsequent joint trade mission to China (under the Midlands Engine umbrella), the submission of the first funding bid under the 'Metro banner' (a £7.6m bid for 'green and blue' infrastructure), and the expansion across the area of real time bus information.
12. The Metro Strategy focuses specifically on urban issues and is positioned within the wider strategic context of economic development strategies, such as the pan-regional Midlands Engine and the N2 Economic Growth Strategy, through to neighbourhood strategies. Collectively, these can be viewed as a set of 'Russian Dolls' in which strategic themes are aligned and issues are tackled at the most appropriate spatial level.

### **Reason(s) for Recommendations**

13. This Report is for information and noting only

## **RECOMMENDATION**

- 1) It is recommended that the Economic Prosperity Committee notes the development of the Derby-Nottingham Metro Strategy and the intention of Nottingham and Derby City Councils to engage further with neighbouring authorities and officially launch the strategy in early 2017.

**Chris Henning, Strategic Director Economy, Nottingham City Council**

**For any enquiries about this report please contact:**

Peter Davies-Bright, Economic Strategy & Policy Manager, Nottingham City Council  
0115 8763413

## **Background Papers**

None

## **Electoral Division(s) and Member(s) Affected**

All





# DRAFT Derby & Nottingham Metropolitan Strategy 2030

## Two Great Cities: One Vision

By 2030 Derby & Nottingham will have a global reputation as an exciting place to live, work and play – you'll want to learn here, do business here, have fun here and make this great place your home.

## Two Great Cities: One Voice

Added together Derby & Nottingham not only form one of the UK's most important urban areas but they become one of the top 30 population centres in Europe. Both cities have a young demographic which is predicted to grow, in contrast to the national trend of an aging population.

By bringing all that exciting potential together and joining our urban voice, we will drive the jobs and prosperity that will fuel the Midlands as an engine for UK growth, so by 2030 Derby & Nottingham will:

- 🏙️ be internationally recognised as a vibrant, creative urban centre offering a great modern city lifestyle to its citizens and visitors
- 🏙️ be renowned for producing world-class ideas, products and people with a leading voice in the UK and at Westminster
- 🏙️ have a recognised identity across the world, known for the quality of its international relationships, with a passion for exchanging ideas and open for trade

## Why Derby and Nottingham are better together

Of course Derby & Nottingham have proud individual histories fed by our great rivers, the Derwent and the Trent, but we have many natural **connections** such as the daily flow of over 40,000 citizens making their **living** commuting between the two cities on our strong transport links; together we can make the most of new opportunities like High Speed Two. We share the experience of an industrial heritage and an **enterprise** culture; many of our growing business sectors complement each other from Derby's thriving advanced transport manufacturing to Nottingham's burgeoning life sciences. If we want to unlock the potential of our cities to develop and keep our local **talent** we have more to gain from cooperation than competition. And by working together we will aim to protect and improve services for all our citizens.

## How we can grow our cities of the future

Our Metropolitan Strategy has four big ambitions that will ensure we are moving forward over the next 15 years:

- ★ **Metro Enterprise:** Promoting Derby & Nottingham world-wide to attract new investment; supporting businesses to innovate, diversify, find new markets, increase productivity and strengthen supply chains
- ★ **Metro Talent:** Enhancing leadership, knowledge and creativity of skilled workers; nurturing young people to be ready for work in the 21<sup>st</sup> century
- ★ **Connected Metro:** Improving accessibility to the cities through shared development of our transport corridors, application of new transport technologies and better integration with our superb rail and airport interchanges
- ★ **Metro Living:** Providing a range of exciting and accessible opportunities for a modern urban lifestyle, befitting of a world-class urban area where residents can live, earn and play through a wide range of sporting and cultural activities

# DRAFT Derby & Nottingham Metropolitan Strategy 2030

## Making it work

**Strong Leadership:** Successful cities need strong leadership and effective management to deliver their vision. Through this strategy Derby & Nottingham City Council Leaders have made a commitment to developing closer ties and bringing functions and services together where the benefits for our cities are clear. They will also champion close, collaborative working with our neighbour authorities and leaders from across the public, private and third sectors who share the belief that together we can achieve more for our citizens.

