



FOR INTERNAL USE ONLY

# Nottingham City Growth Plan 2.0

– a renewed strategy  
for economic growth in  
Nottingham

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Nottingham  
City Council

# 1. The Nottingham Growth Plan set out to strengthen economic resilience

- Focused on restructuring the city economy away from over reliance on service sectors.
- Actions centred around 3 strategic themes:
  - *fostering enterprise*
  - *developing a skilled workforce*
  - *building a 21<sup>st</sup> century infrastructure*
- Focused on strengthening enterprise in sectors where Nottingham has competitive advantage.
  - *Low Carbon*
  - *Digital technologies*
  - *Life Sciences*
- Delivery of 12 programmes, with 42 different projects.

# 1. The Growth Plan has helped Nottingham's economy back into growth

## **Growth plan projects have**

- Unlocked over 8,000 jobs
- Supported over 800 businesses.

## **And impacted the real economy**

- New VAT registrations up – from 37.7 (per 10k population, 2011) to 50.2 (2014)
- Employment rate up – from 59.9% (June 2012) to 65.2% (March 2016)
- Unemployment rate down – from 13.3% (June 2012) to 7.9% (March 2016)
- JSA claimant count down – from 6.5% (June 2012) to 3.2% (July 2016)
- Over 17,000 new jobs created - between 2011 and 2014 (9% increase)

## 2. But, our economy suffers from low productivity and a lack of inclusivity .....

- **Productivity is low and growing too slowly**



- Nottingham is below the national and core cities average for GVA per hour.
- The rate of productivity growth as been slower (between 2004-14) for Nottingham (and the core cities average) compared to the average for England.

## 2. Our Economy suffers from low productivity and a lack of inclusivity .....

- Our relatively low productivity is driven by
  - a) our sectoral mix – e.g. retail → higher levels of growth than engineering
  - b) our tight administrative boundaries.
- But we can influence through
  - Enterprise – levels of entrepreneurship and business growth
  - Investment – physical and human capital
  - Innovation – translating good ideas into business growth
  - Competition – creating a healthy market for buyers and sellers
  - Skills – a primary driver in a knowledge based economy

## 2. Our Economy suffers from low productivity and a lack of inclusivity .....

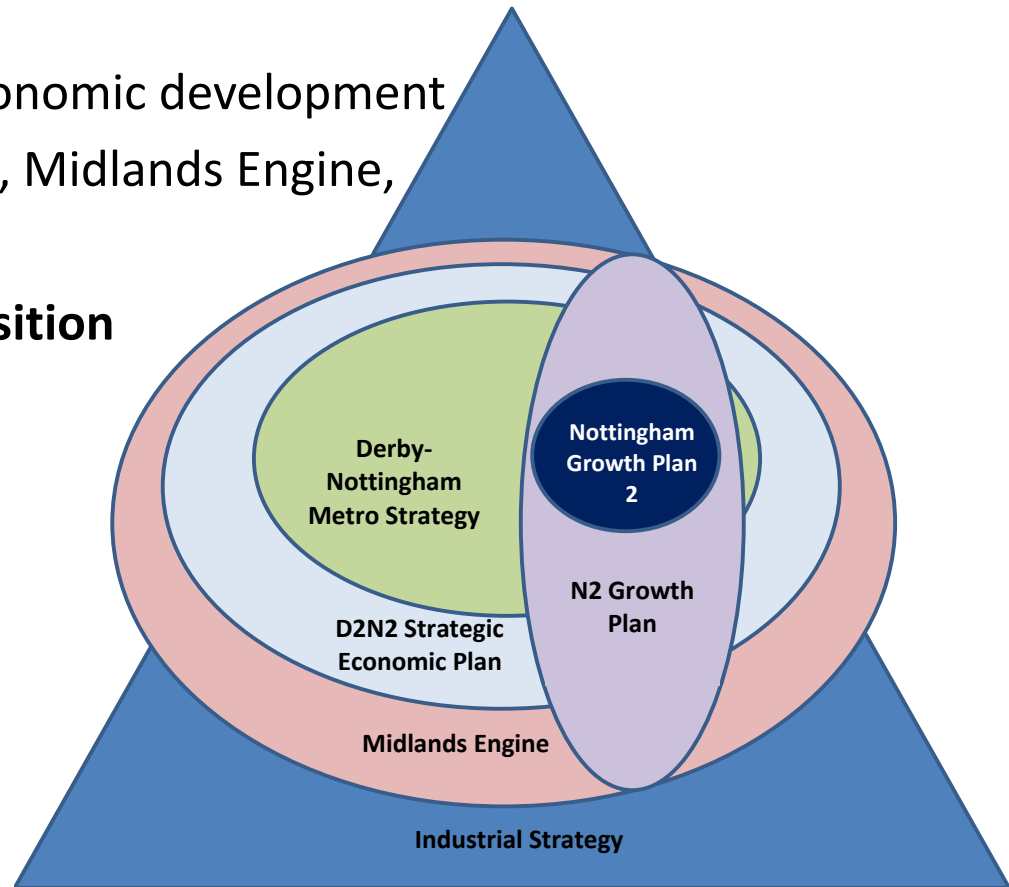
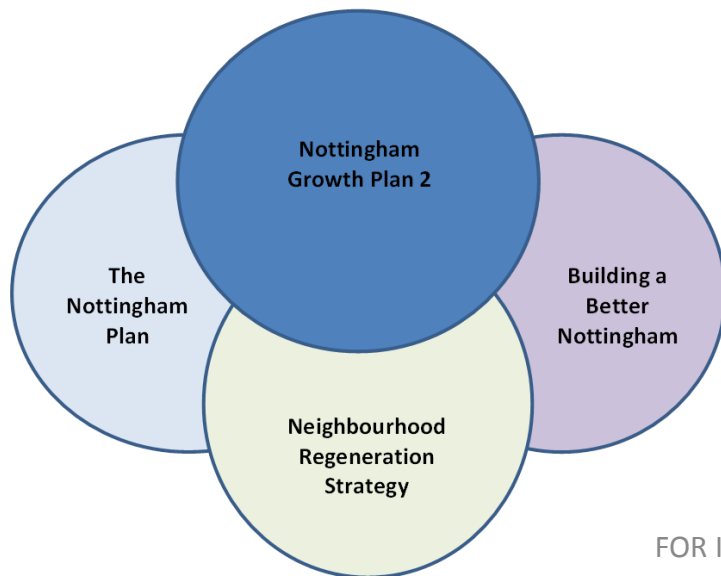
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## 2. Our Economy suffers from low productivity and a lack of inclusivity .....

