

Nottinghamshire County Council

# Economic Transition Plan

2022-2025 DRAFT



Healthy >> Prosperous >> Green



**Nottinghamshire  
County Council**



# Nottinghamshire County Council's Vision:

**"A healthy, prosperous and greener future for everyone"**

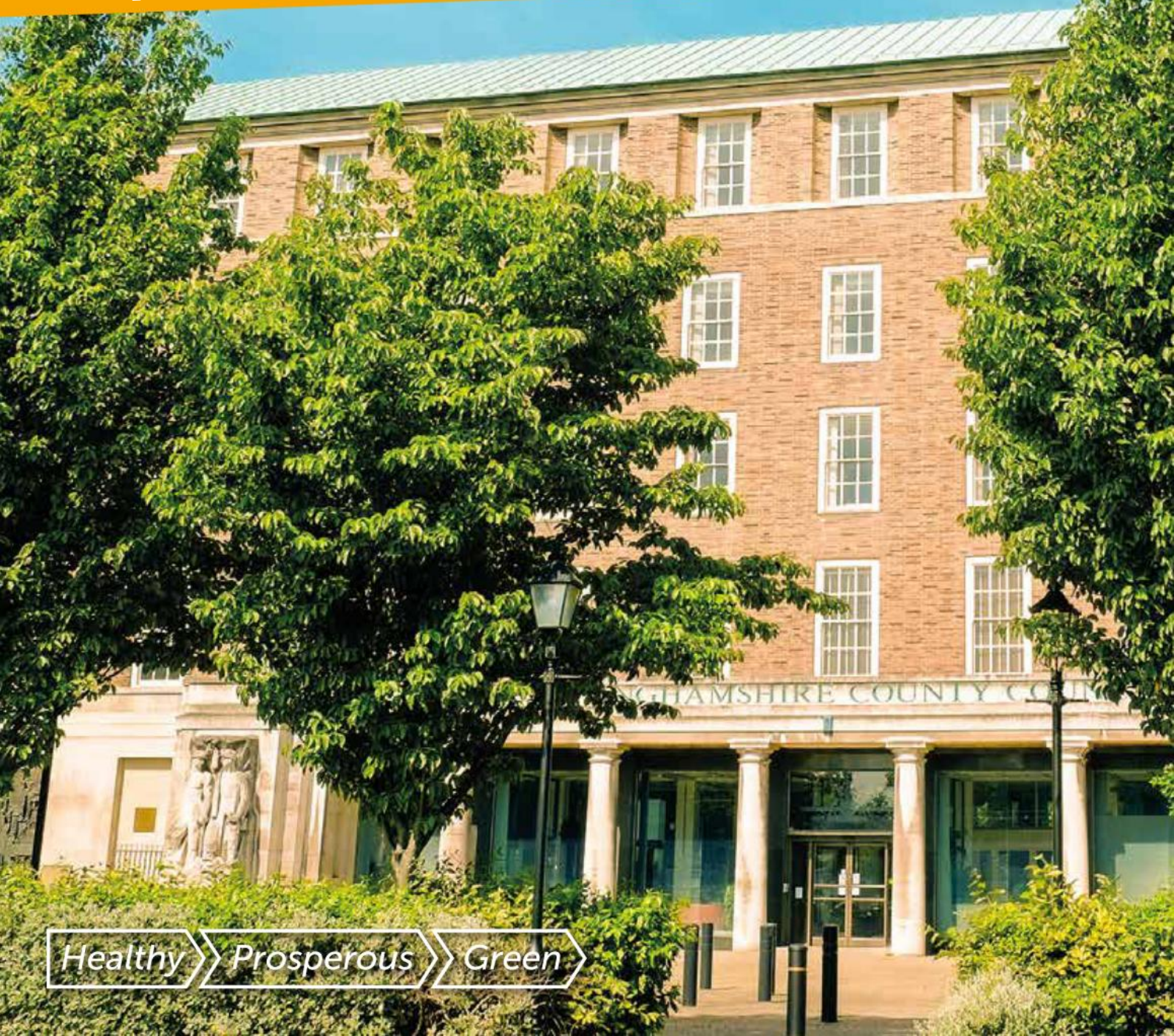
For the next ten years, we'll focus on:

improving health and wellbeing in all our communities

growing our economy and improving living standards

reducing the County's impact on the environment

helping everyone access the best of Nottinghamshire



Healthy

Prosperous

Green



# Contents

Foreword from the Chairman of the Economic Development and Asset Management Committee	1
Our Vision and Aims	3
The Current Economic Headwind	5
Our Strengths/Achievements/Response	7
<ul style="list-style-type: none"><li>• People</li><li>• Business</li><li>• Visitor Economy</li><li>• Infrastructure</li><li>• Digital Connectivity</li><li>• Place</li></ul>	
This is what the Council will do next	9
<ul style="list-style-type: none"><li>• People</li><li>• Business</li><li>• Visitor Economy</li><li>• Infrastructure</li><li>• Digital Connectivity</li><li>• Place</li></ul>	
Monitoring and Governance	13





