

# 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