

JOBS, SKILLS AND TRAINING				
Ambition 1: enhance Nottinghamshire’s reputation for being the home of great employers				
Outcomes	Actions	Target	Timeline / reporting	Resources
Increase in the number and visibility of Nottinghamshire employers who invest in their workforce and are socially conscious	Recognise and promote the importance of good employment practices including the Living Wage to employers across the County	10 new employers registered with the Living Wage Foundation	Annual – April 2015	Staff time
	Link Living Wage outcomes to the County Apprenticeship Project and the Nottinghamshire Economic Development Capital Fund	20% of apprentices moving into jobs that pay the Living Wage 20% of employment supported via the Capital Fund paid the Living wage	Annual – Sept 2015 (recognising academic year) Annual in line with wider reporting arrangements	Staff time
	Implement the Living Wage for centrally employed Council staff from April 2014	100% of centrally employed staff paid the Living Wage	April 2014	
Ambition 2: help Nottinghamshire companies to offer the best possible apprenticeships				
Outcomes	Actions	Target	Timeline / reporting	Resources
Increase in the number of SMEs offering apprenticeships for the first time	Manage the County Apprenticeship Project with Nottinghamshire Futures	45 new employers offering apprenticeships	6 monthly – Oct 2014; April 2015	Staff time £150,000 through youth employment strategy, review in December
		70 young people taking up new apprenticeships		
Increase in the number, range and take up of apprenticeship opportunities	Promote apprenticeship opportunities through business networks			
Increased levels of employment among young	Establish partnerships with employers and training	20 young people starting the programme	As above	Staff time

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people who are LLDD and/or NEET	providers based on the LSIS model	14 young people engaged in supported internships		£79,000 through youth employment strategy
Ambition 3: help vulnerable and isolated people across the County access work and training				
Outcomes	Action	Target	Timeline / reporting	Resources
Extended coverage of Nottinghamshire Work Club network	Launch Work Club in Stapleford. Continue to support existing 8 Work Clubs	1 new Work Club launched 3,000 attendances annually 4 jobs fairs delivered	May 2014 Annual report – Jan 2015 July 2014	£55,000 revenue
Enable unemployed people to access job opportunities where transport is a barrier	Service Level Agreement with the Wheels to Work programme	110 people enabled into work or training 90% sustaining work or completing training	Annual report – Feb 2015	£20,000 revenue

ENABLING BUSINESS GROWTH				
Ambition 4: understand sectors within the Nottinghamshire economy with the greatest potential for growth, under-pinning our investment priorities				
Outcome	Action	Target	Timeline / reporting	Resources
National and local business support influenced and geared to the needs of existing businesses within the key sectors across the County to stimulate growth	Maintain an overview and participation within D2N2 working groups on key sectors and growth hub models		Annual	Staff time
Enhance understanding of existing and emerging sectors and their development needs to influence the approach to inward investment and indigenous business growth	Influence D2N2 sector planning with practical projects and proposals for funding which relate to Nottinghamshire businesses.	4 projects supported to access funds from D2N2	Annual	Staff time
	Develop sector plans for: Low carbon Advanced Manufacturing Food and drink	Sector plans developed	Advanced manufacturing – summer 2014 Food and drink – autumn/winter 2014	Staff time
Ambition 5: ensure Nottinghamshire businesses have ready access to a full range of financial support				
Outcome	Action	Target	Timeline / reporting	Resources
Clear understanding of the breadth of mainstream financial support for Nottinghamshire businesses with new provision influenced to ensure a diverse range of financial products are available	Evaluate the take up and scope of financial support via national programmes, D2N2 LEP activity, the Nottingham Invest and N'Tech funds and the Council's own support via Funding Circle and the forthcoming Economic	Evaluation complete	April 2014	Staff time
		Proposals developed for additional Nottinghamshire activity	May 2014	£75,000 revenue
		Consideration of demand for small loan scheme as part of	October 2014	Possible ring-fence of part of capital fund

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<p>Influence existing and new approaches to tackling the gaps in business support and finance available to Nottinghamshire businesses</p>	<p>Development Capital Fund</p> <p>Enhance the key account management approach to supporting businesses across the County</p> <p>Maintain positive relationships established with business groups operating in and across the County via the Nottinghamshire Business Engagement Group</p> <p>Engage with and influence the development of a Growth Hub across D2N2</p>	<p>wider capital fund</p> <p>70 companies supported through the key account management approach</p> <p>Minimum of 40 positive interventions</p> <p>5 new business clubs participating in the Nottinghamshire Business Engagement Group</p>	<p>Baseline April 2014</p> <p>Annual report April 2015</p> <p>Bi-monthly meetings</p>	<p>Staff time</p> <p>Staff time</p>
<p>Ambition 6: support Nottinghamshire to become <i>the</i> place for new business starts and business growth</p>				
Outcome	Action	Target	Timeline / reporting	Resources
<p>Ensure that the County's Innovation Centres deliver support for new and high growth businesses, both centre tenants and those in the wider County</p>	<p>Maximise occupation and graduation levels from the Innovation Centres</p> <p>Ensure Oxford Innovation delivers against business support targets</p> <p>Deliver and evaluate the Spark Notts programme to identify new entrepreneurs</p>	<p>Occupation levels at >86% across the three centres. Minimum of 6 graduations</p> <p>Minimum of 46 companies receiving intensive business support</p> <p>80 people engaged in start-up activity</p>	<p>Annual performance report June 2015</p> <p>As above</p> <p>Evaluation complete October 2014</p>	<p>£15,000 revenue ring-fenced for any deficits at the Worksop Turbine</p> <p>Staff time</p> <p>£20,000 revenue (13-14 budget)</p>