Cllr Keith Girling

## Foreword

from the Chairman of the Economic Development  
and Asset Management Committee

The Covid-19 pandemic has been one of the biggest challenges that Nottinghamshire's economy has ever had to face. Our focus over the last two years has been to support our businesses and communities to overcome the immense pressure that they have been under. As things slowly begin to return to normality, our attention now returns to making Nottinghamshire somewhere people love to live, work and visit. Through this plan we are working to transition our economy from recovery into growth, with the expectation that we will far exceed our previous ambitions. As outlined in the wider Nottinghamshire plan, to make this plan a success, we must focus on:

▶ **improving health and wellbeing in all our communities**

▶ **growing our economy and improving living standards**

▶ **reducing the County's impact on the environment**

▶ **helping everyone access the best of Nottinghamshire**

Our Economic Transition Plan is focussed upon drawing the best out of the County's rich history and wealth of natural environment. The pandemic has seen a significant increase in residents' engagement with the environment, and its importance has never been higher given that we have now declared a climate emergency in Nottinghamshire. It is our duty to ensure we are working towards all Council activity being net carbon neutral by 2030, so that we can protect our environment and natural resources for future generations. This will extend to all our areas of work.

The pandemic has accelerated longer term shifts in logistics markets towards rapid delivery models, increased online retail and at home delivery shopping. Rising overheads, debt increases and forced closures have led to a less diverse and responsive high street offer. Community mobility data shows the ongoing impact on residents use of high streets and leisure places when compared to pre-pandemic levels. Healthier, and more sustainable transport use is needed to enable greater inclusion, and support convenience, choice and access to places, while lowering use of energy. The current shortage of labour, the limited supply of premises and the recent international political uncertainty is leading to rising inflation. This will continue to have a significant impact on our people, our businesses and our economy.

There remains significant underfunding per head to East Midlands places in comparison to other UK areas. HM Treasury public spending data for 2020 shows public current and capital spending in the East Midlands remains the lowest in the country. This underspend means there is an opportunity to work regionally to grow the share of investment in places in Nottinghamshire.

Nottinghamshire County Council has developed this 18-point-plan that is focussed on transforming our local economy through placing the interests of our communities and businesses at its heart, whilst also driving investment and improvements across the county. The plan is built on six themes of people, business, the visitor economy, infrastructure, digital connectivity and place, which will collectively enable Nottinghamshire to emerge as a County moving forward. The plan focusses on continuing the great work we are already delivering, unlocking previously untapped potential and engaging regional and national partners to drive our vision forwards.

It is fundamental that we continue to build an economy that is resilient, sustainable and agile to be able to respond to opportunities and challenges that may arise from changing market demands. This plan is one that will continue to evolve in response to changing circumstances and has been built in a way that will allow us to continue to draw on the expertise and knowledge available in our region.

The pandemic has seen significant shifts in the ways people wish to work and live and it is important that we reflect these behavioural changes in our long-term plans. The Economic Transition Plan will play a key role in ensuring we deliver our Council ambition to create a healthy, more prosperous and greener Nottinghamshire for everyone.





# OUR VISION & AIMS....



The aims and objectives of the Council Plan (2021-31) have been fully considered as part of this Economic Transition Plan. The Council Plan is clear with its main objective being: **"A healthy, prosperous and greener future for everyone"** and that for the next ten years, the focus will be:

- ▶ improving health and wellbeing in all our communities
- ▶ growing our economy and improving living standards
- ▶ reducing the County's impact on the environment
- ▶ helping everyone access the best of Nottinghamshire

This Economic Transition Plan will assist with the Council's aims to:

- build skills for people to get into jobs,
- to strengthen businesses and create more good quality jobs,
- to make the county somewhere people love to live, work and visit
- to attract investment in infrastructure, economy and green growth
- improving transport and digital connections; and
- protect the environment and reduce our carbon footprint.

Under the Levelling Up agenda and the opportunities devolution presents, we are in a position to maximise investment opportunities and drive sustainable growth in our economy. In order to be best placed to maximise this potential and to contribute to the Council Plan's priorities, there are six priority areas of work:

- **People** – putting our "people" first to ensure they have the right skills and training so that they are ready for work, that they have the support to get into work and then to be achieve and progress in their careers.
- **Business** – our businesses provide employment, services and facilities which will require our support in this transition plan and to be ready for change and innovate for their future success.
- **Visitor economy** – one of the worst affected sectors and faces a high level of uncertainty in the future, which will require further support to ensure that visitor numbers and the jobs provided within this sector are supported.
- **Infrastructure** – essential enabler to ensure the success of the economy and includes the provision of improved/new provision of physical transport infrastructure.
- **Digital connectivity** – ensuring the technology and digital connectivity provision is in place so the county is well served and best place to maximise the potential future opportunities.
- **Place** – strategic growth and improvement of place assets, so that funding and investment opportunities are maximised in the future.



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# The Current **Economic** Headwind

Nottinghamshire's economic landscape has changed a lot over the last 30 years, with growth largely mirroring the national economy. However, while the south and east of the County are generally performing at or around the national average, the north, especially Ashfield and Mansfield, are below the national average in terms of education, skills, training, annual earnings and business growth. The pandemic has caused a seismic shift in the way we work, live and where we visit. We have seen a significant increase in the importance of digital technology, with many organisations embracing remote working, and we have seen an emphasis on green and sustainable infrastructure prevail. Across Nottinghamshire, as we move into the transition period from recovery to growth, it is crucial that we recognise the state of our economy on a theme-by-theme basis.

