

Executive Board – 18 June 2024

Subject:	Nottingham Economic Growth Plan
Corporate Director(s)/Director(s):	Sajeeda Rose, Corporate Director for Growth and City Development
Executive Member(s):	Cllr Ethan Radford, Executive Member for Skills, Growth and Economic Development
Report author and contact details:	Chris Pook, chris.pook@nottinghamcity.gov.uk Matt Wheatley, matthew.wheatley@nottinghamcity.gov.uk
Other colleagues who have provided input:	
Subject to call-in: <input checked="" type="checkbox"/> No	
Key Decision: <input checked="" type="checkbox"/> No	
Criteria for Key Decision:	
(a) <input type="checkbox"/> Expenditure <input type="checkbox"/> Income <input type="checkbox"/> Savings of £750,000 or more taking account of the overall impact of the decision	
and/or	
(b) Significant impact on communities living or working in two or more wards in the City <input type="checkbox"/> Yes <input type="checkbox"/> No	
Type of expenditure: <input type="checkbox"/> Revenue <input type="checkbox"/> Capital (neither)	
If Capital, provide the date considered by Capital Board Date:	
Total value of the decision: n/a	
Section 151 Officer expenditure approval	
Has the spend been approved by the Section 151 Officer? <input checked="" type="checkbox"/> N/a	
Spend Control Board approval reference number:	
Commissioner Consideration	
Has this report been shared with the Commissioners' Office? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Any comments the Commissioners wish to provide are listed below.	
Wards affected: All	
Date of consultation with Executive Member(s): 23 rd April 2024	
Relevant Council Plan Key Outcome:	
Clean, Green and Connected Communities <input type="checkbox"/>	
Keeping Nottingham Working <input checked="" type="checkbox"/>	
Carbon Neutral by 2028 <input type="checkbox"/>	
Safer Nottingham <input type="checkbox"/>	
Child-Friendly Nottingham <input type="checkbox"/>	
Living Well in Our Communities <input type="checkbox"/>	
Keeping Nottingham Moving <input checked="" type="checkbox"/>	
Improve the City Centre <input type="checkbox"/>	
Better Housing <input type="checkbox"/>	
Serving People Well <input checked="" type="checkbox"/>	
Summary of issues (including benefits to citizens/service users):	
The Nottingham Economic Growth Plan will benefit citizens of Nottingham by creating a clear plan for achieving a more successful and inclusive economy by 2030.	
There are no direct financial implications for Nottingham City Council.	
The Economic Growth Plan will leverage the convening role of the Council to bring partners together to implement a shared plan to deliver a shared vision of sustainable and inclusive	

economic growth and a more prosperous city. It will support the prioritisation of investments, and partnership working. It will inform the city's engagement with the East Midlands Mayoral County Combined Authority (EMMCCA) by providing a clear and strategic vision for Nottingham's economic growth alongside a comprehensive outline of the City's current economic status, its ambitions for the future, and the initiatives required to achieve these aims.

Does this report contain any information that is exempt from publication?

No

Recommendation(s):

1 To endorse and approve the final draft of the Nottingham Economic Growth Plan

2 To delegate authority to the Corporate Director of Growth & City Development to approve any presentational refinements and launch the Nottingham Economic Growth Plan with our partners on the Growth Board

1. Reasons for recommendations

- 1.1 Nottingham's Economic Plan for Growth sets out the City's plans for achieving inclusive and sustainable economic growth by 2030.
- 1.2 The plan centres around a unifying vision to **“Deliver a vibrant, sustainable, and investment-friendly Nottingham that promotes inclusion, secures resilience, and unlocks prosperity for both residents and businesses.”** This vision is grounded in the belief that a truly successful economy benefits all members of the community, not just a select few
- 1.3 Given the increasing resource constraints on the Council, successful delivery of economic development activities requires increasing collaboration with partners and securing external funding, particularly through competitive bidding. This is a plan developed through significant consultation and engagement with partners, particularly the Nottingham Growth Board and an up to date analysis of the local economy undertaken by EY and summarised in the Plan. It uses this analysis and stakeholder feedback to describe the current economic conditions and identify the future opportunities for sustainable and inclusive growth in Nottingham to 2030. It will support the Council to have informed engagement with the EMMCA and other bodies about the investments required to drive sustainable and inclusive growth in Nottingham.
- 1.4 Approving the Plan will enable the Council to launch the plan, celebrate economic success stories in Nottingham and pursue funding opportunities and collaborations, particularly with EMMCCA, to deliver the Plan.

