

Nottingham Economic Recovery & Renewal Plan

Consultation draft

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Introduction

This is our plan for Nottingham's economic recovery and renewal from the Covid pandemic. It sets out our bold vision for economic renewal:

To reimagine Nottingham as a green, creative inclusive and digitally enabled city, widely recognised as:

- *An internationally renowned City of culture, creativity & innovation*
- *The UK's first Carbon Neutral City*
- *A City which offers opportunities for everyone*

Our plan sets out a strategic framework that will enable us to realise this vision. It is rooted in partnerships – between the City, its partners and Government – that seek to secure the support and investment required for our economy to bounce back swiftly, successfully and more sustainably. Investing in Nottingham will help deliver the Government's priority of levelling up by creating jobs and boosting productivity.

This plan is produced through collaboration by the Nottingham Growth Board (a partnership of some of Nottingham's key businesses, educational institutions and public sector organisations), One Nottingham (the City's Strategic Partnership¹) and Nottingham City Council. Together we stand ready – both to rethink how our City operates and to deliver projects with immediate impact.

The approach we set out will deliver for businesses, the economy, the environment and the people who live here. The plan sets out a series of key proposals that that will underpin economic recovery and renewal, but our approach is about much more than 'shovel-ready' projects. It is about the ambition of a City that is ready to re-think its role in a post-Covid regional and national economy.

¹ The memberships of the Nottingham Growth Board and One Nottingham Board are set out in Appendix A.

Our bold vision for economic renewal

To reimagine Nottingham as a green, creative, inclusive and digitally enabled city, widely recognised as:

- *An internationally renowned City of culture, creativity & innovation*
- *The UK's first Carbon Neutral City*
- *A City which offers opportunities for everyone*

Nottingham is a city with a legendary past and a bright future, a green city full of creativity and culture – the home of rebels, innovators and pioneers.

The city has a proud and distinguished history – from Robin Hood to Ada Lovelace (the first computer programmer), from William Lee (inventor of the knitting machine) to George Africanus (pioneering black entrepreneur), the home of Boots the Chemist, Paul Smith, ibuprofen and the MRI.

But, it's not just the past. Nottingham today is home to: BioCity, the UK's largest bioscience innovation and incubation centre; the QMC, the UK's largest teaching hospital; two leading universities; Experian, and a growing financial technology sector; Games Workshop; the Creative Quarter; Trent Bridge...and the Sleaford Mods!

Prior to the Covid lockdown there was a growing sense that Nottingham was a city whose time had come. The Southside was buzzing with a £2bn pipeline of major development and investment, alongside the untapped potential of the Island Quarter, and we had set out our stall for Nottingham to be the most liveable city centre in the UK.

The Covid pandemic has caused us to pause and rethink our plans, but whilst the world has changed Nottingham retains the fundamental building blocks that will ensure the future prosperity of its citizens, underpinned by a thriving, sustainable, resilient and inclusive economy.

Our approach to realising our vision is focused on the delivery of six major ambitions:

1. **City of Creativity & Culture.** We will build on the Creative Quarter and our Unesco City of Literature status to become an internationally renowned centre of culture and creativity.
2. **Reshaping the City.** We will physically regenerate the City, using the Broadmarsh redevelopment as a catalyst for change, to create a more sustainable and liveable place adapted for a post-Covid and more digitally enabled world.
3. **Carbon Neutral City.** Through transformational green investment at scale, we will build on our track record of delivery to become the UK's first carbon neutral city by 2028.
4. **Digital Enterprise.** We will build on our fintech strengths to enhance Nottingham as a significant national centre for digital technologies and enterprise, underpinned by a programme of upskilling across our communities.
5. **Entrepreneurship & Innovation.** We will support businesses (existing, new and early stage) to survive and thrive, targeting growth in key sectors and developing our entrepreneurial and innovation ecosystem.
6. **Skills & Employment.** We will prevent long-term mass unemployment by supporting a culture of enterprise and offering extensive and inclusive reskilling/upskilling programmes for citizens to take advantage of new opportunities.

Covid has shaped our current patterns of behaviour, these impacts may well persist, leading to a need to rethink the relationship between where people live, work and play in the City. We will make sure that these ambitions reach right across the City, to all its people, and we will collaborate with our neighbouring towns so that the benefit of our approach flows through the wider region; and we will work with all our communities to ensure that local people have the skills and opportunities to participate in the green, creative, digital economy that we are striving for.

Significant work to deliver these six ambitions is already underway, but with support and investment we will deliver growth in jobs and productivity, not just for the City but for the benefit of the wider region and the UK as a whole.

We have already made a start...

Prior to Covid, the City had already set out clear plans and a strong economic development programme. Our economic strategy focused on supporting the City's key sectors to grow and boost productivity, tackling the local skills gap so that people were able to take advantage of opportunities. The City's Southern Gateway was being transformed, with the development of HMRC's new offices at Unity Square, a new Further Education College Skills Hub, a new central library, the transformation of Nottingham Castle, plans for the redevelopment of the Island Quarter and, after two decades of false starts, the redevelopment of the Broadmarsh shopping centre. We were finalising a City Centre Strategy that addressed the challenges faced by high street retail and the need to create a better mix of retail, leisure, offices, residential and public realm

The Covid pandemic and subsequent lockdown has presented a series of new economic challenges. Some of these will be temporary, but some are likely to be longer lasting. Technology – especially digital technology – has enabled us to adapt and maintain economic activity and employment to a degree that wouldn't have been possible even a few years ago, but we don't yet know how much of the 'homeworking revolution' will be permanent. The shift towards online retail has accelerated and the face of the high street is likely to be changed forever. At the same time, we have seen a resurgence of local neighbourhoods as people have become less mobile.

Since March, we have flexed and adapted our programmes and approach to support our businesses and people from the first lockdown until now. We are now looking to the future, to new opportunities as we gradually emerge from the pandemic. Digital technology, low carbon industries, life sciences and healthcare are all areas which will be crucial in 'building back better' as we seek to build an inclusive, sustainable economy; and, as the region's major city, we will unleash Nottingham's potential to drive the wider regional post-Covid economic recovery.

We have undertaken a major economic impact assessment² that provides the clear evidence base that underpins our proposals for a stronger, more sustainable, inclusive economy. These proposals are set out below.

² *From Containment to Recovery: COVID-19's Local Economic Impact on Nottingham – an initial assessment* (August 2020). A summary of its key findings are included in Appendix B: The Economic Impact of COVID-19.

1. City of Creativity & Culture

We will build on the Creative Quarter and our Unesco City of Literature status to become an internationally renowned centre of culture and creativity.

In order to think differently about regeneration, and what a city and a city centre can look like, we will put creativity and culture at the very core of our plans for the short, medium and long term, working towards a vision of Nottingham as an international beacon for creativity and culture

Nottingham has an opportunity to learn from those global cities that have used creativity and culture as the central tenants of a reimagined economy – in particular, Austin, Texas and Berlin are excellent examples of the forces of creativity and culture being used to reimagine a place, built upon the foundations of a strong creative economy.

