



**Nottinghamshire  
County Council**

# Your Nottinghamshire Your Future

**2017-2021**



# Nottinghamshire

a place of legend



## Foreword by the Leader of the Council

It is a privilege for me to be the Leader of Nottinghamshire County Council. I was born in Nottinghamshire, I have lived here all my life and have brought my family up here. My fellow Councillors and I have been elected to serve all of our residents and our aim is to make Nottinghamshire a great place to live, work and visit.

We have called this plan “Your Nottinghamshire, Your Future”, because we want everyone to be part of what we are trying to achieve. This bold, ambitious plan sets out 12 commitments covering all aspects of this Council’s role in our county.

These will be backed by more detailed strategies, all designed to offer you the best possible services in these challenging times.

We know that councils across the country are under pressure from increasing demand on their most critical and expensive services. Inevitably, this means making difficult decisions about priorities, but it also brings opportunities. I want to work with everyone who lives in our county to make the right choices and ensure that Nottinghamshire is the best place it can be for all of us.



Councillor Mrs Kay Cutts MBE  
**Council Leader**

# About this plan

## Your Nottinghamshire, Your Future

**Nottinghamshire is a place people are proud to call home.** A county renowned for its history and unique heritage. It is home to Sherwood Forest, the world-famous stomping ground of the legendary Robin Hood. It is a place of ambition, where people are industrious, pioneering and creative. It is a place where business thrives, creating opportunities and prosperity. It is a place for adventure lovers and explorers, and a destination for world class sport, culture and leisure.

Nottinghamshire's countryside, historic market towns and beautiful villages are precious to us, with strong and vibrant communities at the heart of everything we do. Together, we will protect all that makes us proud of our county, and create an even more exciting future.

The way we live our lives is changing at an unprecedented rate. We see this as a fantastic opportunity for Nottinghamshire to show vision and ambition and put itself at the forefront of modern Britain.

We want Nottinghamshire to stand out as:-

- A great place to bring up your family
- A great place to fulfil your ambition
- A great place to enjoy your later life
- A great place to start and grow your business

As a Council, our duty is to provide a diverse range of services, to protect and shape the environment in which we live, and to create the right conditions for a strong local economy. We must also make sure that all of these aims are delivered in a way that provides the best possible value for our taxpayers.

We must have a clear focus on the future of this wonderful county. This plan presents our **12 commitments for Nottinghamshire** – a blueprint for all of the work we will do over the next four years.



## Shaping the Future: **Our Approach**



This plan sets out our commitments and explains how we will measure our success in delivering them. Of course what we do is important, but equally important is how we do it. The Council must provide the best possible services for local people, improve the place in which we live, and give good value for money. **We aim to:-**



### **Put local people at the heart of everything we do**

Shaping services around the people who use them to reflect the way that they live their lives will be central to our approach. Relevant information will be shared so that residents can express their views and engage with decision-making.



### **Spend money wisely**

Making your money go further will be essential in order to protect our many valuable services. We will make the best use of the authority's resources and encourage a more commercial approach across the Council, adopting creative and innovative ways of working that deliver value for your money.



### **Be creative and work in new ways**

The digital age is rapidly transforming the way we live, do business and spend our leisure time. People expect to access information, pay bills, make bookings and buy things online. We will reflect this by continuing to introduce new technology and more online services.



### **Stand up for local people**

We will make sure that our voice is heard by the Government. We will lobby for our fair share of resources, ensuring that the needs of Nottinghamshire people are heard in Westminster and Whitehall.

We want local people to feel more in control of the work taking place to improve their communities. All of our 66 County Councillors have been elected to be community leaders, working alongside residents, sharing information, listening to concerns and encouraging positive engagement.



### **Empower people and support their independence**

We will always fulfil our responsibilities and support those who need our services the most. At the same time, we recognise that many people seek to remain as independent as they can for as long as they can, so we will invest in support services that help them to achieve this. Our aim is to provide people with the support they need, without unnecessarily intruding on their daily lives.





### Commitment 2:

## ✓ Children are kept safe from harm

All children and young people need to be safe and secure so that they can achieve their full potential.

We know that sometimes parents need support to help them through problems, so our services will help vulnerable families to face these challenges and move on with their lives.

We will work with our partners to ensure that our most vulnerable children and young people get the support and protection they need to be secure and happy. We will ensure that the County's Looked After Children live in safe and stable homes and will support them to pursue their ambitions.