**Partnership:** Derby & Nottingham are forging a new partnership in a rapidly evolving partnership landscape. We will work with partners including our D2N2 Local Enterprise Partnership to place Derby & Nottingham at the forefront of our ambitions for growth, ensuring that the benefits flow from the urban area through the market towns and rural areas across the D2N2 geography. We will work with Government to ensure we maximise the opportunities presented by major national developments like High Speed Two rail.

**Innovation and ideas:** Our cities have grown through our pursuit of change, innovation, taking risks and creating opportunities. We need to nurture this culture as a catalyst for growth and one way will be to work with our Universities to amplify their research capacity and attract new thinkers from across the globe, supporting cutting edge ideas so that they become basis of innovation to sustain our future city generations.

**Building on history:** We share an industrial heritage, a history of silk and lace, manufacturing and ideas. We share many of the same opportunities and challenges facing cities today – diverse cultures, a young demographic, a wide commute to work area and some significant deprivation. Whilst we have often collaborated on individual projects in the past, we now seek to collaborate strategically, working together to unlock our potential and prove what we are capable of.

## Playing our part in a bigger picture

Derby & Nottingham are all about city life, but we know people enjoy taking time out and our residents enjoy the unique market towns and picturesque villages in our neighbouring counties and access to nature and open spaces in the Peak District National Park and Sherwood Forest. The close proximity of rural and city living provides mutual benefits, giving access to rich and diverse experiences for residents, employees and visitors.

This strategy is the urban expression of the total capacity for economic growth across the collective area of Derbyshire, Nottinghamshire, Derby & Nottingham. Our cities are the urban heart of this collaboration; strengthening our joint approach we will contribute more to our shared ambitions for growth across the region and make a significant contribution to the wider economic goals of the Midlands Engine and the UK.

## How will we deliver our strategy

We will agree a range of actions to help us move towards our 2030 vision and meet our four Big Ambitions. We will agree how to measure the impact of these actions and our strategy and publish these regularly to show you how we are progressing.

**For more information and how you can get involved go to: (INSERT WEBSITE INFO)**



# Derby & Nottingham Metropolitan Strategy 2030

## Key Actions 2017-2019

### What do we want to achieve?

By 2030 Derby & Nottingham will have a global reputation as an exciting place for investment – you'll want to learn here, do business here, have fun here and make this great place your home. We want to work together to take advantage of great opportunities, like national rail developments and HS2, and address common urban challenges (such as youth unemployment). We believe we can do this if the Councils play a lead role in galvanising local partners to work towards a shared vision.

Derby and Nottingham, individually, are ranked outside the top 100 population centres in Europe – yet combined, the area ranks in the top 30. By using this advantage of scale, we are more strongly positioned to establish the national presence and international reputation required to make best advantage of economic opportunities like the Midlands Engine and foreign trade and investment, which will benefit the wider D2N2 area and boost the wider economy.

### Our three year action plan 2017 – 2019

This action plan sets out our initial focus on developing a framework of cooperation, alongside actions that we will work on together over the next three years as we work towards the four big ambitions of our 15 year strategy.

Our four big ambitions

- ★ **Metro Enterprise:** Promote Derby & Nottingham world-wide to attract new investment; support businesses to innovate, diversify, find new markets, increase productivity and strengthen supply chains
- ★ **Metro Talent:** Enhance leadership, knowledge and creativity of skilled workers; nurture young people to be ready for work in the 21st century
- ★ **Connected Metro:** Improve accessibility to the cities through shared development of our transport corridors, application of new transport technologies and better integration with our superb rail and airport interchanges; showcase how urban areas can apply information technologies to improve the efficiency of our infrastructure
- ★ **Metro Living:** Provide a range of exciting and accessible opportunities for a modern urban lifestyle, befitting of a world-class urban area, where residents can live, earn and play through a wide range of leisure and cultural activities

Metro Method : Urban champions

Of course our cities do not operate in isolation – we both work with a range of local, regional and national agencies as partners. What we are trying to do is to get more value from our plans, services and resources where collaborating makes this possible. This also means where there is potential for creating a strong voice for our cities and region in larger initiatives such as HS2 and the Midlands Engine.