In Nottinghamshire, we understand the following:

## People

People



- As of mid-year 2020, Nottinghamshire had a working age population (16-64) of 507,400, which equates to 60.9% of the total population in the County. The pandemic has consistently applied pressure to unemployment rates and for the period of October 2020 to September 2021, 17,800 people were unemployed.
- Nottinghamshire has a lower proportion of the population aged 16-64 ( 35.4% )with higher level qualifications (NVQ4+) compared to England (42.8%). In the last 10 years, 25% more of the Nottinghamshire working age population (16 – 64 years) hold a degree-level qualification.
- The proportion of people in Nottinghamshire holding lower-level or no qualifications continued to decrease over the last decade and is 7.3% which is higher than the England average at 6.2%.
- The highest number of people gaining the highest level of skills NVQ4+ are in the boroughs of Rushcliffe and Broxtowe, whilst the districts of Ashfield and Bassetlaw have the lowest number of people gaining these qualifications.
- In the last 10 years, Nottinghamshire has seen an increase in economically active people in employment, albeit slightly lower than East Midlands and National levels.
  - Population aged 16-64: **507,400**
  - Economically active people: **394,900**
  - Total in employment: **377,200**
  - In employment – Employees: **333,200**
  - In employment Self Employed: **42,500**
  - Total Unemployed: **17,800**
  - Jobless total at **31,505**
- As at January 2022, there are 17,165 (3.4%) people claiming Universal Credit across Nottinghamshire. This is significantly lower than a high in May 2020 of 5.4% and is steadily reducing towards pre pandemic levels.
- As at December 2021, the numbers of young people not in employment, education, or training (NEET): Academic Age Years 12-13 Cohort:2.4% or 408 young people. Actual Age 16/17 Year Old Cohort:2.3% or 327 young people





- The Covid-19 pandemic has provided an unprecedented challenge to the resilience and capacity of Nottinghamshire's economy, and it is expected that the impact will be ongoing for years to come. Across the UK, it is estimated that the economy contracted by 9.4% in 2020 because of the pandemic and related public health restrictions, but 2021 has seen a resurgence in UK Gross Domestic Product (GDP) with an annual rise of 7.5% recorded. This figure is below initial estimations following the end of year challenge posed by the Omicron variant but monthly GDP is now in line with pre-pandemic levels.
- Nottinghamshire has demonstrated it has significant sectorial strengths in manufacturing, wholesale and retail trade (which is inclusive of the repair of motor vehicles), and in real estate. Before the pandemic, the Gross Value Added (GVA) for the County was at a low base rate - equivalent to £19.3m, in comparison to £23.4m in the East Midlands and £29.6m for the UK. Moving forward, it is about supporting and enhancing our key industries to ensure their long-term viability and to improve Countywide productivity levels.
- Lower average wages as shown by the median gross weekly pay £564.80 for Nottinghamshire, compared with £573.40 (East Midlands).



# Visitor Economy



- The visitor economy in Nottinghamshire in 2019 was worth £1.75bn and supported around 15,000 jobs.
- A COVID-19 Visitor Economy Recovery Planning Business Survey completed in June 2020 reported that 70% of the surveyed businesses in Nottingham and Nottinghamshire had lost more than 80% of trade due to COVID-19 restrictions.
- Over the last decade, the volume and value of tourism in Nottinghamshire has been growing much more slowly than the national average, with the pandemic deepening this divide further, Nottinghamshire had an average 3.5% annual increase in direct and indirect tourism expenditure from 2009 to 2020; 2020 saw this drop by 55%.
- Visit Britain's latest 2022 international visitor forecast for the UK suggests visitor numbers will increase to 21.1million, and spending to £16.9 billion in 2022. These are 52% and 59% respectively of the visits and spend levels seen in 2019. By the end of 2022, it is expected that visits will have recovered to around two thirds of pre-COVID levels and that it is expected to take a couple of years for visit numbers to return to 2019 levels.
- The latest Visit Britain domestic tourism forecast (2021) is for a recovery to £56.2bn in domestic tourism spending in Britain in 2021; this is up 65% compared to 2020 but is only 61% of the level of spending seen in 2019. Different journey purposes and trip types will have recovered at different rates. Although Visit Britain is not estimating an immediate return to pre-COVID levels of spending, evidence strongly suggests that for some regions and trip/activity types, spending levels were ahead of 2019 for part of the year, building on an upsurge in interest in "staycations".
- Workers employed in the hospitality, non-food retail, arts, leisure and entertainment sectors are twice as likely to lose their job compared to employees in other sectors of the economy
- Nottinghamshire is currently very reliant on day visitors – 91% of total visitors to Nottinghamshire are day visitors and only 9% stay overnight. September 2018 saw a spike in overnight visitors associated with the Tour of Britain, demonstrating the opportunities for the sector from large scale events being hosted in the county.





# Infrastructure

## Infrastructure



- Nottinghamshire's central location makes it one of the best-connected counties in England with East Midlands Airport on the doorstep, good rail links and a network of over 4,000 kilometres of road.
- There are the 4 major growth corridors identified across the County which will support the 828,000 residents to work, earn and live healthy lives and more than 31,000 local businesses to grow and do business.
- Nottinghamshire has a legacy of historic under-investment in transport infrastructure across parts of the County and we have spent £55.6m on highways infrastructure in 2020/21. Our ambition for infrastructure led growth needs real and inclusive connectivity improvements.