Nottingham has started this journey and is developing a strong reputation with a growing creative sector, supported by the flagship Creative Quarter. The City has regional city strengths in culture, sport and leisure – with assets such as the Royal Concert Hall, Theatre Royal and Playhouse; Nottingham Castle, Nottingham Contemporary, the New Art Exchange and the Galleries of Justice; Nottingham Forest, Nottingham Panthers and Trent Bridge. Nottingham Castle is currently being transformed into a world class tourist attraction and is due to reopen in 2021.

The recently established *Nottingham Board for Culture and Creativity* brings together leading local figures from the cultural and creative sectors, and has launched *The Nottingham Project*, aiming to establish Nottingham as an internationally renowned cultural city over the next decade.

The Nottingham Project is working with global creative practice Heatherwick studios to bring forwards a vision for how Nottingham can be reimagined using creativity and culture. Practically this will mean a new story and a new way of telling the story of the city, building on Nottingham's history of rebels and pioneers, a city that does things its own way.

We will not simply rely on the story of our past, we will build on it by bringing forward projects that imaginatively reflect the Nottingham spirit as we set our own path to a prosperous future. In the short term, this will include a series of projects that can be delivered in a flexible and capital light way, allowing for the longer term work, which will include the imaginative redevelopment of the Broadmarsh site, from the Castle to the new college.

Work already underway:

- The Nottingham Project is consulting on a Vision that will set out what a city reimagined using the forces of culture and creativity could become.
- Nottingham Castle Transformation – a new multimillion pound tourist attraction, due to open in 2021, which will act as a catalyst for our reinvigorated cultural offer.
- New Nottingham Central Library currently under construction. It aims to inspire one million people annually through reading, literacy and learning, and will provide a comprehensive and curated events programme.
- Creative Quarter and Big House project, supporting the creative and digital sectors.

Our proposals:

- **Creating a powerful new identity for the City and a fresh retelling of the Nottingham story highlighting Nottingham as a home of rebels, innovators & pioneers.** We will reinvigorate the city's place marketing capacity to promote the Nottingham Story to attract investment and jobs in our key sectors and grow the visitor economy.
- **An ambitious ten year development plan to establish the City as a national and international centre for the creative industries, curated by the Nottingham Project and other partners.** This will include a series of 'big ideas' as fundable propositions over the next decade. Initial project ideas include:
 - Short-term (1-2 years) – a Festival of Creativity, to coincide with the reopening of Nottingham castle; Annual Design Festival; a Street for Street Culture; City Gardener residency; appointment of a Night Time Entertainment Leader; a home for *The Nottingham Project* (as a local creative community resource);
 - Medium-term (3-5 years) – Forest in the City; Rebel Plinth; outdoor space for the performing arts; Gates into the Forest;
 - Long-term (5-10 years) – Light the Caves; National Centre for Improvisation in Film; National Centre for Gaming & e-sports.

These activities will revitalise & reenergise the city post-Covid lockdown.

- **Music and Creative Arts Hubs** to grow the clusters of commercially viable artists and associated businesses and support the City in its ambition to be internationally renowned for its culture and creativity, including the conversion of the Nottingham Central Library into a creative Cooperative Hub offering event space, gallery/exhibition space, and workspace for creative businesses, completed by 2023.

2. Reshaping the City

We will physically regenerate the City to create a more sustainable and liveable place adapted for a post-Covid and more digitally enabled world.

Key to transforming the city's economy is ensuring that at the heart of it lies a strong, sustainable, vibrant city centre. Prior to Covid, Nottingham's city centre, like other city centres across the country, was going through a period of rapid change. Covid has accelerated the pace of this change and we now need to rethink the future of our city centre, creating more places to live and reimagining our High Street.

Our plan is in two parts; the shorter term recovery, helping our businesses, particularly those in the retail and hospitality sectors to survive post lockdown and during the months of public health restrictions that will be required, and longer term rebalancing of our city centre, to ensure it meets the needs of a sustainable city economy.

Our City Centre Strategy contains much that is still relevant and inspiring for the future, but we recognise that Covid presents a fresh set of challenges and so we are currently refreshing this strategy to address these challenges. Central to this is a reshaping of the city centre so that we ensure a sustainable balance of different uses and enablers – retail and leisure, Covid-secure and flexible office space, residential and student accommodation, public realm and green space, health and education provision, sustainable transport and excellent digital connectivity. We will bring forward a city centre

masterplan that will underpin future investment and development, informed by the young, creative talent of students from the Universities' Architecture Departments.

Liveability is a central concept to the future development of the City – we will bring forward a wider mix of quality residential accommodation, green public realm and supporting infrastructure (such as healthcare and, potentially, a school) to attract young professionals, families and older people to live and stay in the City. We will support Nottingham to become a UNESCO child friendly city.

We will support Nottingham to become the first National Parks City, reconnecting the City with Sherwood Forest. We will boost the visitor economy by creating green and blue corridors that improve the environment and enhance biodiversity, and will support the health and wellbeing of residents and visitors by extending sustainable transport routes for walking, cycling and jogging.

Whilst the reshaping of the city centre is central to our vision of a sustainable post-Covid economy, we recognise that an inclusive economy needs to be built across the City with place-based investment in the neighbourhoods beyond the city centre. Local retail has benefitted through the lockdown as city centre commuters have switched to homeworking and, whilst we want to see workers return to city centre offices when it is safe to do so, it is unlikely that we shall see a full return to pre-Covid working arrangements of large, densely populated open plan offices – more likely is a hybrid pattern of homeworking mixed with use of offices for meetings and collaborative working.

We will establish '15 minute neighbourhoods' – where most of people's daily needs can be met within a short walk or cycle – across the city. We will seek opportunities to develop retail, office and industrial areas outside of the central area; ranging from socio-economic hubs, such as in Hyson Green or Bulwell; to retail corridors on Alfreton Road and Mansfield Road in Sherwood; to industrial areas in Basford and Lenton/Dunkirk; and to the outer estates in the north of the city.

Work already underway:

- Supporting city centre businesses through recovery – providing a business support offer, promoting our retail and leisure offer.
- Reducing vacancies in the city centre – working proactively with stakeholders to reduce vacancy levels.
- Transformation of the City's Southside – from Nottingham Castle, through Broadmarsh to the Island Quarter.
- Future High Streets Fund – bid to secure £17m to transform the West End Point area of the city centre.

Our proposals:

- **City Centre Strategy and Reimagining Broadmarsh.** The pre-Covid challenges for high street retail have been accelerated by the pandemic, so we are setting out our *approach* to transform the City for a post-Covid world in a **refreshed City Centre Strategy** outlining our long term vision for the city centre post-Covid. The pause in the redevelopment of Broadmarsh presents the opportunity to develop a prime city centre site to better meet future challenges. We are seeking a significant investment package to develop a City Centre Masterplan and to reimagine the Broadmarsh site – from the transformed Castle in the west to the new Nottingham College centre in the east – as an exemplar for future city centre development.

- **Bus Depot Relocation.** Financial support to relocate the city centre depot to a modern out of centre site to support the ‘greening of the fleet’, and free up a prime site linking the Creative Quarter and Island Quarter for private sector development.
- **Stalled Sites Fighting Fund.** A capital funding pot to unlock long-term viable stalled sites across the city whose immediate viability has been impacted by Covid.
- **Vacant Premises Fund.** To support a proactive approach to bringing vacant premises back into use, including grant schemes to incentivise landlords, rent subsidy for new businesses and support for meanwhile use.
- **Transformation of Nottingham & Beeston Canal.** To create a green-blue active travel route from Colwick Park to Attenborough Nature Reserve.