- **Too many citizens are not seeing the benefits of growth.**
  - Nottingham's overall IMD ranking fell from 20<sup>th</sup> most deprived LA area (2010) to 8<sup>th</sup> (2015)
  - 34,700 adults claiming any benefits in May 2016: 15.5% for Nottingham compares with 11.1% for England
  - Sickness benefit has risen steadily over the last year and is now higher than when ESA was introduced in October 2008
  - Geographical variations in claimant rates eg Aspley (5.6%), Bulwell (5%) compared with Wollaton West (1.3%)
  - Qualifications: 34.4% adults with NVQ4 but 12.3% without any qualifications (limits access to stable, well paid jobs)

## 2. ...and the strategic context has changed.

- **The strategy and policy context is changing nationally and locally....**
  - Industrial strategy – new approach to government thinking and funding.
  - Since launch of Growth plan, economic development landscape has evolved e.g. LEP's, Midlands Engine, localisation agenda.
- **Need to be clear about our own position**





### **3. Our aim is to grow Nottingham's economy in a productive and inclusive way**

3.1 We will focus activity on the components of productivity.

- 1. *Enterprise and Innovation***
- 2. *People and Skills***
- 3. *Infrastructure and connectivity***

3.2 We will deliver in a way in which 'bends the spend' to target our more marginalised communities and we will focus on a broader range of sectors.

3.3 We propose a citizen-first approach to Smart Cities, as one new 'big idea'.

3.4 We will deliver through securing external resources, investing in delivery platforms and working in partnership.

3.5 We are clear about the targets we are pursuing.

## 3.1 Enterprise and Innovation - actions

| Theme                           | Action   |
|---------------------------------|--|
| <b>Business Support</b>         | <ol style="list-style-type: none"><li>1. Development of the <b>Growth Hub</b> enabling businesses to access support programmes and helping <b>strategic business</b> unlock organic growth.</li><li>2. Supporting <b>retail businesses</b> within the city centre.</li><li>3. To develop and commission the <b>SUD programme</b> for Nottingham to provide innovation and grow on space for business.</li><li>4. Delivery of a <b>Creative Industries business engagement</b> programme within the <b>Creative Quarter</b>.</li><li>5. To continue to deliver our <b>Sector Growth Strategy</b> to support a broader mix of sectors.</li></ol> |
| <b>Access to Finance</b>        | <ol style="list-style-type: none"><li>1. Positioning Nottingham businesses to benefit from funding opportunities such as <b>Foresight Nottingham Fund</b>, and <b>Midlands Engine Investment Fund</b> , while ensuring the effective delivery of local business finance initiatives including, <b>N2 Business Growth Fund</b>, <b>Creative Quarter Loan Fund</b> and <b>Nottingham Key Fund</b>.</li></ol>   |
| <b>Investment and Promotion</b> | <ol style="list-style-type: none"><li>1. Strategic commissioning of <b>Marketing Nottingham and Nottinghamshire</b> to <b>promote Nottingham</b> as a primary business location.</li><li>2. Development and delivery of <b>International Strategy</b> to promote <b>trade, exports &amp; investment</b> opportunities abroad.</li></ol>  |