# Digital Connectivity

## Digital Connectivity



- As part of a national programme, Nottinghamshire enjoys the vanguard position in the East Midlands with 29.36% full-fibre and 98.7% superfast 5G coverage (making us one of the top three most digitally connected in the UK). Where our new digital infrastructure has been installed, over 75% of premises (homes and businesses) have made the switch to high-speed Internet access.
- The National Audit Office (NAO) reported internet use is rising by 40% a year, driven largely by video streaming and home working.





- Healthy life expectancy at birth across Nottinghamshire is on average between 61.6 and 63.4 years, and lower for deprivation areas detailed below. In the least deprived areas of England, healthy life expectancy is between 18.4 and 19.7 more years than the most disadvantaged areas.
- In Nottinghamshire, there are 31 areas in the 10% most deprived in England, an increase from 25 in 2015 with largest concentrations in Ashfield, Bassetlaw, Mansfield and Newark & Sherwood. Five of the areas in Mansfield and Ashfield are in the 2% most deprived. The long-running scarring cost to young people entering the labour market in 2021, in lost earnings and damage to employment prospects, is estimated by the Princes Trust to be £14.4 billion over the next seven years. Newark & Sherwood, Mansfield and Gedling also include three of England's worst 10 areas for their lack of Social Mobility opportunities, as a mainly rural county that also suffers from poor mobile connectivity.
- Mental health is the second highest cause of disability and illness. Globally and in Nottinghamshire, 14% or 1 in 7 of quality life years lost to disability or illness can be attributed to mental illness. Approximately 10% of Nottinghamshire adults aged 18-64 live with moderate/severe physical disabilities. Approximately one in five people aged 65+ have multiple daily activity support needs. For older people, there a projected increase is expected from 29,000 in 2015, to 43,000 by 2030.
- Accessibility of local greenspace and nature assets with associated mental and physical health benefits continues to vary across the County. For Nottinghamshire's districts with highest concentrations of deprived areas, there is between a 6% and 9% decline compared to February 2020 in community mobility to visit places for retail and recreation. As at February 2022, visits to parks were reduced between 29 and 7% across Nottinghamshire, compared with February 2020 levels.
- UK wide, consumer spending is forecast to grow at reduced rate of 4.4% in 2022, down from its previous forecast of 6.9% in December 2021. Transit locations and access to workplaces remain reduced across Nottinghamshire, by on average 20%. This reflects, ongoing needs of vulnerable residents for safe transport, and the wider shift to increased working from home. These changes will have lasting effects on the user needs from our places, now and in the future.
- At Jan 2021, the pandemic saw homelessness double since 2019 across Nottingham and Nottinghamshire, and market changes fuelled unprecedented house price growth and energy price increases. In September 2021 house prices reached at record high nationally, including a sharp increase to 7.3 per cent annual increase across Nottinghamshire. The energy price cap rise in April 2022 adds between £693 and £2,017 to household bills, and inflation is set to outpace wage growth into 2024, maintaining the squeeze on household finances.



- At June 2021, most wards in Nottinghamshire remain below a good standard energy efficiency with large areas of North Nottinghamshire rated low or very low. The average Nottinghamshire home has a D energy efficiency rating, with potential for a C rating on 17.9%. Under current estimates Nottinghamshire is on course for 17,500 low carbon and renewable energy jobs are by 2050, mainly through electrical and heating sector jobs.
- As at Q1 of 2022, UK Economic growth is expected to halve this year amid further national and global shocks, including increasing inflation, tax rises, increasing energy prices and Russia's invasion of Ukraine. UK economic growth is forecast to slow sharply to 1.3% in 2023, easing to 1.2% in 2024 due to the cost of living squeeze, weak business investment and sluggish export growth.
- Business investment is forecast to grow at a reduced rate of 3.5% in 2022, down from 5.1% in December 2021. UK GDP growth in 2022 is a downgraded forecast of 3.6%, reduced from 4.2% the previous year.



# Our Progress so far...



## People

- We launched Nottinghamshire Opportunities, a virtual one-stop-shop to support residents find work opportunities and help employers develop their talent pool. The portal will help improve access to training and employment, matching an individual's skills and training with job opportunities.
- As a Lead Authority, Nottinghamshire County Council were successful in attracting UK Community Renewal Fund of c£4m in the three district areas of Bassetlaw, Mansfield and Newark and Sherwood that were announced as Priority Areas for support. Four projects have been supported and focus on the following investment priorities: Investment in skills; Investment for local business; Investment in communities and place and Supporting people into employment
- We supported the roll out of Careers Hubs into Nottinghamshire, the hubs make links between educational establishments and businesses across D2N2 to inspire young people about their future career options and personal potential. Alongside this we have promoted the D2N2 start platform a careers portal for schools.
- We have promoted to local businesses the opportunity to access Nottinghamshire County Council Apprenticeship levy.
- We have supported, promoted and influenced European Social Fund provision in Nottinghamshire including the Unlocking Potential Hub, Well for Work and Way2Work. We ensured that the Building Better Opportunities programme (Towards Work, Opportunity and Change and Money Sorted) in D2N2 have continued to respond to the needs of people furthest away for the labour market into education, training or employment.
- We promoted the National Careers Service East Midlands (operated by the Council's part owned Futures Group) and supported virtual jobs fairs.
- We worked with the organisers of the Festival of Science and Curiosity to continue the expansion into Nottinghamshire and inspire residents to learn, explore their local area and become the scientists of the future.
- In partnership with Broxtowe Youth Homelessness and our Achievement Team, we have developed and funded the Care2work programme to continue until 2023. The project is aimed at 16–17-year-olds before they leave care and consists of a two-day work readiness programme, followed by a meaningful work placement in a field of their choice.
- The Council has established a "Nottinghamshire Local Offer for Care Leavers" and have recently approved a Looked After Children and Care Leavers strategy to identify the future priorities work areas.