2. Background (including outcomes of consultation)

- 2.1 The draft Nottingham Economic Growth Plan has been developed through significant data analysis and stakeholder engagement.

Stakeholder engagement:

- 2.2 During the summer and autumn of 2023, eight stakeholder engagement sessions took place, followed by two sessions with Nottingham City Council Members. In addition, the Nottingham Growth Board have held four meetings specifically to consider the Plan and returned comments on draft versions.

Public consultation

- 2.3 A period of public consultation was undertaken between 9th February and 25th March with 170 responses to an online survey. In addition, the Consultation team delivered facilitated discussion with Nottingham College students, the Disability Inclusion Group and the STEM-City partnership. A summary of the outcomes of public consultation was presented to the Growth Board on 24th April and has been used to refine the final draft document.

Vision and Ambitions

- 2.4 The plan provides a detailed framework of activity for partners in the city to pursue to achieve sustainable and inclusive economic growth. The Plan includes the following vision:

To deliver a vibrant, sustainable, and investment-friendly Nottingham that promotes inclusion, secures resilience and unlocks prosperity for our residents and businesses.

The headline **ambitions** for the city are:

- To facilitate additional employment of 15,000 new jobs by 2030
- To generate £500m of additional GVA by 2030 in the city
- Develop infrastructure and services for a growing population
- To secure the next £4bn of regenerative investment in the city

The plan has **12 priority** areas of focus across **four themes** of economic growth, each with their own vision for improving the current position:

- 2.1 People and Skills
- 2.2 Enterprise and Investment
- 2.3 Infrastructure and Regeneration
- 2.4 Liveability and Experience

Building on data, the plan describes Nottingham as

- a young, creative, entrepreneurial and dynamic city
- the economic hub of the East Midlands
- a well-connected city
- a City with exciting regeneration opportunities
- a creative, innovative city and a city of learning.
- A City with universities that collaborate with businesses and organisations and attract students and visitors from across the globe.
- the cultural hub of the East Midlands
- a City that has led the way in local action to deliver 'net zero'
- but also,
 - a City that faces continued challenges around supporting everyone to be able to participate in and benefit from economic growth
 - a city with significant levels of deprivation and inequality in neighbourhoods and communities

The Economic Growth Plan provides a focus for building on our strengths and tackling our challenges. It does this by identifying a suite of proposed actions across the thematic areas. These can be summarised as follows:

People & Skills

- The delivery of NEET transition training programmes
- Launch the 'Nottingham good work programme'
- Develop an all age careers guidance service
- To work with the EMCCA to develop an approach to future devolution of employment support services:
 - Delivering foundational skill programmes:
 - Delivering business needs led short courses across Nottingham:
 - Drive apprenticeship demand in Nottingham.
 - Maximise graduate retention in the city

Enterprise & Investment

- Develop emerging sector growth plans
- Further develop sector focussed business networks
- Identification and acceleration of investment opportunities in the Green Economy
- Redefine and strengthen the future of SME support:
 - Provide support for growing firms to help them access investment
 - Launch 'Opportunity Nottingham'

Infrastructure & Regeneration

- Unlock Nottingham's potential through innovative use of space, densification, and enhanced collaboration
- Encourage land assembly
- Develop Business Cases for Net Zero Investments in the City
- Undertake joint infrastructure planning
- Support the development of an East Midlands Transport Strategy
- Undertake a digital inclusion programme