3. Carbon Neutral City

Through transformational green investment at scale, we will build on our track record of delivery to become the UK’s first carbon neutral city by 2028.

Nottingham has made a bold commitment to become the UK’s first Carbon Neutral City by 2028. A carbon neutral Nottingham presents opportunities for investors, and opportunities to attract and retain new businesses and skilled members of the workforce. The City has a track record of supporting innovation in energy and low-carbon projects – such as the mass installation of photovoltaic solar panels on council houses, the district heating network and Energiesprong retrofitting – and we want to support business to grow and access these new markets.

Nottingham’s Carbon Neutral Action Plan provides the basis for renewing and regenerating the City in a sustainable way. Realigning the economic priorities of Nottingham can simultaneously allow climate change to be tackled, improve the quality of life for citizens and achieve a thriving economy with long-term growth and job creation.

Work already underway:

- The N2EG energy grant programme offers local businesses free energy audits and grants to improve the energy efficiency of their businesses..
- A range of support in assessing the potential for and installing renewable energy at business premises.
- Trialling a number of innovative technologies – such as vehicle-to-grid electric vehicle charging, battery storage, deep retrofit to increase energy efficiency, heat pumps, fuel cells – to test the business case and benefits brought from installing these.

Our proposals:

- **Domestic Energy Efficiency Retrofit Programme.** Building on the approach being piloted through Nottingham’s current BEIS funded Whole House Retrofit Destination Zero, a retrofit programme of 1,000 council houses properties per year to drive the development of a new locally-based industry to manufacture and install high quality external wall insulation and other measures, using modern construction methods and offsite manufacture.
- **Extension to tram network.** Development of the business cases for the Toton, Clifton and Gedling extensions, to connect areas of housing growth with areas of employment expansion, and reduce carbon emissions, bringing benefits beyond the City.

- **New primary substation for Nottingham City.** This is required to ensure that new connections to the electricity network can be accommodated. The substation would facilitate delivery of low carbon energy projects and would also help to stimulate growth in new developments across the south side of the City.
- **Minewater energy.** A scheme at scale to test the potential of the technology for widespread application, testing its viability for major infrastructure investments. The scheme will inform similar developments across the county.
- **Green Transport Corridor.** A step-change in adoption of active transport (cycling and walking) will be driven by the development of green transport corridors through implementation of blue-green infrastructure along existing routes such as rivers (from Colwick to Trent Bridge), canals (incl. the Nottingham & Beeston Canal from Meadow Lane Lock to Castle Marina), roads and disused transport infrastructure.

4. Digital Enterprise

We will build on our fintech strengths to enhance Nottingham as a significant national centre for digital technologies and enterprise, underpinned by a programme of upskilling across our communities.

Nottingham is a nationally leading tech centre, with excellent broadband and 4G networks, great Universities, emerging FinTech, MedTech and Augmented Reality clusters. For Nottingham to excel, it needs to improve its digital infrastructure, increase digital skills, support the various digital sub sectors that are growing rapidly, and recognise the economic growth that is already there from this key sector.

With brands such as Experian, Capital One, Parexel, Init, Little Fish, Affari Media, MyUnidays and Hallam, Nottingham is already home to some of the most innovative digital and tech businesses in the UK. And with the Creative Quarter Company – a Creative and Digital economic development agency for the CDI (creative & digital industries) sector – Nottingham is excellently placed to drive this key sector further.

Work already underway:

- Creative Quarter – the flagship project of our original City Deal with Government.
- Immersive Tech Hub – bringing together a cluster of immersive tech businesses at Nottingham Science Park in collaboration with University of Nottingham.
- Future High Street bid, which envisages a new tech hub as part of the office development working with key partners Accelerate Places.
- Tech 1000 – a partnership of some of the companies and skills providers in the City, to improve digital skills in the City, particularly working with some of the underrepresented groups in tech.
- Support for the digital infrastructure in the City – working with providers such as City Fibre and ITS (who have a concession to put 10Gbit fibre in the tram ducting and have now built out the fibre network to over 35 km of full fibre to premises focused on the B2B market).
- D2N2 funding allocated for NTU’s Smart Wireless Innovation Facility (SWIFt) at its Clifton Campus, to be completed 2021 as a test-bed for SMEs developing new apps and products.

- Bid to DCMS for 5G bid working with providers and the sport and culture operators in the City – use of 5G to enhance the visitor experience in places such as Nottingham Castle, Nottingham Contemporary and Motorpoint Arena.
- Big House and Growth Hub digital upscaler projects – helping the businesses about to grow rapidly, from small to medium to large.

Our proposals:

We will strengthen Nottingham’s position as a significant national centre for digital technologies and enterprise, underpinned by a programme of upskilling across our communities:

- **Digital Enterprise Incubator / Hub.** A centre for digital skills and enterprise to be established in the city centre, combining space for digital start-ups and scale-ups with a training hub to support a range of communities to develop their digital skills and a centre of excellence research centre.
- **Excellent Digital Connectivity.** Excellent, inclusive connectivity for business and residents, including the extension of NTU’s SWIFT facility to the City and Mansfield.
- **Support digital enterprise and new business.** A fund to support digital SMEs and entrepreneurs through business loans, start-up & scale-up grants, infrastructure costs and business rate relief.

5. Entrepreneurship & Innovation

We will support businesses (new, early stage and existing) to survive and thrive, target growth in key sectors and develop our entrepreneurial and innovation ecosystem.

Nottingham is a great place to start a business. It is home to two leading universities, working together and with partners under the *Universities for Nottingham Civic Agreement*, and BioCity. The Growth Hub, plus the many business support programmes in the area – Big House, Medilink, Invest in D2N2 – offer a set of support networks offering coaching, mentoring, advice, access to finance and links to bigger opportunities in the UK and internationally.

With over 35 different incubator and start up locations across the City in sectors such as FinTech, Life Science, Culture and Creativity, as well as University linked incubators and Nottingham Science Park, Nottingham offers some of the best services available for entrepreneurs, scientists, or people moving out of their bedroom into larger expanding start ups.

Work already underway:

- The Growth Hub, including the Business Investment Fund – providing front line support for any business, with a grant scheme to help businesses invest to grow and specialist support for BAME businesses.
- Over 100 business support programmes that businesses can access (via the Growth Hub) covering access to finance, sector support, local programmes, skills programmes.
- The key Nottingham focused economic development agency business support programmes – Big House (CDI support programme) and Invest in D2N2 (working with Invest in Nottingham to generate inward investment to the area).
- Highly developed innovation projects run by the Universities, engaging with businesses and placing students in businesses to support innovation programmes.
- University innovation and enterprise programmes:

- NTU: The Hive, the new Dryden Enterprise Centre, and the Med Tech Innovation Facility being built on NTU's Clifton Campus and the Boots Enterprise Zone
- University of Nottingham (Jubilee Campus) – the Sir Colin Campbell Building Ingenuity Centre runs an international student entrepreneurship programme supported by the Haydn Green Institute
- Expansion of Nottingham Science Park – new units close to University of Nottingham.
- SUDs (Sustainable Urban Development) programme, supporting the creation of incubator spaces across the City – including the NTU Enterprise and Innovation Centre.
- Foresight Nottingham Fund – £40m equity investment fund launched in 2013 to support SME growth in key sectors.
- Nottingham College – enterprise incubator spaces available when the new city hub opens.