We will continue to provide accessible, good quality youth provision and recreational facilities across Nottinghamshire, giving young people opportunities to spend their free time in a positive way.

### Success means:

- Children at risk are appropriately identified, supported and protected
- Improved outcomes for children, young people and families accessing our safeguarding and family services, as a result of high quality interventions
- Looked After Children and care leavers are well supported through improved placement provision, health services and learning opportunities
- Continued good quality, targeted youth services

### Commitment 3:

## ✓ Children and young people go to good schools

We want all children to attend good schools, where they can enjoy their learning and achieve their potential, regardless of their background. We will work to ensure there are sufficient school places so that parents have choice. We believe all local schools should be able to achieve at least a "good" standard, as judged by Ofsted, and we will work with our schools and academies to achieve this. Where schools are not hitting this target, we will stand up for parents and children by challenging the schools to improve quickly, offering the necessary support for them to do so.

We will continue to support children and young people who have special educational needs and disabilities. We will help to break down barriers and encourage greater independence, by working closely with families, schools and partners in the health services.

When young people leave school, it is important that they move on to a destination which suits them and enables them to get a good job. We will work with our schools, colleges, universities and training providers to ensure that our young people have a range of education and employment options, so that they can choose the direction which best matches their particular talents and interests.

### Success means:

- Children and young people are provided with sufficient early years provision and school places in their local communities
- Vulnerable children are less likely to miss education
- Educational outcomes for vulnerable children improve
- More than 90% of Nottinghamshire schools are classified as "good" or "outstanding" by Ofsted
- Fewer young people are not in education, employment or training (NEET)

Approximately **800** children and young people are in the care of the County Council



## Our Families

**172,796** children and young people under 19

**17%** of children and young people live in a household with an income at least 60% below the UK average

Approximately **800** children and young people are in the care of the County Council

**90%** of Nottinghamshire's schools are graded "Good" or better by Ofsted

**97%** of 16-17 year olds are in education, employment or training

**89%** of children live in households where at least one adult is in work

# A great place to to fulfil **your ambition**



**We want Nottinghamshire** to be seen as a great place for those starting out or progressing their careers. Attracting a new and talented generation who have grown up with modern technologies will be instrumental in generating a strong and vibrant economy in our county.

We know that a good choice of housing, excellent transport links, a healthy environment and a wide range of recreational facilities are all influential in persuading people to move into an area or stay there, so we will do everything possible to ensure Nottinghamshire leads the way on quality of life.



## **Commitment 4:**

### Nottinghamshire has a thriving jobs market

Access to good local jobs is essential to retain the talent coming out of our schools, colleges and universities and to attract talent from elsewhere. A thriving jobs market also helps boost the local economy because money earned locally is often spent locally.

We will promote vocational routes into employment such as apprenticeships, encourage home-grown entrepreneurs, and work with the universities to see how we can retain local talent.

In this digital era, we want to ensure the maximum possible access to superfast broadband so that we can attract more people to the county, generate new employment opportunities and encourage self-employment and “start-up” businesses.

#### **Success means:**

- People leave education with better qualifications and skills
- More people are in higher paid and skilled jobs
- More apprenticeships available for people of all ages
- More graduates choose to stay in Nottinghamshire for work or further study




**Our country parks**  
attract **1.5m** visitors  
each year





**Commitment 5:**

 **Nottinghamshire is a great place to live, work, visit and relax**

Many young people may be unable to afford their first home unless there is a good range of housing available in the county. We will work with the Government, developers, house-builders and our local partners to provide a supply of good quality, affordable housing in attractive areas, close to employment.

Good transport links are also an important factor in attracting people to live and stay in Nottinghamshire. We want to improve these links so that people can more easily access education, training, jobs and leisure.

We know there are parts of Nottinghamshire where transport links could be better, so we aim to use our influence and resources to improve the options for people living in these areas.


People value their leisure time and many are now taking steps to live in a more healthy and sustainable way. We will work to protect cultural and leisure facilities such as libraries, country parks and green spaces to support these new lifestyles.

We will promote Nottinghamshire's local heritage and excellent visitor attractions, many of which have global significance. Nottinghamshire is the home of Robin Hood, Sherwood Forest, the Pilgrim Fathers and Trent Bridge Cricket Ground, to name just a few examples. We want to share everything Nottinghamshire has to offer with as many people as possible, because our local heritage is a tremendous asset which has not always been championed sufficiently.