Liveability & Experience

- Develop clear and compelling vision for new regeneration sites
- Set investor targets
- Champion the vision and objectives of the Greater Nottingham Strategic Plan
- Undertake strategic enhancements to our neighbourhoods
- Develop and Implement a Plan for the enhancement and management of the City Centre
- Enhance and Co-ordinate the visitor economy offer
- Develop a visitor economy marketing strategy

What's Next

- 2.5 The Council will work with partners, including the Nottingham Growth Board, to develop a Delivery Framework for the Plan, identifying lead roles and the contributions that partners can make, and continue a strategic dialogue with EMMCCA to promote investment that supports delivery of the Plan and the emerging EMMCCA Strategic Framework.

2.6 The Council will monitor, manage and report on progress towards implementation of the Plan, with the Nottingham Growth Board playing an advisory role.

3. Other options considered in making recommendations

3.1 As a key strategic organisation in the city and integral member of the Nottingham Growth Board, the Council will convene and collaborate with partners to facilitate activity that contributes to positive economic outcomes for our citizens. Not approving the plan would leave Nottingham without an up to date Plan for Economic Growth, the development of which was an instruction of the Improvement and Assurance Board.

4. Consideration of Risk

4.1 Risk of not endorsing the Economic Growth Plan would result in the plan not being formally launched as a framework of sustainable activity to support a successful economy for citizens in Nottingham and leave Nottingham without an up to date Plan to use to secure external funding. Mitigation of this risk is by way of this report and the significant amount of stakeholder engagement, including many Councillors and Council officers, that has already taken place in recent months.

5. Best Value Considerations, including consideration of Make or Buy where appropriate

5.1 Given the increasing resource constraints on the Council, successful delivery of economic development activities requires increasing collaboration with partners and securing external funding, particularly through competitive bidding. This is a plan developed through significant consultation and engagement with partners and provides a platform to pursue shared priorities and level external funding to deliver them. for the benefit of Nottingham citizens.

6. Commissioner comments

6.1 Commissioners have noted the report and see it is not costed. Plans will need to be aligned to the Councils budget process.

7. Finance colleague comments (including implications and value for money/VAT)

7.1 This report is seeking approval of the final draft of the Nottingham Economic Growth Plan and to delegate authority to the Corporate Director for Growth and City Development to launch the Nottingham Economic Growth Plan with its partners. There are no direct financial implications arising from this report.

8. Legal colleague comments

8.1 There are no significant legal implications arising from this report. Beth Brown, Director of Legal & Governance, 16 May 2024.

9. Other relevant comments

9.1 N/a

10. Crime and Disorder Implications (If Applicable)

10.1 N/a

11. Social value considerations (If Applicable)

11.1 The plan has an underlying focus on inclusion of city residents in the Nottingham economy. It aims to target those who are most disadvantaged with a view to enabling them to become economically active and actively engaged in the local economy. This will include a focus on employment pathways, recruitment, skills provision and careers support as well as encouraging greater opportunities for our residents to benefit from a flourishing economy such as improved transport and connectivity, infrastructure provision and access to services.

12. Regard to the NHS Constitution (If Applicable)

12.1 The Economic Growth Plan includes consideration of the links between health and the economy and has included consultation with colleagues in Public Health.

13. Equality Impact Assessment (EIA)

13.1 Has the equality impact of the proposals in this report been assessed?

No
An EIA is not required because:
(Please explain why an EIA is not necessary)

Yes
Attached as Appendix 1, and due regard will be given to any implications identified in it.

14. Data Protection Impact Assessment (DPIA)

14.1 Has the data protection impact of the proposals in this report been assessed?

No
A DPIA is not required because the Economic Growth Plan does not include any personal data.

15. Carbon Impact Assessment (CIA)

15.1 Has the carbon impact of the proposals in this report been assessed?

No
A CIA is not required because the production of the Economic Growth Plan itself does not have any carbon impact.

Yes

16. List of background papers relied upon in writing this report (not including published documents or confidential or exempt information)

16.1 n/a

17. Published documents referred to in this report

17.1 n/a