## 3.2 People and Skills - actions

| Theme  | Action  |
|--|---|
| <b>Supporting our residents from Early Years to Employment</b> | <ol style="list-style-type: none"><li data-bbox="392 218 1837 375">1. To continue to deliver a programme of <b>early intervention</b> through <b>Small Steps, Big Changes</b> and by working with <b>parents and families</b> to <b>raise aspirations</b> and promote <b>work readiness</b>.</li><li data-bbox="392 404 1818 504">2. To work with <b>schools</b> to improve the quality of <b>teaching and learning</b> and <b>improve outcomes</b> for learners, particularly at key stage 3/4.</li><li data-bbox="392 532 1731 632">3. To deliver our <b>Employability Strategy</b> and develop links between <b>schools and business</b> through <b>Aspire</b>.</li><li data-bbox="392 661 1769 818">4. To maintain <b>lowest NEET levels within the core cities</b>, by commissioning NEET Prevention activity (Futures) , <b>maximising YEI funding</b> and the delivery of <b>Nottingham Works</b>.</li></ol> |
| <b>Increasing Skill Levels</b>                                 | <ol style="list-style-type: none"><li data-bbox="392 855 1802 955">1. Developing a coherent and <b>quality FE offer</b> within the City, including the delivery of the <b>Nottingham Skills Hub</b>.</li><li data-bbox="392 983 1837 1198">2. Developing a detailed <b>understanding of local skills</b> needs for the short and long term, developing sector <b>skills plans</b> to address skills shortages and ensuring inclusivity and working with <b>local providers to influence delivery</b>.</li><li data-bbox="392 1226 1833 1383">3. To support local <b>employers</b> to implement the <b>apprenticeship reforms</b> and maximise opportunities created through the Apprenticeship Levy, encouraging progression into higher apprenticeships.</li></ol>   |

## 3.2 People and Skills – actions continued

| Theme   | Action  |
|---|---|
| <b>Engaging the Disengaged</b>                  | <ol style="list-style-type: none"> <li>1. To develop <b>bespoke integrated pathways</b> of support for those experiencing most disadvantage in the labour market, e.g BME, 18-24.</li> <li>2. To develop a <b>health and work strategy</b> to reduce the numbers of ESA claimants and develop pathways into work for people with disabilities.</li> <li>3. To sustain the work of the <b>Nottingham Jobs Hub</b> and <b>Nottingham Jobs Fund</b> to connect citizens with opportunities created within local business.</li> <li>4. To deliver a programme of <b>community learning</b> which raises aspirations and improves basic skills, through the delivery of a <b>Family Learning</b> and influencing providers to ensure adequate <b>Maths, English and ESOL provision</b>.</li> <li>5. Ensuring we maximise opportunities to secure employment outcomes through Council activity such as <b>procurement, workforce planning, planning</b> (Section 106), and <b>bidding activity</b>.</li> <li>6. To work with the VCS to ensure a range of <b>local volunteering opportunities</b> and <b>work placements</b> to help prepare people for the world of work.</li> <li>7. To develop a digital inclusion programme within local communities, ensuring citizens have skills they need to engage within a modern society.</li> </ol> |
| <b>Retaining graduates to boost talent pool</b> | <ol style="list-style-type: none"> <li>1. To work with the universities to <b>attract and retain graduates</b> into the city, including the delivery of annual <b>internship programme</b>.</li> <li>2. Development and delivery of a '<b>London Campaign</b>' to attract <b>new talent</b> into the city.</li> </ol>   |