Our proposals:

- **Business Reboot Fund.** To deliver financial assistance and support for those businesses hardest hit by Covid, especially otherwise viable businesses suffering as a result of a loss of custom through no fault of their own. These businesses need financial support to survive the period of restrictions and/or switch to new sources of income or delivery routes to customers.
- **Business Investment Programme.** Package of investment and finance (recyclable loans, equity, grants) targeted at business with significant growth potential in key sectors.
- **Sector Innovation Hubs.** Nottingham is home to emerging clusters of national significance in lifesciences and healthcare, fintech, clean tech, music and creative arts. With support, we will establish and grow these sectors using the successful 'sector innovation hub' model developed at BioCity. The lifesciences and healthcare, fintech and clean tech hubs will support the commercialisation of university and other technologies and drive the recruitment and retention of high quality jobs.
- **Digital Platform – Entrepreneurial Notts.** A digital platform to inspire, encourage and support innovative and entrepreneurial activities across the population. Over 80% of jobs in the economy locally are in micro-enterprises. The current and future generation of business owners need to have the confidence and support to launch and grow their businesses. By showcasing the entrepreneurial talent and activity already present in Nottingham and by sharing their experiences and lessons learned, we aim to inspire and educate Nottingham's next generation as well as highlighting Nottingham to the rest of the world as an entrepreneurial city with a rich, collaborative enterprising culture.

6. Skills & Employment

We will prevent long-term mass unemployment by supporting a culture of enterprise and offering inclusive reskilling/upskilling programmes for citizens to take advantage of new opportunities.

With sectors such as retail and hospitality set to lose a substantial number of jobs, Nottingham is facing a substantial rise in unemployment. As the unemployment level rises, there is strong evidence to suggest that some parts of our communities (young people, BAME, older people, women, people with disabilities) will be more adversely affected than others. Our intention is to address these inequalities and prevent long-term mass unemployment.

We will do this by supporting existing businesses as they emerge from lockdown and by supporting and investing in future growth sectors, alongside programmes to reskill and upskill citizens, while

supporting them to access employment opportunities. We will help young people, marginalised communities and people who have lost their jobs from retail and hospitality industries to upskill, participate in and benefit from the economic growth of Nottingham. We will support people move into new roles through short term courses, create opportunities for young people to undertake apprenticeships with high growth businesses, and help long-term unemployed to access local support.

Work already underway:

- Through our Nottingham Jobs service, we are connecting people with job vacancies and ensuring employment support is available within our communities, particularly those with more complex needs.
- Providing targeted employment support in our communities through our ESF funded Way2Work project and local 'community hubs'.
- Tackling youth unemployment through the roll out of 'youth hubs' in our communities.
- Delivering Nottingham Works, a European-funded programme to support young people into employment.
- Offering a joined up redundancy support service, working with DWP and the National Careers Service and promoting this through our Growth Hub networks.
- Delivering a digital poverty project to disadvantaged communities.

Our proposals:

- **Apprenticeship Support Service.** We seek to retain locally unspent Apprenticeship Levy to build upon our already successful Jobs and Skills Access Hubs network and develop an apprenticeship brokerage service working with training providers, thus increasing the uptake of apprenticeships in Nottingham.
- **Upskilling and reskilling our communities for growth sectors.** Flexible foundation skills training for 16-18 yr olds identified as at risk of NEET to support their successful progression onto traineeships and apprenticeships; and a reskilling programme for adults with no or low qualifications to enable them to access jobs in growth sectors.
- **Careers Guidance and Employability Guarantee.** Ensuring quality careers guidance is available to all by establishing a 'careers hub' across the City.
- **Supporting marginalised communities into employment.** Providing community-based provision and facilities to proactively engage those who are long term unemployed and harder to reach within local communities, including BAME, over 50s and people with disabilities.
- **Creating New Businesses.** Self-employment programme for unemployed people, to help them explore options to start their own business, access business support and provide financial support to enable them to survive the first year in business.
- **Kickstart.** We aim to support 1,000 young people into employment through the Government's Kickstart programme.

We will work in partnership to ensure we deliver

We will develop a detailed delivery plan as a ‘living document’, setting out a series of programmes to deliver each of our ambitions. The Nottingham Growth Board, One Nottingham and the City Council are working in partnership to develop and deliver this Economic Recovery and Renewal Plan – this is a city-wide plan that is ‘owned’ by a coalition of partners across the public, private and educational sectors.

Working together in partnership with central Government, we can reset, rebuild and recharge the Nottingham economy. Our recovery will be enabled by investment in our infrastructure, people and communities, underpinned by a business support programme for our high potential businesses. We are committed to ensuring that any investment will see a significant return in both economic output and jobs, supporting a rapid economic recovery for the City and the region.

The role of the Growth Board has been central, with ‘Board Champions’ leading the development of proposals within each theme, bringing forward new ideas, leveraging additional resources and acting as advocates.

Whilst this plan is focused on *economic* recovery, the aim is to build the economy back in a way that is equitable, inclusive and sustainable – both socially and environmentally – so that no one in our City is left behind. The role of One Nottingham is critical in this regard, and the One Nottingham Board sits alongside the Nottingham Growth Board as an equal partner in the oversight of this plan.

This partnership is central to the success of our recovery and renewal as a city, and to our future prosperity. This strategy has been signed by the following individuals, representing organisations that employ over 36,000 people in the City, and represent hundreds of businesses and the people of Nottingham.

Signed by:

- *Nottingham Growth Board Members*
- *One Nottingham Board Members*

Key proposals

1. City of Creativity & Culture

We will use the reopening of Nottingham Castle to launch a Summer Festival in 2021 as the first in a decade-long series of cultural events, and use our history (from Raleigh to Games Workshop to digital tech businesses) as a catalyst for innovation and entrepreneurship, including the conversion of the Central Library into a creative hub offering event, gallery & exhibition space, and workspace for creative businesses.

1.1 The Nottingham Story	Ask	£1.5m (over 3 years)
	Summary	<p>Nottingham has its story and knows its story well, but has never fully embraced it. We will bring this story forwards in a way that is compelling and feels genuinely rooted in Nottingham, drawing on the past but also projecting it forwards as a tool for the future.</p> <p>We will create a powerful new identity for Nottingham and a fresh retelling of the Nottingham story highlighting Nottingham as a home of rebels, innovators & pioneers; and we will reinvigorate the city's place marketing capacity to promote the Nottingham Story to attract investment and jobs in our key sectors and grow the visitor economy.</p>
	Benefits	<ul style="list-style-type: none"> • A story that can be brought to life by all partners • Increase in inward investment • Increased visitor numbers and visitor economy spend
1.2 The Nottingham Project	Ask	£0.5m for 2021 Festival of Creativity, and support for future funding bids
	Summary	<p>The Nottingham Project is leading an ambitious ten year development plan to establish the City as a national and international centre for the creative industries. This will include a series of 'big ideas' as fundable propositions over the next decade, and revitalise and reenergise the City post-Covid.</p> <p>A 2021 Festival of Creativity will, using the reopening of Nottingham Castle as a catalyst, kickstart a decade of activity – including the potential to pitch for the Festival of Britain in 2022 – that will establish Nottingham as an international city of culture and creativity.</p> <p>The Nottingham Project will bring forward a vision for how the City could be reimagined using culture and creativity, with plans brought forward in three areas:</p> <p><u>Story</u> See 1.1 above</p> <p><u>Schemes</u> Through the work with Heatherwick studios we will bring forward a series of big ideas that may be able to draw on the funding requested in other areas of this economic recovery plan in order to make them a reality.</p> <p><u>Space</u> Through consultation, a review of space and the opportunity to reimagine Nottingham as a cultural and creative hub have been</p>