- ★ Challenge ourselves: Always ask if we can add value by collaborating as two cities
- ★ Build understanding: Proactively build relationships and understanding between our cities
- ★ Collaborate: Engage other stakeholders who will benefit from strong, vibrant cities
- ★ Learn together: Respect our differences and keep our identities but learn from this diversity
- ★ Champion: Advocate for the urban and make the case for our cities

Our Metro Method sets out how we will oversee the Metro Strategy and action plan and how we will work more efficiently across both our organisations to help build resilience and protect the delivery of local services.

## Metro Enterprise

Promote Derby & Nottingham world-wide to attract new investment; support businesses to innovate, diversify, find new markets, increase productivity and strengthen supply chains

Historically, the economies of Derby & Nottingham have been based around manufacturing and large employers and, while the development of new technologies has changed the business landscape, the area has been successful in retaining some of that economic base. The 'Planes, Trains and Automobiles' research published in 2010 suggested that there were over 700 aerospace supply chain companies in the Midlands with 75% directly connected to Rolls-Royce in Derby.

In recent years the area has responded to change and enterprise has expanded, including a growth in professional, scientific and technical jobs and businesses. Nottingham is home to the regional HQs of many large professional and business services firms and has a focus on the life sciences sector, based partly on Boots, and energy, clean-tech, digital and creative businesses.

There are clearly cross-sector opportunities between the cities and working with our Original Equipment Manufacturers and their supply chains to improve accessibility. The development of Infinity Park Derby as a UK hub for high-value manufacturing and the continued growth of the Boots Enterprise Zone and Science Park in Nottingham will bring international status and opportunities to the area. Our three Universities also have a key role to play in this development and through collaboration in research and development.

We can also strengthen and expand our impact and reach for marketing and inward investment services through closer cooperation including international markets such as India, China and Germany where we already have growing connections.

Over the next three years we will work together towards our big ambition by focusing on actions to achieve three objectives, as set out below:

Metro Enterprise	
Workstream	Commencing
<b>ME1: Promoting Derby/Nottingham world-wide to attract new investment</b>	
ME1.1 Create a series of joint campaigns to attract inward investment that complements the sectoral, corporate and workforce strengths of Derby & Nottingham	Nov 2016
ME1.2 Maximise the number of national and international conferences and events attracted to Derby & Nottingham	Dec 2016
ME1.3 Establish international links with a handful of metropolitan areas around the globe where such relationships will create mutual economic development opportunities	April 2017
<b>ME2: Supporting businesses to innovate, diversify, find new markets</b>	
ME2.1 Establish a network of support between our three Universities and SMEs in key sectors – e.g. advanced manufacturing, bio-science and visitor services	Jan 2017
ME2.2 Establish a Low Carbon Transport Technology Centre that offers workforce development, technology application and specialist low carbon consultancy services	Sept 2016
<b>ME3: Increasing productivity and strengthen supply chains</b>	
ME3.1 Investigate the feasibility of and develop procurement portal(s) in key sectors to assist SMEs identify and access tender opportunities, and facilitate OEMs to procure innovative solutions to key challenges	Oct 2016
ME3.2 Sponsor a productivity and supply chain improvement programme to offer deep assistance in selected growth businesses	Jan 2017
ME3.3 Ensure that Derby & Nottingham businesses have access to equity, grant and loan finance to grow	July 2016

## Metro Talent

Enhance leadership, knowledge and creativity of skilled workers; nurture young people to be ready for work in the 21st century

We will build upon the existing activities in Derby & Nottingham, collaborating to ensure that the skills our local businesses need, especially in our key sectors, are met. We will also use our collective influence and resources to ensure local people and young people in particular, have the opportunities to develop the skills to enable them to realise their aspirations across the urban area of Derby & Nottingham. Creating an environment where education and business work together to develop the workforce of the future.

We will build upon best practice in each city, striving to make this the standard across the metropolitan area and work towards an integrated model for seamless, joined up delivery to promote skills and opportunities at all levels – from graduate retention, through Apprenticeships and our further education offer, to schools-based employability programmes.