### 3.3 Infrastructure and Connectivity - actions

| Theme  | Action  |
|--|---|
| <b>Ensuring digital infrastructure fit for 21<sup>st</sup> century</b> | <ol style="list-style-type: none"><li data-bbox="465 279 1823 429">1. Delivery of the <b>Nottingham</b> component of the <b>N2 ICT infrastructure programme</b>, supporting 850 businesses to increase digital presence.</li><li data-bbox="465 451 1823 544">2. To ensure <b>100% of city businesses</b> are able to access <b>superfast broadband</b>, up to <b>10Gbps</b>.</li><li data-bbox="465 565 1823 658">3. To deliver the programme to install <b>broadband cabling</b> in Nottingham's <b>tram ducting</b>.</li><li data-bbox="465 679 1823 715">4. To deliver <b>100% wifi coverage</b> within <b>Nottingham City Centre</b>.</li><li data-bbox="465 736 1823 829">5. Creation of an '<b>Open Nottingham</b>' award to promote <b>open data</b> and <b>sharing of new ideas</b> across businesses.</li></ol> |
| <b>Growing clusters through sector hubs</b>                            | <ol style="list-style-type: none"><li data-bbox="465 872 1823 965">1. Development of the <b>Creative Quarter</b> and <b>Creative Industries Hub</b> at Sneinton Market/Daykene St.</li><li data-bbox="465 986 1823 1022">2. To support the expansion of <b>Biocity</b> and <b>Southglade Food Park</b>.</li><li data-bbox="465 1043 1823 1136">3. To support the implementation of the <b>Nottingham Enterprise Zone</b>.</li><li data-bbox="465 1158 1823 1193">4. To support the development of an <b>Nottingham Science Park</b></li><li data-bbox="465 1215 1823 1308">5. Rejuvenation of the <b>City Centre</b> and other <b>town centre</b> areas, to support the repositioning of the <b>retail</b> offer.</li></ol>   |

### 3.3 Infrastructure and Connectivity – actions continued.

| Theme   | Action  |
|---|---|
| <p><b>Enabling the physical regeneration of the city</b></p>  | <ol style="list-style-type: none"> <li>1. <b>Housing</b> – ensuring that Nottingham has the appropriate housing mix to meet local needs and to ensure we attract and retain new talent.</li> <li>2. <b>City Centre Office</b> – ensuring the development of sufficient Grade A office space to attract new investment,</li> <li>3. <b>Major Regeneration sites</b> - bringing back major sites for employment use.</li> <li>4. <b>Out of City Business premises</b> – ensuring start up and grow on space for SME’s.</li> </ol>   |
| <p><b>Making Nottingham’s transport efficient, sustainable and supporting future investment</b></p> | <ol style="list-style-type: none"> <li>1. <b>Roadspace transformation:</b> surrounding <b>Broadmarsh</b>, upgrading of the <b>southern relief route, City Centre North</b>.</li> <li>2. Ongoing improvements to <b>public transport</b>, through <b>bus services infrastructure, tram and bus links</b> to key employment sites (e.g. science park, and <b>integrated ticketing</b> with Robin Hood cards.</li> <li>3. Effective <b>management of roadworks</b> on the network and <b>minimise delays</b> when unavoidable works occur</li> <li>4. Sustainable transport improvements – cycle ambition; OLEV and Clean Air Zone.</li> <li>5. Working with partners to secure major developments – e.g. HS2</li> </ol> |

## 3.4 We will also support programmes of inclusion:

- Neighbourhood Regeneration Strategy – seeing benefits of city regeneration extended.
- Focus on job creating sectors offering entry level jobs, such as; construction, retail, health and social care, visitor economy etc.
- More targeted support to reflect the diversity of our communities, e.g. ESA claimants, BME, Refugee/Asylum Seekers, 16-24 year olds, disadvantaged wards
- And put citizens at the heart of our Smart City approach

## 3.5 We propose a citizen-first approach to Smart Cities in Nottingham

- **Smart Cities** involve the use of **data and technology** to find new and **innovative solutions** to **urban challenges** – making a City more **efficient and sustainable**.
- We will target **university** and **private sector funding** to develop **projects** that **address citizen focused needs**.
- We will promote Nottingham as a **‘test bed’ for new ideas**.
- We will use our Smart City approach to improve our services and the way in which the city functions, while **increasing our global reputation for innovation**.



## 4. We will deliver through securing external resources, investing in our delivery platforms and working in partnership

| Action                          | Current Situation  | Future Development   |
|---------------------------------|--|--|
| <b>Sources of funding</b>       | Bidding team secured over £millions to date. Worked closely with LEP to inform commissioning process for ESIF funds. | Building on success to date to influence the commissioning of provision locally, and sustaining a successful bidding unit. Strengthening a commercialised approach to delivery |
| <b>Growth Hub</b>               | Secured funding to sustain until 2019 and managing programme of behalf of D2N2.                                      | Increased focus on strategic businesses.   |
| <b>Jobs Hub</b>                 | Integrated model with DWP and Futures.   | More self sustaining and widening offer to employers. Closer working with the growth hub.  |
| <b>Marketing Nottingham</b>     | Established destination management organisation for Nottingham.  | More self-sustaining and taking a bigger role in international work.   |
| <b>Creative Quarter Company</b> | City Deal delivered successfully, supporting 850 businesses and Over 800 jobs created                                | Ensuring its sustainability and the delivery of the ERDF bid. Widening delivery focus to meet wider objectives.  |
| <b>Our Partners</b>             | Playing a leadership role in wider partnerships, e.g. D2N2, Midlands Engine.   | Acting as strategic leader within a national and regional context. Strengthening public/private sector working.  |