		identified as key areas to review. The Nottingham Project will bring forward proposals for the space in which the most difference could be made, alongside potential models for the delivery of those projects.
	Benefits	<ul style="list-style-type: none"> • Increase in city centre footfall and number of visitors to the City • Increased trade • Improved perception of the City • Increased jobs and opportunities in the city centre • A reshaped city centre with a more balanced focus and offer
1.3 Music & Creative Arts Hub	Ask	£2.6m
	Summary	To grow the clusters of commercially viable artists and associated businesses and support the City in its ambition to be internationally renowned for its culture and creativity, including the conversion of the Nottingham Central Library into a creative Cooperative Hub offering event space, gallery / exhibition space, and workspace for creative businesses, completed by 2023.
	Benefits	<ul style="list-style-type: none"> • £1.9m leverage • 1,000 m² of cultural and creative workspace alongside gallery, event and exhibition space. • 44 jobs • £9.2m GVA uplift

2. Reshaping the City

We will use the Southside Regeneration as a catalyst, recovering lost ground on development sites affected by the lockdown (Broadmarsh, Castle College, Island Quarter, Crocus Place, etc), with plans adapted to be more inclusive and more sustainable for a post-Covid world, as set out in a new City Centre Strategy.

2.1 Reimagining Broadmarsh & City Centre Masterplan	Ask	£66m
	Summary	<p>We are seeking a significant investment package to develop a City Centre Masterplan that will bring together key strategic sites and development opportunities in a coherent and cohesive vision. Central to this will be a reimagined Broadmarsh area as an exemplar of post-Covid city centre development, replacing the shopping centre with a mixed use development of some retail alongside office accommodation, residential, green space and quality public realm.</p> <p>This will include land assembly, demolition and the creation of new economic infrastructure to bring forward private sector investment to accelerate delivery and focus on creation of beautiful places and high quality developments.</p>
	Benefits	<ul style="list-style-type: none"> • 240-260 construction jobs, £14m-£16m GVA during construction phase • £170m-£190m private sector leverage • 1,100-1,250 new FTE jobs • 150 Apprenticeships
2.2 Bus Depot Relocation	Ask	£25m
	Summary	Relocation of bus depot to provide a modern depot to support 'greening of the fleet', and free up a prime development site linking the Creative Quarter and Sneinton Market to the Island Quarter, unleashing £100m of private sector investment.
	Benefits	<ul style="list-style-type: none"> • 13,000m² of cultural, leisure and event space • 300 new jobs • 100 residential units • 200 bed hotel
2.3 City Centre Strategy – Vacant Premises Fund	Ask	£1.5m
	Summary	Fund to support a proactive approach to bringing vacant premises back into use, including grant schemes to incentivise landlords, rent subsidy for new businesses, and support for meanwhile use.
	Benefits	<ul style="list-style-type: none"> • Reduced vacancy levels -10% • Increased footfall in city centre locations +8-12% • Jobs created 40 FTE • Jobs supported 120-150FTE • New businesses supported 25
2.4 Stalled Sites Fighting Fund	Ask	£75m
	Summary	<p>Prior to Covid, Nottingham was undergoing an unprecedented period of regeneration, focused on the City's Southside but also with developments across the city centre. Many of the developments have continued throughout the lockdown, but not all.</p> <p>A 'fighting fund' will give us the capability to unlock long-term viable stalled sites whose immediate viability has been impacted by Covid.</p>

		<p>These will be decided on a case by case basis under agreed criteria and could, for example, include:</p> <ul style="list-style-type: none"> • Nottingham Waterside – land assembly and infrastructure works to unlock the next phase of housing development at Nottingham’s newest residential community: • Island Quarter – Infrastructure, highways and public realm works of the City’s largest regeneration site to enhance viability of the wider redevelopment. • Out of city centre mixed use development sites
	Benefits	<ul style="list-style-type: none"> • Commercial and residential development • 55 construction FTE jobs • GVA uplift £20m during construction phase • Private sector leverage £180m • High quality public realm and green open space accessible to all.
2.5 Transformation of Nottingham & Beeson Canal	Ask	<p>£2m (with a proportion of costs paid for by local businesses and external grant funding)</p>
	Summary	<p>A project to improve towpaths, access points, footbridges, lighting, signage and planting along the Nottingham & Beeson Canal from Meadow Lane Lock to Castle Marina to create a vibrant, green-blue active travel route into and through the south of the city. The project will include a waterbus feasibility study as well as community co-design of towpath artwork and planting and the development of a Nottingham Canal Improvement Partnership to secure support from local businesses and developers. Community engagement and volunteering opportunities will upskill residents and raise awareness of individuals’ role in environmental action. The improved walking/cycling infrastructure along the canal corridor will ensure an uninterrupted sustainable route from Attenborough Nature Reserve to Colwick Country Park; linking destinations such as Nottingham Waterside, the Island Quarter, Castle Wharf and Nottingham Castle. Enhanced planting will improve biodiversity and increased usage will support carbon neutral targets and social and economic recovery.</p>
	Benefits	<ul style="list-style-type: none"> • Increased awareness of the canal as a key natural asset supporting carbon neutral targets, improved air quality and increased biodiversity. • Increased green-blue space creating a linear park and active travel route running into and through the south of the city. • Supporting the extension of the cycle network from the city into suburban and rural areas and between the metro cities. • Increased mental and physical wellbeing of local people using the space for recreation, commuting and physical activity. • Increased footfall into the city, supporting tourism and the visitor economy; protecting businesses and jobs.

3. Carbon Neutral City

Through transformational green investment at scale, we will create jobs and deliver triple bottom line (economic, environmental, social) benefits. This will include the mass scaling up of retrofitting, and the continuing development of sustainable transport systems and active travel – to connect people across Greater Nottingham (and Derby) to future employment sites (incl. HS2 Toton and Ratcliffe on Soar), ensuring that the two-city region at the heart of D2N2 can sustainably drive the wider regional economy and transform lives.