Over the next three years we will work together towards our big ambition by focusing on actions to achieve three objectives, as set out below:



Metro Talent	
Workstream	Commencing
<b>MT1: Skills for our key sectors</b>	
MT1.1 Develop a joint understanding of the skills needs of our key sectors, including how young people access opportunities within those sectors and their supply chains	Jan 2017
MT1.2 Ensure high quality and accessible services for our learners and employers; exert collective influence over skills investment	Nov 2016
MT1.3 Develop a "careers pathway" for the job opportunities created by HS2, particularly those through the national HS2 Academy in the West Midlands, so our local workforce can take the maximum advantage of them	July 2017
<b>MT2: Getting young people ready for work</b>	
MT2.1 Stimulate uptake of work-based learning routes for learners across the Metro area	Jan 2017
MT2.2 Increase business engagement with schools	March 2017
MT2.3 Develop an integrated model with our universities to enable graduates to access local job opportunities	Jan 2017
<b>MT3: Tackling barriers to employment and progression</b>	
MT3.1 Ensure national and regional schemes address barriers to work for groups common to our urban areas: Refugees/asylum seekers; BAME communities; people experiencing health barriers to employment; and NEETs	Aug 2017
MT3.2 Enable learners to access training across the Metro area	Nov 2017

## Connected Metro

Improve accessibility to the cities through shared development of our transport corridors, application of new transport technologies and better integration with our superb rail and airport interchanges; showcase how urban areas can apply information technologies to improve the efficiency of our infrastructure

Located in the heart of the UK, Derby & Nottingham are truly well-connected as both are served by a flexible transport network. The M1 motorway, the artery of the UK, runs between the two cities and the Midland Mainline hosts regular rail services between London and Sheffield. The close proximity of East Midlands Airport means access to other major European centres as well as a range of international destinations and trade routes. Derby & Nottingham have large travel to work areas with over 40,000 people commuting to work between the two cities and their surrounding districts, and many thousands more journeying into the city centres from elsewhere on a daily basis for work and leisure. In fact, Nottingham has the highest level of commuting in the East Midlands.

Derby has an international reputation for transport engineering and has long been a hub of the railway industry. The construction of High Speed Two will add a new chapter to this history with the development of a new East Midlands Hub station at Toton providing new economic opportunities along the eastern section of the line. Derby has seen a range of recent investments in local transport, in 2011 the final section of the inner ring road was completed, while the redeveloped Derby bus station was opened in 2010. Nottingham has an award-winning public transport system, with the largest publicly owned bus network in England. It has seen a number of major transport investments in including the redevelopment of Nottingham Station to create a multi-model transport interchange and two new tramlines to Clifton in the south and Chilwell in the south-west. The dualling of the A453 has also improved road linkages to the M1 and East Midlands Airport from the south of the city.

The Government Digital Inclusion Strategy defines digital inclusion in terms of; Digital skills – being able to use computers and the internet; Connectivity – having access to the internet; Accessibility - where services are designed to meet all users' needs. Initiatives are underway in both cities to make “make affordable hardware, software and infrastructure available to small and medium businesses and voluntary and community organisations to improve digital access” whilst Public Wi-Fi schemes are providing free, high quality public Wi-Fi to residents, business and visitors to the cities.

Over the next three years we will work together towards our big ambition by focusing on actions to achieve four objectives, as set out below:

Connected Metro	
Workstream	Commencing
<b>CM1: Strengthening our connections across the Midlands and beyond</b>	
CM1.1 Shape the emerging East Midlands transport strategic priorities and maximise the funding opportunities including through Midlands Connect and the LEP	March 2017
CM1.2 Shape connectivity proposals for the proposed HS2 East Midlands Hub Station at Toton	March 2017
<b>CM2: Building better connections between our cities</b>	
CM2.1 Create a consistent 'user' experience across both cities and across the wider travel to work and travel to learn area	July 2017
CM2.2 Harmonise, standardise and improve access to public transport	Oct 2016
CM2.3 Establish common working practices and joint activities to maintain our highway network efficiently, concentrating on the key routes in, out and between our cities	Sept 2016
<b>CM3: Developing Sustainable Transport options and addressing Air Quality challenges</b>	
CM3.1 Promote and encourage sustainable travel improving travel choices for our residents	July 2016

## Metro Living

Provide a range of exciting and accessible opportunities for a modern urban lifestyle, befitting of a world-class urban area, where residents can live, earn and play through a wide range of leisure and cultural activities

Since the 1990s there has been a return to city centre living in England and Wales. Between 2001 and 2011 it rose by 37%, significantly faster than the suburbs and largely driven by students and young professionals in our biggest cities. This has been explored further by the The Centre for Cities in their 2015 report “Why do people live where they do?” and their research into the Urban Demographics of where people live and work. Their findings suggest that this move was because of access to work, culture and leisure facilities.