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Create a flourishing culture of entrepreneurship, business start-ups and maximise their sustainability into established businesses	Review the impact of and explore the further development of the business start-up offer delivered on the County Council's behalf by Nottinghamshire Business Venture	250 individuals supported with start-up advice. 140 new start businesses created	Evaluation complete April 2014 Further proposals developed May 2014 Performance report Dec 2014	£75,000 revenue
Ambition 7: harness the Council's spending and contract power to drive Nottinghamshire's business growth, new business practices and improve local skills				
Outcome	Action	Target	Timeline / reporting	Resources
Pending completion of the corporate procurement strategy				
Ambition 8: market Nottinghamshire as <u>the</u> place for inward investment and visitors alike				
Outcome	Action	Target	Timeline / reporting	Resources
Collaborative approach towards inward investment and visitor economy agreed	Develop a shared approach to place marketing across Nottinghamshire to drive inward investment and tourism related activity forward	Options for new place marketing organisation explored	In principle approval March 2014 New organisation functioning April 2015	£40,000
Enhanced visitor experiences to encourage repeat and overnight visits	Support the ongoing development of the industrial heritage offer, National Civil War Centre and Pilgrim Fathers project	3 bids for Heritage Lottery Fund supported	By March 2015	Staff time

INFRASTRUCTURE AND ASSETS				
Ambition 9: unlock capital investment in Nottinghamshire				
Outcome	Action	Target	Timeline / reporting	Resources
Support capital investment in Nottinghamshire companies	Launch the Nottinghamshire Economic Development Capital Fund (NEDCF)	At least 5 companies assisted and 40 new jobs created	Launch March 2014 First grant awards July 2014	Min £500,000 capital Max £20,000 revenue
	Develop pipeline projects and deliver the first set of grant awards	At least £1 million secured in leverage		Staff time
Secure additional capital investment levered in through the fund	Evaluate demand for the fund and its impact to inform future investment priorities	Match funds from D2N2 / Sheffield City Region secured from April 2015	Mid-year review November 2014	
	Support the development of D2N2 and Sheffield City Region Strategic Economic Plans. Secure match funding from EU and/or Single Local Growth Fund sources		Agreement in place Jan 2015	Staff time
Ambition 10: deliver broadband to Nottinghamshire communities and exploit the opportunities for accelerating business growth				
Outcome	Action	Target	Timeline / reporting	Resources
Access to fibre-based broadband passing 35,582 homes and businesses	Mobilise and deliver phases 1-3 of co-investment contract with BT	Phase 1 delivery: 10,959 premises passed	Phase 1 start April 2014, end Sept 2014	£10 million capital (ERDF/BT/BDUK) £150,000 NCC revenue
		Phase 2 delivery: 14,151 premises passed	Phase 2 start Sept 2014, end Dec 2014	
		Phase 3 delivery: 10,472 premises passed	Phase 3 start Dec 2014, end Mar 2015	
Business growth driven by	Design and deliver a market	Secure D2N2 funds to	March 2014	£50,000 revenue

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access to the new fibre-based broadband network	stimulation programme	support take-up Launch stimulation programme 190 businesses supported	May 2014 April 2015	Staff time
Ambition 11: release Nottinghamshire's investment and growth potential				
Outcome	Action	Target	Timeline / reporting	Resources
Agreed approach across Nottinghamshire with public sector property and land-holding partners to support asset-led investment / development	Develop a Nottinghamshire approach to public sector land and property holdings which focuses on enabling growth and sustainable development	Secure consensus through N2 Joint Committee	October 2014	Staff time
Innovative financial instruments and approaches reviewed to explore their potential for bringing forward new economic development activity	Develop the Nottinghamshire Business Investment Zone initiative (NBIZ) to showcase major development opportunities in the County to investors	NBIZ sites reviewed Consensus secured and portfolio developed	June 2014 Sept 2014	£20,000 Staff time
Collective approach to section 106 and developer contribution negotiations agreed, with a focus on enabling growth	Promote the development of a countywide approach to section 106 and developer contributions which maximises growth opportunities and unblocks stalled developments	Secure consensus through N2 Joint Committee	October 2014	Staff time

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Ambition 12: enhance Nottinghamshire’s reputation as a ‘connected County’				
Outcome	Action	Target	Timeline / reporting	Resources
Nottinghamshire’s key transport priorities are supported by D2N2 and Sheffield City Region LEP and national government investment	Develop proposals and lobby for investment in Nottinghamshire’s transport networks that impacts positively on economic growth	5 schemes included in D2N2 Strategic Economic Plan	March 2014	Staff time
Increased GVA and jobs growth stimulated by significant investment in key road and rail schemes	Deliver major schemes as identified within the Local Transport Plan and supported as priorities for funding by the D2N2 Local Transport Body		Ongoing	
	Co-ordinate lobby for action on key projects such as Midland Mainline / East Coast / HS2		Ongoing	
Ambition 13: support Nottinghamshire’s thriving towns and service centres				
Outcome	Action	Target	Timeline / reporting	Resources
Enhance the viability of towns and service centres	Work with Borough and District Council partners to identify towns and service centres that would benefit from the masterplanning approach	Towns and service centres plan developed through N2 Joint Committee	March 2015	Staff time
	Develop plans for Mansfield to improve the sustainability	Proposals related to the heritage of Mansfield town	June 2014	Staff time
				£60,000 revenue

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	and viability of its town centre	centre developed and agreed		
	Explore the potential for BID models in other centres			