**Success means:**

- People live in communities supported by good housing and infrastructure
- People enjoy a wide range of leisure and cultural activities
- People can travel safely and quickly across urban and rural parts of the county
- People look after and enjoy the local environment

**Commitment 6:**

 **People are healthier**


The lifestyle choices we make and the environment in which we live and work both have a big effect on our health and independence in later life. Everyone should have the opportunity to make choices which allow them to live a long, healthy, productive and independent life, regardless of their background.

A lot of the Council's work has an impact on people's wellbeing. We will ensure that we consider health factors in all of our decisions, including monitoring air quality and protecting access to cultural and leisure activities.

**Success means:**

- Healthy life expectancy increases
- Life expectancy rises fastest in those areas where outcomes have previously been poor

The **average** house price in 2016 was **£185,392**



**Our Working Population**

**76.6%** are in employment

**£33,344** average full-time earnings in 2016

**1 in 10** people earn less than **£15K**

**90,000** people commute into Nottingham for work every day

**94,510** people aged 25-34

A great place to

enjoy your later life




**Our ambition is to make Nottinghamshire** a place where as many people as possible are healthy and happy as they grow older. As people live longer, many will find themselves working much later in life than previous generations. We will encourage a jobs market that values the skills and experience this older generation can offer.

This will help to develop strong communities with many more people remaining active and independent for as long as possible. Our focus will be on helping people to help themselves, and offering a variety of services which are accessible in middle and later life.



**Commitment 7:**

 **People live in vibrant and supportive communities**

We want our towns and villages to be vibrant places where younger and older people appreciate, support and benefit from each other's knowledge and experience.

We will promote ways in which people can remain healthy as they grow older, including staying active, staying connected with the wider world and staying in work. The Council can help to support these activities by ensuring people have access to good local transport, broadband links and leisure facilities.

We will encourage volunteering and involvement in local organisations and charities. We will also work in partnership with other organisations to protect communities from crime and anti-social behaviour so that people can be more confident about their safety.

We will continue to support public protection and trading standards work to reduce the threat of counterfeit goods, rogue traders and internet and telephone scams.

**Success means:**

- Older people are treated with dignity and their independence is respected
- Our most vulnerable residents will be protected and kept safe from harm
- Communities will support each other through volunteering and involvement in local organisations





### Commitment 8:

## ✔ People live independently for as long as possible

We want people to take good care of themselves and each other. Older people don't just receive help, they are often the people who provide care and support to loved ones. This is why we need to provide the necessary support and information for our many carers.

Where people do need our help, we will offer a wide range of support that enables people to grow older with dignity, without always having to be dependent on care services. Many people want to stay in their own home and we will help them to achieve this by making adjustments to their homes and introducing new technology.

We will continue to ensure people have access to free financial advice to help them prepare for their future, manage their finances and make well-informed decisions about their income and care needs.

#### Success means:

- Carers receive the support they need
- People will have the opportunity to live independently in their local community
- Better access to financial advice so that older people can make more informed decisions

### Commitment 9:

## ✔ People can access the right care and support, at the right time

As people grow older, we will promote independence and support 'age-friendly' communities to tackle loneliness and isolation.

There is a lot that can be done to keep people healthy and independent, but we recognise that some people will need extra help and support. We will ensure that our more intensive services are available to those who require them.

We will work with our local health services to respond to pressures on the health and care system, and deliver services in a more joined-up way.

#### Success means:

- People's needs are met in a quick and responsive way
- Services improve as a result of better integration of health and social care


**528** people were helped by the independent financial advice service in 2016/17



## Our Older People

**26%** rise in older people living alone by 2025 in Nottinghamshire

**952** people helped to live independently at home with assistive technology, such as falls monitors

**7,000** people with the highest needs helped to stay independent at home with home care or other support (2016/17)

**Over 90,000** carers in Nottinghamshire and more than 21,000 carers providing care for 50 hours or more a week

# A great place to start and grow your business

**We want to build on Nottinghamshire's** proud heritage of innovation and create a great place to start or grow a business. We want to accelerate this growth by attracting more trade, visitors and investment. Nottinghamshire is well placed to do this because of our position in the centre of the county, with motorways, mainline railways and international airports either in or near our county.

Our economy has already diversified and has strong foundations for the future. Our strengths include food and drink production, manufacturing, life sciences, construction and the visitor economy.

