



Unlocking growth in N2 town centres

A set of physical improvements designed to stimulate economic growth



**Nottinghamshire
County Council**

On behalf of the N2 Economic Prosperity Committee.

Introduction

The 'Unlocking Growth in N2 Town Centres' programme will deliver a set of physical improvements within key towns and local centres across the City and County of Nottingham, designed to stimulate economic growth.

The programme will deliver a set of high quality town centre improvements, bringing forward unique customer-rich, mixed-use environments in which town centre businesses can prosper, offering sustainable employment opportunities and growth.

Our revitalised town centres will stimulate additional economic investment from the private sector by providing attractive town centres and a varied market offer, including high quality retail, leisure, residential and commercial provision.

These objectives are fully aligned with the 'Supporting our Market Towns and Rural Areas' section of the D2N2 Local Enterprise Partnership's Strategic Economic Plan and will also assist businesses in the Visitor Economy sector. Further, given the D2N2 LEP's planned investments in infrastructure and housing, our town centres have more than ever a vital role to play, delivering a new chapter of growth, providing services and a new quality of retail offer.

Context

Across the N2 area, a number of unattractive and ineffective town centre environments currently discourage visitors, threaten existing business viability and deter new investment. These town centres need to be improved to maximise their economic contribution and offer the potential for local jobs growth. Town centres will also need to change, reflecting a new role for the high street and accommodating the requirements of businesses and visitors alike.

Each of the town centres across the N2 area faces a different set of challenges and different, bespoke solutions will be required in each case. The programme approach offers the partners the ability to design such solutions, sensitive to local issues and target scarce resources accordingly.



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SHOPPING

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Programme management and evaluation

Nottinghamshire County Council will undertake the accountable body role for the programme, maintaining the close working relationships between the partners and the D2N2 LEP and bringing to the fore its experience in programme management.

The programme will report to the N2 Economic Prosperity Committee for decision-making on individual projects and overall monitoring requirements. Progress will be reported ultimately to the D2N2 LEP for performance against its Local Growth Fund targets.

The N2 Town Centre Programme partners are intelligence-rich given their active role in town centre management at City, County and District Council levels. In addition, in support of the programme's development and evaluation, expert support will be secured to inform the programme of pre- and post-improvement assessments, reflecting the positive impacts as a consequence of the interventions. The support will bring experience to the N2 Programme of:

- Measuring relative economic performance as benchmarked with town centres across the UK
- Visitor satisfaction and mystery shopper surveys
- Case studies drawn from good practice

Key to the success of the programme will be the evaluation of individual projects. As part of the assessment of individual projects, the partners will require individual projects to work with the appointed expert support to prepare a plan which will support the pre- and post-improvement assessment. This will include the following indicators:

INDICATOR	METHOD
Total unit count (by type / use)	Survey / assessment
Retail breakdown (by type)	Survey / assessment
Non-retail (by type)	Survey / assessment
Employment assessment	Survey
Key attractors / mix	Survey and comparators benchmarks
Vacant units	Survey / benchmarks
Rental levels	Valuation Office
Yields	Commercial agents / searches
Footfall	Survey
Car Parking availability and usage	Survey
Town centre business confidence	Survey / local traders etc. input
Users survey - including by origin	Survey

WHAT IT WILL ACHIEVE:

The Programme will be phased over a 3-year cycle, commencing in 2017/18, with around £8m of Local Growth Fund investment and around £1m for each of the following two years. It will generate the following impacts:



563
NEW JOBS



167m²
OF NEW/UNLOCKED
OFFICE SPACE



8,500m²
OF NEW/REDEVELOPED
RETAIL FLOOR SPACE



300
SAFEGUARDED JOBS



0.775ha
OF BROWNFIELD LAND
REDEVELOPED

Phase 1 of the programme, to be delivered during 2017/18, will involve the implementation of a set of 11 town centre projects, across 9 local town centres, which have been independently assessed and ranked.

More information

If you wish to find out more about this programme, please contact the Nottinghamshire County Council Economic Development Team on 0115 977 2046 or via ecdev@nottsc.gov.uk