## Business

- We worked to ensure that as partners in the D2N2 Growth Hub to promote the national and local support to businesses, supporting their access to finance and advice, switching its wider advice online and offering one-to-one support to businesses (around 200 enquiries every week).
- We acted promptly to guide the D2N2 LEP and Growth Hub in developing its approach to business support, reflecting the needs of Nottinghamshire businesses and communicated throughout with local business groups.
- We guided the D2N2 Growth Hub as they finalised the application process for its £720,398 share (of the £20m) Government support package specifically aimed at small to medium sized enterprise (SMEs) to help them recover from the effects of the COVID-19 pandemic (grant between £1,000 and £5,000).
- We supported the development and assessment of applications by Nottinghamshire businesses seeking to grow via the Business Investment Fund and through referrals to the D2N2 specialist programmes such as the Upscaler project. 90 Nottinghamshire SME's expressed an interest, of which 68 have been supported in drafting their applications. 46 have now been contracted with projects totalling over £1.6m with grants in excess of £590k.
- We delivered a programme of workshops on how to work with Nottinghamshire County Council and the public sector in supplying goods and services, reflecting the ambitions of the Procurement Strategy.
- We commissioned a set of business resilience and recovery sessions delivered by the East Midlands Chamber of Commerce, geared towards managing the challenges of growth within a COVID-19 environment.
- We delivered a virtual Recruiting Talent in Nottinghamshire, to over 100 delegates, which showcased the resources available to help local business to recruit and retain local talent.
- We provided regular tailored e-bulletins for Nottinghamshire businesses seeking business support.
- We have worked with East Midlands Chamber on a series of events enabling Nottinghamshire businesses to engage with supply opportunities, especially those related to large scale construction developments and projects. Furthermore, we have offered 5 specialist International Trade Support workshops sessions on new trading arrangements with the EU.





## Visitor Economy

- We raised business awareness of national support and advice programmes to enable the sector to re-open and trade safely.
- We engaged with businesses to understand the post-COVID challenges and recovery planning through our COVID-19 tourism survey.
- We supported businesses to access Kickstarting Tourism funding
- We actively supported the Visitor Economy Strategy Hubs in the County to co-programme and co-promote outdoor offers
- Launch of a Food and Drink Business Support Toolkit
- The first ever Nottinghamshire Day was held on 25 August 2021 to great success. For the first time, #NottsDay and "Nottinghamshire" trended on Twitter for the United Kingdom on the morning on the day, demonstrating the high levels of activity and interest.
- We supported a wide range of activities as part of the Mayflower 400 commemorative programme including schools' educational activities, the augmented reality activity book "A Pilgrim Adventure", and the planting of Pilgrim 400 apple trees. We helped to fund the Wampanoag Perspective cultural exchange which delivered:
  - Over 600 children from 14 schools across Bassetlaw attended educational sessions at Bassetlaw Museum
  - Over 60 attendees at a seminar for in-depth insight into Wampanoag culture and heritage.
  - Over 400 people at Bassetlaw Museum, cultural showcases of Wampanoag traditions including music, dancing and construction of traditional Wetu dwelling
  - Virtual conference held in January 2022 on the theme of acceptance, freedom, and tolerance.
- We have engaged and continue to work with a wide range of partners on plans for a refreshed Visitor Economy Strategy for Nottinghamshire