Culture and sport have the power to transform lives and raise aspirations – they engage and challenge us and bring fun and joy to our day to day lives. They are fundamental to our city economy contributing to the attractiveness of a city for residents, employers, investors or visitors and are a critical factor in the continuing prosperity of both our cities.

Derby & Nottingham share significant cultural assets including destination parks; iconic sports facilities; renowned theatres and galleries; and industrial heritage sites, as well as plans to invest in major improvements to Nottingham Castle and Derby’s Silk Mills. Derby & Nottingham also have a well-established programme of cultural events and institutions from festivals to live theatre and music, film, ice-skating and cycling. Combine this with beautiful parks, serene waterfronts, impressive historic buildings and a World Heritage site you have a great destination offer.

Modern urban life is complex and becoming increasingly so as we experience global challenges like climate change and migration alongside the fast pace of change in how we communicate and connect. We will need innovative, integrated solutions to help us navigate the future and get the most out of city life. Big Data and data analytical tools can help shape policies that affect our health, safety and welfare including the delivery of public services. This will include working with private sector partners to build online platforms or crowd sourcing to generate data, allowing policy options to become more informed and influenced by local people. Big Data can help show us where infrastructure is delivering sufficient resource to meet demand or not. We can then see where integrating infrastructure – such as energy, housing and transport – could offer different, more targeted, sustainable solutions to urban living, significantly reducing CO2 emissions and improving the quality of life for all of us.

Over the next three years we will work together towards our big ambition by focusing on actions to achieve four objectives, as set out below:

Metro Living	
Workstream	Commencing
<b>ML1: Exploring a joint leisure and cultural offer for residents and visitors</b>	
ML1.1 Explore opportunities for the development of a joint festival and events programme for the Metro area	Dec 2016
ML1.2 Maximise opportunities for bidding for and attracting national and international events to the Metro area	Jan 2017
ML1.3 Engage wider partnerships in shaping the approach towards the vision, growth and development of a leisure and cultural offer for the Metro area	Dec 2016
<b>ML2: Exploring joint working arrangements to maximise the cultural, sporting and parks resources and infrastructure of the two cities</b>	
ML2.1 Explore opportunities for integrating management of Markets, Libraries and Arts Development services across the two Cities	Sept 2016
ML2.2 Explore opportunities for collaborative working between Nottingham Museums and Derby Museum Trust	Sept 2016
ML2.3 Explore opportunities for collaborative working across Leisure Facilities	Dec 2016
ML2.4 Create joint-up approach to the establishment and development of green and blue infrastructure projects	Sept 2016
ML2.5 Explore opportunities for efficiencies and improvements in the management of Parks and Open Spaces through collaborative approaches	Sept 2016

## Metro Method

Ensuring arrangements are in place to deliver the Metro Strategy and to develop and expand its scope as it evolves

The priority areas set out below aim to manage and improve the delivery of the Metro Strategy and Action Plan through engaging with stakeholders and working more efficiently across both our organisations to help build resilience in our Councils and communities to protect the delivery of our local services.

### **MM1: Engaging with key stakeholders and potential partners**

MM1.1 Ensure that activities cover the wider Metro area as appropriate through continued engagement with neighbouring authorities

MM1.2 Explore areas for collaboration not initially included in the four action plan themes

### **MM2: Maximising the potential of joint working to deliver better services and outcomes for Metro citizens**

MM2.1 Establish a 'framework for success' that will underpin joint working by the two City Councils

### **MM3: Ensuring arrangements to deliver the Metro Strategy are in place**

MM3.1 Establish a governance framework with clearly defined accountabilities

MM3.2 Develop a programme management framework to ensure robust monitoring and reporting of progress and outcomes





# **Report to the City of Nottingham and Nottinghamshire Economic Prosperity Committee**

**6 January 2017**

**Agenda Item: 8**

## **REPORT OF CHIEF EXECUTIVE, NOTTINGHAMSHIRE COUNTY COUNCIL WORK PROGRAMME**

### **Purpose of the Report**

1. To consider the Committee's work programme for 2016/17.

### **Information and Advice**

2. The Economic Prosperity Committee maintains a rolling work programme which assists the management of the Committee's agenda, the scheduling of business and forward planning. The work programme will be updated and reviewed at each Committee meeting. Any member of the Committee is able to suggest items for possible inclusion.
3. The attached work programme has been drafted in consultation with the Chairman and includes items which can be anticipated at the present time. Other items will be added to the programme as they are identified.
4. The work programme already includes a number of reports on items suggested by the Committee.