3.1 Domestic Energy Efficiency Retrofit Programme	Ask	£55m over three years (£20m pa initially – decreasing over time through economies of scale and innovation in approach)
	Summary	Nottingham has around 5,500 solid brick or system built council houses that require external wall insulation and other fabric energy efficiency measures, and could benefit from solar PV on roofs – building on the approach being piloted through Nottingham’s current BEIS funded Whole House Retrofit Destination Zero project. A programme at the scale of 1,000 properties per year would be a game changer in driving the development of a new locally-based industry to manufacture and install high quality external wall insulation and other measures, using modern construction methods, offsite manufacture and digital innovation in energy use.
	Benefits	<ul style="list-style-type: none"> • £30m capital leverage pa (at outset) • 40-60 construction/ manufacturing jobs. • 70-90 people reskilled • Manufacturing / supply chain development and benefits £25-£35m • Significant reduction in fuel poverty and carbon emissions
3.2 Extension to tram network	Ask	£10m
	Summary	Developing the business cases for the Toton, Clifton & Gedling extensions. To connect areas of housing growth with areas of employment expansion, and reduce carbon emissions, bringing benefits beyond the City.
	Benefits	Reduced congestion and connecting people to job opportunities, and lower carbon emissions
3.3 New primary substation for Nottingham City	Ask	£10m total (with a proportion of costs paid for by customers requiring electricity connections).
	Summary	The network of primary substations in Nottingham are reaching capacity, and when alternative connections, reconfiguration or reinforcement options are exhausted, a new primary substation is required or there is a risk that new connections to the electricity network cannot be accommodated. The substation would facilitate delivery of low carbon energy projects and would also help to stimulate growth in new developments across the south side of the City.
	Benefits	<ul style="list-style-type: none"> • Reduced barriers to growth in the City • Reduced investment costs for developers, construction projects, delivery of electric vehicle charging infrastructure and renewable energy/storage projects.
3.4 Minewater Energy	Ask	£15m (The scheme has the potential to deliver a return on investment, but needs support in the form of capital investment and initial at risk funding for exploratory/feasibility study work to fully establish viability.)

	Summary	<p>A rollout mine energy scheme in Nottingham extending the D2Grids pilot to further existing dwellings and a potential new build development. A rollout could extend to supply all 500 existing homes in the Crabtree Farm area, close to the former Babbington Colliery and be configured to supply a proposed new build development of 500 homes at Stanton Tip.</p> <p>A scheme at this scale would truly test the potential of the technology for widespread application. It would also make the pilot more likely to be viable by giving a scale of heat demand to justify infrastructure investments. The scheme will inform similar developments across the county.</p>
	Benefits	<ul style="list-style-type: none"> • 25 FTE construction jobs in retrofit of dwellings and construction of district heat infrastructure • 20-30 jobs in the construction of new dwellings supported • Reduced reliance on imported fuels • Ongoing revenue stream from the selling of heat to homes
3.5 Green Transport Corridor	Ask	£20m total (extending beyond the City to enhance travel across the D2N2 region).
	Summary	A step-change in adoption of active transport (cycling and walking) will be driven by the development of green transport corridors through implementation of blue-green infrastructure along existing routes such as rivers, canals, roads and disused transport infrastructure.
	Benefits	<ul style="list-style-type: none"> • Active transport bringing improvements to air quality and health. • Improved transport creating greater footfall in retail and office centres, supporting tourism and the visitor economy; protecting businesses and jobs. • Broader benefits of blue-green infrastructure for water quality, flood alleviation and recreational use. • Supporting the extension of the cycle network from the City into suburban and rural areas and between Nottingham and Derby. • Increased mental and physical wellbeing of local people using the space for recreation, commuting and physical activity. • Leverage of grant funding and corporate contributions.

4. Digital Enterprise

We will establish a single, digital hub in the city centre with regional outreach to satellite centres in Nottinghamshire. The hub and satellites will built on existing strengths in fintech, data science and creativity – and support our carbon neutral ambition – to create a globally significant centre of excellence. We will support new and growing digital businesses to create over 1,000 tech jobs in the next 5 years. We will expand digital opportunities for local people in Nottingham and Nottinghamshire through a coding and data science outreach programme across all communities.

4.1 Digital Enterprise Incubator / Hub	Ask	£30.5m (plus acceleration of £9m for Chapel Bar fintech hub – bid submitted to Government)
	Summary	<ul style="list-style-type: none"> • A physical, fully immersive and experiential centre for digital skills and enterprise, to be established in Nottingham city centre. This will combine space to support start-up and scale up digital business with a training hub to support a range of communities to develop their digital skills and a centre of excellence research centre, supported by the introduction of a LoRaWAN network and digital sensors across the City. • Our Universities working with Nottingham College and local businesses will use the hub as a base for digital apprenticeships and short courses to upskill and retrain across the community for a shift from retail and hospitality to digitally-enabled careers. In particular we will target disadvantaged communities to improve • £3m investment (with matched funding taking total to £6m) into the renovation of the Peoples’ Hall building, to establish a young people’s hub run by Prince’s Trust with a particular focus on digital skills, and entrepreneurship focused on young and disadvantaged people. • Additionally this will incorporate the Chapel Bar fintech hub which has received £31m private sector investment and is awaiting sign off on £9m in funding from Government.
	Benefits	<ul style="list-style-type: none"> • Focused office, enterprise and event space for digital and tech enterprise. • 2,800 people reached in first two years to gain digital/employability skills, work experience, mentoring or employment • Significant uplift of digital skills across a variety of communities of Nottingham to support burgeoning recruitment in local digital industries. • 774 new jobs in fintech hub • £162m GVA uplift
4.2 Excellent Digital Connectivity	Ask	£22.5m (£2.5m 5G + £20m for NTU SWIFt extension)
	Summary	The aim is to have excellent, inclusive connectivity for business and residents. Focusing on Nottingham’s Leisure, Culture and the Visitor Economy Sector, Connected Nottingham is a true fully distributed 5G demonstrator, with edge computing transforming use case technology and taking immersive experiences further. Additionally this will include the extension of NTU’s SWIFt facility to the City and Mansfield, as well as across NTU’s Clifton Campus to create a testbed for new technology and applications by businesses.

	Benefits	<ul style="list-style-type: none"> • Business productivity, digital access, visitor engagement and inward investment opportunities • Support digital skills development • SME development
4.3 Support digital enterprise and new business	Ask	£20m (+£20m from private enterprise/universities), with discretionary management to allow local targeting for enterprise which will realise greatest value.
	Summary	Administration of fund to support Digital SMEs and entrepreneurs through business loans, start-up & scale-up grants, infrastructure costs and business rate relief
	Benefits	<ul style="list-style-type: none"> • Business productivity and SME development.

5. Entrepreneurship & Innovation

We will develop our enterprise ecosystem through a programme of business investment and support, targeting key sectors – such as green industries, digital technology, creative industries, biosciences – with the potential for significant long term, sustainable, clean growth.