## Infrastructure

- The COVID-19 outbreak has been a stress test to the resiliency and sustainability of our transportation networks and infrastructure. We have over 4,000 kilometres of road network. North-south routes are particularly strong for both road and rail, with the recently upgraded M1 on our western side and the A1 to the east. The East Coast Mainline has stations at Newark and Retford, providing very good access to London and northern cities. Transport Funding per capita in the East Midlands is though the lowest of any region at £477 compared to GB as a whole - £737 or London - £1,476.
- Prioritising investment in infrastructure which reflects the importance of Nottinghamshire to the national road network and supports growth corridor approaches. A range of schemes are in the pipeline or under consideration by Government including:
  - A46 Newark Northern Bypass, an essential upgrade to remove a major traffic bottleneck and support housing and employment sites as a key investment in the Trans-Midlands Trade Corridor in partnership with Midlands Connect and this was identified in National Highways draft 5 year plan to 2025
  - A614/A6097 Ollerton to Kirk Hill improvements, with the Outline Business Case agreed by Government and the planning application submitted for all the works required
  - Proposals to upgrade the A1 to motorway standard through the East Midlands unlocking significant potential for employment and housing development as well as addressing congestion, highway safety and network resilience promoted by Midlands Connect
  - Proposals to improve the A52 and a range of other Major Road Network investments to unlock land for housing and employment
- Making improvements to existing rail infrastructure, for example electrification to support and enhance the case for both the current High Speed 2 Parkway proposals and further links through the East Midlands north to Leeds, as well as proposals to bring back rail links across the County.
- Continuing with the existing programme of major investment in transport infrastructure which has seen the delivery to name a few of Mansfield Bus Station, Hucknall Town Centre Improvement and the ongoing project to deliver the Gedling Access Road, a £40+m investment to support growth whilst relieving congestion issues in the surrounding area.
- We secured £3m from government through the Active Travel Fund (ATF). Tranche 1 provided quick, emergency interventions to make cycling and walking safer in the early stages of the pandemic with tranche 2 secured to deliver permanent cycle improvements. This funding also included an allocation for a complementary behaviour change programme which added to the previous Access Fund and the more recent follow-on Capability Fund provides job-seekers, businesses, and commuters with support and encouragement to reach employment opportunities sustainably. The total size of these successful travel behaviour packages has now exceeded £1m.
- We have been earmarked around £20m of capital funding through the successful Transforming Cities Fund bid to improve public transport and cycling on a number of corridors around the City to complement measures within Nottingham

- We have invested £35.8m in Nottinghamshire's highways during 2021/22 allocated to:
  - Improve local roads and other highway assets.
  - Support integrated transport schemes (such as a pedestrian crossing, capacity improvement, speed management and road safety schemes) supporting the safe return of ridership of our vital business public transport systems and bus stations. This includes advanced development/ design of future highways schemes to help secure external funding and to be ready to bid for funding as and when opportunities arise.
  - Deliver Gedling Access Road, Southwell Flood Risk Alleviation Scheme, and street lighting upgrades.
  - Deliver the traffic management revenue programme and travel planning.
- We are mapping out the skill requirements in design, manufacture and construction for delivering our public infrastructure projects to set the overall capability needs of the supply chain and exploring joint approaches to talent development through the inclusion of training investment and apprenticeships within contracts.







## Digital Connectivity

- We are starting from a high base, with 98.5% of premises in the county already able to access superfast broadband and 29.36% of both residential and business premises now able to access a gigabit network. Our investment in broadband means we are one of the most digitally connected places in the country.
- Public sector investment in broadband to date in Nottinghamshire for the period 2014-2022 stands at just under £20m. This investment resulted in approximately 90,000 premises (78.83% take-up) in Nottinghamshire having access to a fibre broadband service that would not have received such access without the Better Broadband for Nottinghamshire programme.
- Better Broadband for Nottinghamshire has connected an additional 1,493 premises to gigabit capable broadband services in the past 12 months
- Over 20% of these premises have already made the switch to a high-speed internet service
- 3,000 Nottinghamshire premises in scope for network upgrades thanks to the Gigabit Broadband Voucher Scheme supported by the Nottinghamshire top-up
- World's first 5G network in a forest setting now live at Sherwood Forest the £10m 5G Connected Forest project to provide virtual reality attractions and forest monitoring as part of a new trial. This shift to 5G will bring about dramatic transformations in our daily lives, and we will work to ensure that Nottinghamshire remains at the forefront of these developments to safeguard the future prosperity of residents and businesses.
- Launched UK's first environmental management robotic dog - "Gizmo". This prototype, remote-controlled, dog-shaped robot uses the 5G connectivity within Sherwood Forest and is taking the lead by trialling how data gathered from areas which are usually inaccessible, can help monitor and assess the health and condition within a forest environment.
- 306 students have benefitted from UK's first 5G Careers programme
- We secured £600k investment from Government's Getting Building Fund for key digital assets to support business growth. This included a new 5G, augmented reality and extended reality Digital Innovation Centre at the Council's Turbine Centre in Worksop. This has created not only high-quality office accommodation and employment space but also a programme of training and business support activities to engage, inspire and develop the skills of our current and future workforces.