We will promote the conditions that will help businesses thrive and prosper – a skilled and highly productive workforce, great transport links and access to superfast broadband delivered through a network of high quality and innovative business parks.

We will lobby Government for more devolution of powers and resources because we think we can make decisions better locally. We will start a conversation about how we could use the powers and resources which will come back to us after Brexit for the benefit of Nottinghamshire.

## **Commitment 10:**

### Nottinghamshire is a great place to invest and do business

Our ambition is to raise the profile of Nottinghamshire, doing all we can to create the best conditions for investment and growth.

We will maximise the impact of the Midlands Engine and Midlands Connect programmes and be an active and influential partner within the D2N2 Local Enterprise Partnership.

We will work to grow our links overseas, building on our links with China, because we know that local businesses trade in a global economy and we want to attract investment into our area.

Our market towns have an important role in the regeneration of the county. We will continue to improve our towns to promote local jobs and a dynamic economy.

## **Success means:**

- An increased amount of inward investment in the county
- High quality business accommodation is available for businesses to start and grow
- Increased economic productivity across the county
- More visitors spending more money in our county
- Increased economic vibrancy and improved appearance of market towns

  
Health, manufacturing, retail and education are the largest sectors



**Commitment 11:**

 **Nottinghamshire is a well-connected County**

Excellent roads, transport and broadband infrastructure are essential to provide businesses with improved access to markets in order to achieve economic growth.

We will develop key sites for new employment and housing opportunities. We will improve our roads and rail travel, particularly to nearby cities and airports, and maximise the broader benefits of major infrastructure investment such as the arrival of High Speed 2. HS2 holds significance to the whole of the Midlands and is a once in a lifetime change to the economy of the county. We will shape the design and delivery of HS2 and the innovation village at Toton to ensure maximum benefit for local people as well as residents and businesses throughout Nottinghamshire.


We understand the importance of maintaining and improving Nottinghamshire's highway network to the highest possible standards. This is one of our major priorities, illustrated by the fact that we have already substantially increased investment in our roads.

We will continue to improve broadband services by completing the roll-out of superfast broadband and enabling the next generation of fixed and mobile digital connectivity.

**Success means:**

- Improved roads and transport infrastructure with better connectivity across the county and region
- Improved superfast broadband coverage
- Local people have the right skills to benefit from employment opportunities generated by HS2 and other major infrastructure developments

**Commitment 12:**

 **Nottinghamshire has a skilled workforce for a global economy**

Nottinghamshire needs a skilled workforce that is able to compete in today's challenging local and global economy. This will attract good quality, better paid jobs to the area and ensure that our businesses have the resources they need to thrive.

We will work with our schools, colleges, universities and training providers to ensure that the skills being taught match the needs of local businesses and support the ambitions of our young people. We will also promote training and support creativity in key business sectors. We will lobby Government for more devolution of resources for skills, because local people know where these can be best invested.

**Success means:**

- People have a higher level of skills
- There is a flexible and varied workforce that is able to meet the needs of local businesses in the future



**95** businesses employ more than **250** people

Artist Impression (HS2 Ltd)



**Our Economy**

**83%** of businesses employ fewer than **10** people

**95** businesses employ more than **250** people

**3,840** businesses created in **2015**

**60%** of businesses survive **3-years** after start-up

Health, manufacturing, retail and education are the **largest sectors**

Nottinghamshire has a **£13.9bn** gross value added economy

## Summary

This is an ambitious plan because we want the best for Nottinghamshire. We have set out our vision and commitments in this way so that everyone can see what we want to achieve and what local people can expect from their Council.

We know that there are many challenges, but we do not want to hide behind these

or use them as an excuse, because this would lose sight of so many opportunities.

This plan is about the place we live and the people who live here. This plan is about Your Nottinghamshire and Your Future.

## Monitoring Our Progress

This plan is part of the Council's Planning and Performance Framework. This framework defines our method of setting priorities in an open and inclusive way.

Your Nottinghamshire, Your Future is a four-year plan, but we will review it annually to make sure it is kept up to date in a fast-changing world.

Your Nottinghamshire, Your Future will be supported by all of the Council's departments.

Progress towards achieving these commitments will be regularly assessed, to ensure that these are being delivered for the benefit of all of us.

3,840

businesses  
created

New Businesses  
**OPEN**  
this way

in  
2015






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