5.1 Business Reboot Fund	Ask	£30m
	Summary	<p>Targeted short term support for businesses in key sectors that have been hardest hit and where impact is likely to be ongoing as lockdown is lifted (food & drink services, hospitality, visitor economy). Support with fixed costs and implementing Covid-secure business models.</p> <p>Medium/longer term support to help businesses resume trading, incl.:</p> <ul style="list-style-type: none"> • Business support & training programmes, focused on business planning & diversification, leadership & management • Technology grants – to accelerate modern business practices (e.g. greater online activity), new ways of working (e.g. remote working), decarbonisation. <p>Longer term support to enhance business resilience and productivity, incl.:</p> <ul style="list-style-type: none"> • Enhanced Business Investment Fund – building on existing scheme, but with increased intervention rate (based on agreed criteria) • Business efficiency grants – targeted support for innovative technologies & carbon reduction
	Benefits	<ul style="list-style-type: none"> • Retained economic capacity – SME survival, jobs safeguarded, reduced cost of welfare, increased productivity and business resilience
5.2 Business Investment Programme	Ask	<p>£45m – Venture Capital (Healthcare, Fintech, Cleantech)</p> <p>£4m – Early stage grants and soft loans (Music, Creative Arts)</p>
	Summary	<p>Package of investment and finance (recyclable loans, equity, grants) targeted at business with significant growth potential in key sectors:</p> <ul style="list-style-type: none"> • Start-up competition awards • Early stage soft loans for companies in the music and creative arts
	Benefits	<ul style="list-style-type: none"> • This will support restructuring and the strengthening of key/emerging sectors (through innovation, R&D and linking to trade and export policy. This will accelerate growth in key sectors of national significance emerging in Nottingham. • 20-25 new start-ups
5.3 Sector Innovation Hubs	Ask	<p>£8m of CAPEX for critical start-up and grow on space to support companies in key sectors</p> <p>£10m for start-up and scale-up programmes, curation of dedicated network and expertise to strengthen each sector over 5 year period</p>
	Summary	<ul style="list-style-type: none"> • Space and services. Flexible low commitment access to offices, labs, workspace, studios, key equipment and pay as you go services to provide a home for early stage and growing companies. Incl. £3m for start-up and co-working space in key sectors of Clean tech, Music and Creative Arts; and £5m for Grow on space for healthcare and lifesciences companies with a new build on Island Quarter.

		<ul style="list-style-type: none"> • Industry focussed community. Strong well networked community of tenants, support service providers and industry leaders and experts providing a supportive ecosystem. Curation of a network of industry experience and expertise that can inspire, guide and support the next generation of entrepreneurs in the key sectors – a five year programme to help sectors become firmly established. • Start-up and Scale-up programmes. Accelerator programmes to increase likelihood and rate of start-up and success of high growth companies in the sectors in which they don't currently exist. • Access to venture finance. Investment readiness support and access to the right source of capital at the right time to accelerate the growth of the most promising opportunities, accessed through the Business Investment Programme (see 5.2 above)
	Benefits	<ul style="list-style-type: none"> • Providing a home for and nucleus to emerging sectors of national significance • Highly interactive and connected sector specialised networks of experience and expertise
5.4 Digital Platform – Entrepreneurial Notts	Ask	£2.5m to establish and maintain ' <i>Entrepreneurial Notts</i> '
	Summary	<p>A digital platform to inspire, encourage and support innovative and entrepreneurial activities across the population. A platform on which the combined experience and expertise of Nottingham's best entrepreneurs is the content. Curated video, masterclasses, interviews and sharing of lessons learned, all professionally produced and distributed through the platform as well as all social media channels. This will:</p> <ul style="list-style-type: none"> • Inspire the people of Nottingham with successes of other home bred entrepreneurs • Produce a library of expertise and lessons learned to increase the chances of success of others • Signpost to the D2N2 Growth Hub for diagnostics and onward signposting for those launching or managing their own businesses
	Benefits	<ul style="list-style-type: none"> • Inspiring Nottingham citizens from all backgrounds to explore launching their own business • Branding Nottingham as an entrepreneurial city to the rest of the world • Dovetailing with and signposting to the existing D2N2 Growth Hub

6. Skills & Employment

We will prevent long-term mass unemployment by supporting existing businesses as they emerge from lockdown and by supporting and investing in future growth sectors, alongside programmes to reskill and upskill citizens to take advantage of new opportunities and programmes of targeted support – including for young people and people in insecure employment.

6.1 Apprenticeship Support Service	Ask	£2.6m (over 3 years)
	Summary	<p>To retain locally unspent Apprenticeship Levy to build upon our already successful Jobs and Skills Access Hubs network to develop an apprenticeship brokerage service working with training providers, to increase the uptake of apprenticeships by local employers who would not otherwise have considered taking on an apprentice.</p> <p>Building upon the government’s national apprenticeship incentive scheme to extend the programme beyond January. Targeting employers from growth sectors, but with particular focus on digital, low carbon and creative sectors and enabling greater local targeting of opportunities to those from disadvantaged communities.</p> <p>Promotion of apprenticeships, providing support to establish the opportunity and recruit to new vacancies.</p>
	Benefits	<ul style="list-style-type: none"> • 1,000 apprenticeships over 3 years • 100 extra 16-18 year old apprenticeships per annum over 3 years • Increased productivity (GVA per employee) of businesses of 10-15%
6.2 Upskilling and reskilling our communities for growth sectors	Ask	£5m over 3 years
	Summary	<p>Flexible foundation skills training (sub level 3) for 16-18 yr olds identified as at risk of NEET and unlikely to sustain full time formal education (particularly SEND, care leavers etc). To enable NEET engagement and support the successful progression onto traineeships and apprenticeships.</p> <p>Reskilling programme for adults, providing community based learning opportunities to engage those with no or low qualifications into learning and to learn new skills to enable them to access jobs in growth sectors.</p>
	Benefits	<ul style="list-style-type: none"> • 200 NEET outcomes per annum (16-18 year olds) • 750 learning outcomes per annum (adults)
6.3 Careers Guidance and Employability Guarantee	Ask	£3m (over 3 years)
	Summary	<p>Ensuring quality careers guidance is available to everyone that needs it, including young people and adults, those in education, work and who are currently unemployed or NEET, will be able to access the professional career guidance that they need.</p> <p>We will do this by establishing a ‘careers hub’ across the City, which supports schools to reach standards defined by Gatsby Benchmarks, at a time when school budgets will be under pressure and provide careers guidance which aims to keep young people learning as long as possible and ensuring that they are well prepared for the world of work.</p> <p>Providing flexibilities within the National Careers Service provision to work with a wider breadth of individuals, creating and resourcing a</p>

		graduate entitlement to careers guidance and integrating careers guidance into the new Kickstart programme. Providing graduate employer incentive, to create work opportunities for unemployed graduates.
	Benefits	<ul style="list-style-type: none"> • To increase % of 16-17 year olds offered an education place under the September Guarantee by 1% • To reduce NEET status of 16-17 year olds by 2% to be in line with National Benchmarking • 1,000 unemployed people into employment (incl. 200 18-24 year olds) • 100 graduates supported
6.4 Supporting marginalised communities into employment	Ask	£3m (over 3 years)
	Summary	<p>Providing community based provision and facilities to proactively engage those who are long term unemployed and harder to reach within local communities, including BAME, over 50s and people with disabilities.</p> <p>To include:</p> <ul style="list-style-type: none"> • Employment support delivered within local communities. • Providing digital equipment and access for the most disadvantaged to address digital poverty. • Volunteering programme to engage individuals with local community organisations and in doing so, enable them to gain/increase confidence and learn new skills.
	Benefits	<ul style="list-style-type: none"> • 1,000 into employment • 500 inactive customers into employment or active job search • 250 volunteering opportunities created
6.5 Creating New Businesses	Ask	£1.7m (over 3 years)
	Summary	<p>Self-employment programme for unemployed people, to help them explore options to start their own business, access business support and provide one year's support (£100 a week) to enable them to survive the first year in business, and contribute to the early running costs of starting a new businesses.</p> <p>Particular focus will be given to digital, low carbon and creative sectors.</p>
	Benefits	<ul style="list-style-type: none"> • 100 new businesses • 40-60 new jobs created