## Place

- Through the Midlands Engine, Nottinghamshire County Council has led partners in the region to create the first new form of development corporation of its kind in the East Midlands. The new entity will drive transformative investments covering the sites of Toton, Chetwynd Barracks, the area around the East Midlands Airport and the power station at Ratcliffe on Soar. This once-in-a-generation opportunity is set to transform the region's economy, with over 84,000 new jobs and boosting GVA growth by £4.8bn, by using new models for living and working, making and moving.
- We worked with district and borough councils to maximise the impact of the remaining Re-Opening High Streets Safely Fund, and enabled fast-tracking of pavement licensing and the use of Temporary Regulation Orders to maximise the use of town centres. We supported the Towns Boards for Newark, Mansfield, Ashfield and Stapleford to repurpose the high street to drive investment and jobs through the Future High Streets Fund and we are active partners in the emerging Town Deals.
- We worked to ensure that the Warm Homes Hub, a partnership with the County Council, Age UK and E.ON offered advice on energy efficiency as well as benefit checks, foodbank support and other applications for hardship funds or one-off crisis grants towards essential living expenses such as food and bills. We secured £1 million funding secured from Department for Business, Energy and Industrial Strategy (BEIS) to retrofit homes (solid wall insulation, air heat pumps, solar thermal heating, windows and doors, loft and cavity wall insulation).
- We secured £3.3m investment from Government's Getting Building Fund and the Lindhurst Group, and £3m from the D2N2 Local Growth Fund to drive forward key Invest in Nottinghamshire projects to support transformational local projects
- Working with East Midlands Airport to support the creation of a 'freeport' status with little to no tax to encourage economic activity, aimed at creating hotbeds for innovation. Whilst also promoting regeneration job opportunities on the Ratcliffe on Soar site in Nottinghamshire. for housing and green growth:
  - Top Wighay Village near Linby– a flagship green development of 805 homes, primary school, a local centre, employment land, and improved walking and cycling infrastructure.
  - The Lindhurst Development at Berry Hill, Mansfield which will open new housing and community facilities on land part-owned by the Council.
- We continue to build upon the successes of Arc Partnership, our innovative joint venture with Scape Group which over the last four years across D2N2 spent a high proportion of its £172m budget with SME companies (91%), as well as using local SME framework suppliers for the majority of the work (86%)
- We hosted the COP26 Regional Roadshow East Midlands in partnership with the Midlands Engine, Environment Agency, Midlands Energy Hub, Arc Partnership, Scape, East Midlands Development Company, and many more regional partners, exploring best practice environmental interventions into place. The popular event showcased the region's great potential and achievements through green investments into our cities regions and built environment.



# This is what the Council **will do next**

We are looking to keep this Economic Transition Plan local to Nottinghamshire and to ensure we are positioned to ensure a prosperous economy. This has undoubtedly a period in our lives which has seen significant change and we will have to live alongside the virus for the foreseeable future. We want to support the local economy in this transition period to build back better, greener and more productively. We need to have a specific focus on unlocking previously untapped potential. There are high growth sectors in the medium term, that if nurtured, will drive both employment and sector Gross Value Added (GVA) increase. Our local business resilience has been historically high. In fact, it is part of our social fabric. This points to an enterprise landscape that is connected and where innovation is fostered.

We will make sure that every targeted activity and intervention within our control and influence, will maximise the benefit and impact for our people, businesses and visitors. We want to rebuild Nottinghamshire's economy together to emerge as a County moving forward. The six themes we will base our work on are: people, business, visitor economy, infrastructure and digital connectivity and place. Each will be supported by a delivery plan.





# People



## Our next steps:

### 1. Access to employment and skills for all

- Co-ordinate and promote existing support programme and providers
- Enable more residents to secure employment status and/or progress into better paid employment
- Support programmes targeting adults including disadvantaged residents, vulnerable adults and graduates
- Support programmes targeting young people, those Not in Education, Employment or Training (NEET) and care leavers

### 2. Skills for the future – building skills employers seek

- Promote talent retention schemes
- Support programmes and businesses to identify and meet their future skills requirements
- Support programmes and businesses to identify and provide in-work skills training support and recruitment issues

### 3. Influencing partners, policy and programmes

- Shape, influence and ensure national / regional plans and initiatives complement local provision and meet local needs
- Support partners and the voluntary sector to ensure quality programme of activity around employment and skills
- Support the wider corporate employment and skills work, including community engagement, early help/prevention work and staff shortages

## Success means:

- ✓ More people have the skills and attributes for work, able to progress and achieve their aspiration
- ✓ Increased economic productivity
- ✓ Increased take-up of apprenticeships
- ✓ Businesses supported to develop and grow a skilled workforce that meets their needs
- ✓ Strengthened engagement between schools, colleges and employers









# Business



## Our next steps:

### 4. Ensure businesses can access the support they need to grow and thrive

- Provide one to one specialist business support in partnership with the Growth Hub focused on improvement and sustainability
- Support businesses to access revenue and capital funding
- Signpost businesses to specialist services, advice, and provision
- Keep businesses informed and connected through communications, training, and networking opportunities

### 5. Support businesses to build resilience and prepare for the future

- Work with partners and businesses to encourage innovation in products and processes
- Embed low carbon advice within all business support
- Embed new technology advice within all business support

### 6. Seek opportunities to continually improve our business support offer through partnership working

- Work collaboratively to identify gaps in current business support and seek out opportunities to fill gaps in provision
- Work with partners to influence and enhance local and national policy affecting businesses to ensure a consistent and holistic approach
- Work with partners to identify and take advantage of inward investment and business growth funding opportunities

## Success means:

- ✓ A single reference point for the most up-to-date information, guidance and support for businesses across our county
- ✓ Businesses across Nottinghamshire are enabled and encouraged to adopt renewable energy and helped to innovate and grow, or diversify into the low carbon sector
- ✓ Effective partnerships are forged to increase investment and growth for Nottinghamshire businesses





# Visitor Economy



## Our next steps:

### 7. Attract more visitors to Nottinghamshire from across the UK and overseas

- Improve the welcome and signposting between attractions for visitors
- Increase the profile of our visitor attractions and towns and support local visits.
- Develop a higher profile for Nottinghamshire in the marketplace

### 8. Lengthen the amount of time visitors spend in Nottinghamshire

- Promote the wide range of visitor experiences available in Nottinghamshire
- Encourage visitors to travel more widely and sustainably across the County
- Enable the delivery of great visitor experiences
- Increase the range of accommodation available in the County
- Shape and support new and existing tourism projects