### **Other Options Considered**

5. None.

### **Reason for Recommendation**

6. To assist the Committee in preparing its work programme.

### **Statutory and Policy Implications**

7. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## **RECOMMENDATION**

- 1) That the Committee's work programme be noted, and consideration be given to any changes which the Committee wishes to make.

**Anthony May**  
**Chief Executive, Nottinghamshire County Council**

**For any enquiries about this report please contact: Sara Allmond (0115) 977 3794**

### **Background Papers**

None.

### **Electoral Division(s) and Member(s) Affected**

All

## **CITY OF NOTTINGHAM AND NOTTINGHAMSHIRE ECONOMIC PROSPERITY COMMITTEE - WORK PROGRAMME**

**Note: all meetings start at 10.30**

<b><u>Report Title</u></b>	<b><u>Brief summary of agenda item</u></b>	<b><u>For Decision or Information?</u></b>	<b><u>Lead Officer</u></b>	<b><u>Report Author</u></b>
<b>25<sup>th</sup> November 2016</b>				
Emerging East Midlands HS2 Growth Strategy and Phase 2 Route Announcement	To seek endorsement from Committee for the Emerging East Midlands HS2 Growth Strategy. To advise Committee of the Phase 2 Route Announcement and the planned next steps for HS2 development in the East Midlands	Decision	David Ralph	Fiona Anderson
Midlands Engine Trade Mission	To inform Committee of the first Midlands Engine Trade Mission to China and the future opportunities for N2	Information	Anthony May	Paper
Mayflower 400- Progress Update	To update Committee on the progress of the Pilgrim Fathers visitor economy initiative	Information	Robert Wilkinson	Sandra Withington
Erasmus Apprenticeship Programme	To inform Committee of the progress of the Erasmus Apprenticeship Programme	Information	John Robinson	Julie Beresford
<b>6<sup>th</sup> January 2017</b>				
N2 Business Rates Pool – decisions on the Nottinghamshire Pre-Development Fund	To seek Committee's consideration of bids received via the Nottinghamshire Pre-Development Fund	Decision	Adrian Smith	Geoff George
N2 Growth Strategy	To seek Committee's consideration of the N2 Growth Strategy	Decision	Chris Henning	Peter Davies- Bright/Nicola McCoybrown

<b><u>Report Title</u></b>	<b><u>Brief summary of agenda item</u></b>	<b><u>For Decision or Information?</u></b>	<b><u>Lead Officer</u></b>	<b><u>Report Author</u></b>
Amendment Update – Creative Village	To seek approval from the EPC to transfer previously agreed funding from Creative Village 2 to Retford Enterprise Centre phase 2	Decision	Robert Wilkinson	Robert Wilkinson
Derby and Nottingham Metropolitan Strategy	To consider the Derby and Nottingham Metro Strategy	Information	Chris Henning	Peter Davies-Bright
<b>24<sup>th</sup> February 2017</b>				
Marketing Nottingham and Nottinghamshire – Strategy	To seek Committee's approval of the Marketing Nottingham and Nottinghamshire Strategy	Decision	Brendan Moffatt	Brendan Moffatt
Skills and Employment	Taking forward our collective approach to employability, apprenticeships and graduate retention including appointing a Member Champion for the skills and employment agenda	Decision	Allen Graham	Allen Graham
<b>24<sup>th</sup> March 2017</b>				
UK withdrawal from the EU – implications for ESIF and LEADER funding programmes	To update Committee on the proposed approach to dealing with ESIF and LEADER programmes whilst the UK's withdrawal from the EU is negotiated.	Information	Chris Henning	Chris Henning/ Hilary Porter
<b>23<sup>rd</sup> June 2017</b>				
<b>21<sup>st</sup> July 2017</b>				

Last updated 23<sup>rd</sup> December 2016