Appendix A: Nottingham Growth Board and One Nottingham

Nottingham Growth Board members:

Name	Position	Organisation
Nick Ebbs (Chair)	Vice Chairman	Igloo Regeneration Ltd.
Anthony May	Chief Executive	Nottinghamshire County Council
Chris Henning	Corporate Director, Development & Growth	Nottingham City Council
Cllr David Mellen	Leader	Nottingham City Council
Prof. Edward Peck	Vice-Chancellor	Nottingham Trent University
Hardev Singh	Director	Haydn Green Institute
John van de Laarschott	Chief Executive	Nottingham College
Lee Walker	Director	The Nottingham Project
Mel Barrett	Chief Executive	Nottingham City Council
Paul Southby	Chairman	Marketing NG
Peter Robson	Ambassador	B-Global
Richard Donovan	Global Head of Social Innovation & UK&I Head of Corporate Responsibility	Experian
Sajeeda Rose	Chief Executive	D2N2 Local Enterprise Partnership
Cllr Sally Longford	Deputy Leader	Nottingham City Council
Cllr Sam Webster	Portfolio Holder for Finance, Growth and the City Centre	Nottingham City Council
Sara Blair Manning	Chief Executive	Nottingham Castle Trust
Prof. Shearer West	Vice-Chancellor	University of Nottingham
Stephen Jackson	Chief Executive	Nottingham BID
Susan Hallam	Chair	Creative Quarter Co.
Toby Reid	Chief Executive	BioCity
Una Kent	VP, International Pharmacy, Retail and Brands Communications	Boots

One Nottingham Board members:

Name	Position / Organisation
Kevin Shakesheff (Chair)	Pro Vice-Chancellor, University of Nottingham
Alice Veldtman	Corporate Social Responsibility Manager, Boots
Bilquees Akbar	Council of Mosques
Prof Cecile Wright	Chair, Nottingham Equal
Craig Guildford	Chief Constable, Nottinghamshire Police
Cllr David Mellen	Leader, Nottingham City Council
David Tilly	Geldards
Eliza Lamond,	Youth Council
Esther Akpovi,	Youth Council
Havanna Alwood,	Youth Council
Helen Voce	Chief Executive, Nottingham Women's Centre
Dr Hugh Porter	Chair, Greater Nottingham Clinical Commissioning Group
Josh Warwick	Youth Council
Linny Beaumont	Partnerships & External Relationships Manager, Canals & Rivers Trust
Mike Khouri-Bent	Managing Director, Let's Move Nottingham
Najam Hussain	Council of Mosques
Natalie Robinson	Youth Council
Nigel Wright	Deputy Vice-Chancellor, Nottingham Trent University
Rev. Phil Williams	Archdeacon of Nottingham
Cllr Rebecca Langton	Portfolio Holder for Communities, Highways & Strategic Transport, Nottingham City Council
Stephanie Sirr	Chief Executive, Nottingham Playhouse

Appendix B: The economic impact of COVID-19

The overall economic impact will be severe and unprecedented in peacetime

The Coronavirus pandemic and the public health measures adopted in response is impacting the national, regional and local economy in three important ways: disruption to the supply of goods and services; demand shocks; and increased uncertainty. This looks set to reduce growth and drive unemployment – in ways which will impact some parts of Nottingham’s population harder than others.

Growth in the local economy has not stalled, it’s gone into reverse

Nottingham’s economy is forecast to shrink over the course of 2020 by some 5.7%, having suffered a severe contraction in economic output in April to June. Based on assumptions of a v-shaped recovery, economic growth is expected to be 3.3% in 2021, slightly above the UK average.³

City sectors which are being most affected are tourism and hospitality; creative industries; leisure services; transport and manufacturing, as well as the wholesale and retail sector. The severity of impact is dependent on how successfully the economy emerges from lockdown and whether there is a major local outbreak post-lockdown.

The number of high risk sectors is expected to fall from 12 in 2020 to 5 in 2021 with GVA associated with this group falling by 27.4%.

The lockdown will have a major impact on employment with some sectors especially hard hit

Nottingham City could lose in the order of 15,000 (-9.1%) *private sector* jobs by the end of Q4 2020 which is currently expected to be the trough of the employment effect of the pandemic. The biggest impacts on jobs in Nottingham are expected to be in customer-focused service sectors such as Wholesale and Retail (-3,500) and Accommodation and Food services (-2,850).

Potentially 16% (33,000) of all Nottingham jobs are at high risk of being affected by pandemic containment measures over the medium term – these are occupations that are not deemed ‘essential’ and unsuited to homeworking at the same time. Many of these jobs are at risk of redundancy, others may be affected fewer hours, changes to employment contracts and lower pay.

There are concentrations of at-risk jobs among certain occupations

The occupational groups with the largest numbers of at risk jobs are Skilled Trades (8,900); Elementary (8,900); and Process, Plant and Machine Operatives (2,600). Two other lower skilled occupational groups (Caring, Leisure and Other Service; and Sales and Customer Service) account for 2,100 jobs. A sizeable number of these jobs are relatively low paid and lower skilled (NVQ2 or below).

The recession will have medium to long term impacts on unemployment and worklessness

The total number of people who are either unemployed or looking for work, or who are furloughed from their current job is estimated to be 59,700 (25.7% of the City’s working age population). The number of people becoming unemployed will undoubtedly rise significantly in the coming months in particular but there isn’t a consensus on the rate of increase, either here in Nottingham or nationally.

³ From *Containment to Recovery: COVID-19’s Local Economic Impact on Nottingham – an initial assessment* (August 2020)

There might be a steady and significant increase in the number of people out of work over the latter part of 2020 on the assumption that we will see steady reductions in the number of furloughed workers, but with potential spikes as the furlough schemes reduce in generosity and wind down completely. A spike in the virus in winter months would of course have negative implications for employment and unemployment.

There were 68,500 economically inactive people living in Nottingham in December 2019. Students are by far the largest group (42.7%). Overseas student numbers are expected to fall in the coming year and perhaps longer which would reverse the trend of two decades or more. The number of domestic student numbers is more difficult to gauge. So too is the overall impact of the pandemic on economic inactivity rates.

The most vulnerable workers are amongst the most at risk

Workers who are from a BAME background, women, young workers, older (over 50s) workers, lower paid workers and disabled workers, have been most negatively economically impacted by the coronavirus outbreak to date and are most likely to be so in the coming months and years. People with mental health challenges may also be at risk.

The outlook is uncertain and challenging, but not completely bleak

Even when the short-term economic shock does eventually dissipate, there is a great deal of uncertainty as to whether this crisis will have caused lasting damage to the economy through 'scarring' which will have consequences for the economy's longer-term prospects.

COVID-19 (especially when combined with Brexit, climate change and other strategic drivers) will present long-term economic challenges of a kind never witnessed in modern times. But – based on history – the economy will recover, the labour market will improve and prospects will brighten eventually. The need to focus on long-term gains in labour productivity remains fundamental to regaining prosperity and raising living standards in Nottingham, as elsewhere.

Looking ahead, the strategic emphasis is shifting from containment to recovery with key economic development priorities being to reactivate, regenerate and renew the City's economy.