### 9. Create the conditions for businesses to thrive

- Training and funding opportunities to support businesses
- Championing and recognising the value of the visitor economy within the Council and across partners
- Adopt a strategic coordination role for the visitor economy across Nottinghamshire, working with partners

## Success means:

- ✓ Increased visitor numbers to Nottinghamshire from across the UK and overseas
- ✓ Nottinghamshire is recognised as an attractive tourism destination across the UK and overseas
- ✓ Local people are aware of the visitor experiences on offer, and spend more time visiting our attractions and market towns
- ✓ Visitor economy businesses are enabled and supported to grow through training and funding opportunities and tailored support (linking with the D2N2 Growth Hub)
- ✓ Nottinghamshire County Council and its partners work collaboratively to champion and grow the visitor economy



# Infrastructure



## Our next steps:

### 10. To maximise opportunities for transport infrastructure improvements

- Ensure projects with secured funding are ready for delivery
- To secure funding for infrastructure improvements when they arise

### 11. To develop a pipeline of projects that are feasible, deliverable and affordable

- To identify suitable capital projects for the pipeline
- To develop new initiatives / ideas to support the environmental agenda, including the benefits of public transport usage

### 12. To proactively engage with and influence partner organisations to ensure maximum benefits

- Work with partners to influence future policy changes and priorities for the benefit of the county's aspirations
- Support partners with their delivery aspirations (such as EMC and DevCo) in relation to transport implications of proposals on their sites
- Support district and boroughs with their identified infrastructure priorities

## Success means:

- ✓ New grant funding secured for capital infrastructure improvements
- ✓ New revenue funding secured to support behavioural change programmes
- ✓ Identification of new infrastructure improvements for future improvements







# Digital Connectivity



## Our next steps:

### **13. Digital Infrastructure: Identify ways in which digital technologies can be used to improve business productivity**

- Work towards reaching 100% full fibre coverage
- Extend the gigabit capable full fibre coverage
- Deliver other projects to improve the digital connectivity across the County

### **14. Digital Innovations: Preservation, development and use of our assets for the future**

- Promote existing projects and their wider use to businesses and partners
- Promote the benefits of digital connectivity with new pilot projects
- Work to ensure that the county is best placed to maximise further digital opportunities

### **15. Digital Inclusion: Ensuring digital connectivity is accessible to all through partnership and proactive working**

- Roll out of 5G Careers/Digital Innovation programme across the County
- Gigabit roll out extension for social housing
- 5G Business events from Digital Turbine Centre

## Success means:

- ✓ Start up and early-stage businesses helped to discover, develop, and test next generation connectivity with 5G enabled products with access to facilities and experts
- ✓ Targeted increased coverage of gigabit capable broadband infrastructure
- ✓ Develop an accurate connectivity map of the County to identify mobile broadband coverage
- ✓ Sherwood Forest being the world's first 5G connected forest



## Place



### Our next steps:

#### **16. Ensure Nottinghamshire is best placed to meet the climate emergency challenge**

- Deliver low carbon initiatives and work programmes
- Secure funding for other low carbon/sustainable initiatives
- Identify and promote other low carbon/sustainable opportunities

#### **17. Maximise the opportunity our assets provide**

- Proactively secure inward investment opportunities and maximising their impact
- Ensure the delivery of low carbon leisure, learning, home, workplace and travel assets across the County.
- Enable sustainable regeneration of key sites and maximise the wider economic benefits

#### **18. Work with local, regional and national placemaking partners to maximise opportunities**

- Work with partners to identify and deliver existing and future funding opportunities
- Deliver a 'future places' strategy and green growth spatial plan for investment opportunities
- Collaborate with partners to identify and deliver further initiatives/projects

### Success means:

- ✓ More communities have inclusive access to green homes, smart energy and take-up of sustainable travel behaviours.
- ✓ More low carbon businesses see Nottinghamshire as a place with the right assets and access to invest, stay and grow.
- ✓ Place assets create higher value to the local economy with shared public and private investment.
- ✓ Our places use technology, biodiversity, heritage and nature to create a lasting sense of place and civic pride.







# Monitoring and Governance:

This plan will be monitored to ensure that the success measures are being achieved through a detailed action plan. This will include a breakdown of how each action will be achieved and delivered through a series of sub actions. Furthermore, this plan will be annually monitored, but also through ongoing monitoring of the work programmes/detailed action plan.

The intention is to make the success factors measurable by linking to specific key performance indicators and will accompany the supporting delivery plans. We will continue to review and draw upon the currently available data sets, including:

- Midlands Engine Observatory data, analysis and intelligence on the whole Midlands economy <https://www.midlandsengine.org/observatory/>
- Data used in the compilation of the monthly Nottinghamshire Employment Bulletin from DWP, ONS and Nomis
- Other datasets released by ONS relating to Employee numbers, business numbers, Business births, deaths and survival rates (Business Demography dataset), Sectoral breakdown, levels of skills achieved
- Commercial datasets on large businesses and limited companies e.g. FAME, MINT
- Data provided by Nottinghamshire County Council on pupil education attainment levels (Education)
- Other ad-hoc surveys commissioned by Nottinghamshire County Council, Midlands Engine Observatory or D2N2 LEP











Rebuilding  
**Nottinghamshire's economy**  
together to emerge as a county moving forward

