

# **South Derbyshire Partnership**

## **Report to the Board**

**Date of meeting: 30 September 2011**

**Agenda Item: 11**

### **DEP – Consultation on an Economic Strategy for Derbyshire by D2N2 Themes**

#### **1.0 Recommendations**

1.1 That the Board:

(a) Consult members of the Partnership on an Economic Strategy for Derbyshire and collate a response on behalf of South Derbyshire.

#### **2.0 Purpose of Report**

2.1 To consult members of the Partnership on South Derbyshire priorities for an Economic Strategy for Derbyshire.

#### **3.0 Detail**

3.1 The Derbyshire Economic Partnership has announced that it intends to prepare a new holistic Economic Strategy for Derbyshire.

#### **Local Economic Assessment**

3.2 The Strategy will use the recently completed Derbyshire Local Economic Assessment (LEA) as base data. This document drew together a huge number of data sources which can now be accessed via the Derbyshire Observatory website.

3.3 The LEA identified the following key challenges in driving economic growth in the County:

- Enterprise – improving rates of company formation and maintaining good survival rates, fostering a culture of enterprise.
- Innovation – working closely with our further education and higher education institutions to increase opportunities in research and development.
- Investment – improving levels of business investment, making the most of the County's high quality environment and good infrastructure.
- Skills – raising skill levels with provision linked to emerging employment opportunities, increase technician level skills in relation to manufacturing, high value engineering and construction, and increase the number of apprenticeships particularly at NVQ Level 4.
- Infrastructure – improving access to broadband and mobile communications for businesses and residents across the County; ensuring future local transport investment links with regeneration projects.

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### **Economic Development Strategy**

- 3.4 South Derbyshire District Council's Economic Development Strategy identifies the following priorities for the area, which closely align with those of the Partnership's Sustainable Community Strategy:

Raising Productivity - To enable people and business in South Derbyshire to become more competitive and innovative:

- Raising skills levels, promoting a culture of learning and improving training facilities
- Attracting new inward investment and encouraging reinvestment by existing businesses
- Developing tourism and the woodland economy, maximising the potential of The National Forest to address rural issues
- Providing business support and innovation assistance, particularly in key growth sectors

Ensuring Sustainability - To provide the infrastructure for businesses and communities to thrive in South Derbyshire:

- Improving accessibility to opportunities, particularly employment and training
- Providing sites and premises for future employment needs, co-ordinating provision with transport and other infrastructure
- Continuing the revival of Swadlincote town centre as a service centre and focus for the community and visitors

Achieving Equality - To help all people in South Derbyshire to realise their full potential:

- Overcoming employability barriers to entering the workforce, particularly amongst people facing multiple challenges
- Raising aspirations and expectations, particularly amongst young people

### **Local Economic Partnership**

- 3.5 Derbyshire Economic Partnership propose to use the themes previously adopted by 'D2N2' – the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership as the basis for the consultation:

- Employment and skills
- Enterprise and sector support
- Innovation
- Digital infrastructure
- Inward investment and trade
- Infrastructure including planning, housing and transport
- Low carbon economy including sustainable energy, recycling, etc
- Financial mechanisms
- Promotion and tourism
- Rural economy (not an LEP theme but important for Derbyshire)

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### **Consultation Timetable**

- 3.6 Derbyshire Economic Partnership is seeking responses from LSPs, identifying District priorities. The consultation deadline is 1 November 2011, with a view to preparing a draft Economic Strategy by Christmas.
- 3.7 A draft response has been prepared based upon South Derbyshire District Council's economic development strategy (Appendix A). This has been circulated to members of the Partnership and comments invited by 10th October 2011. It is proposed that these will then be collated and submitted on behalf of the Partnership.

### **4.0 Recommendation**

- 4.1 It is recommended that the Board consult members of the Partnership on an Economic Strategy for Derbyshire and collate a response on behalf of South Derbyshire.

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### **Appendix A**

#### **Derbyshire Economic Partnership**

#### **Framework for Partner Consultation into an Economic Strategy for Derbyshire, 2012.**

In completing these forms can you please give consideration to the following, from your perspective:

1. What should be included in Derbyshire's Economic Strategy?
  2. What your key issues and priorities are; and what, if anything, you are doing to address them. Do you have any key targets or SMART Objectives?
  3. The Unique Selling Points (USPs) for your district, organisation, partnership? What economic strengths would you like us to promote which cover the USPs for your district, partnership or organisation?
  4. Any quirky, weird and wonderful, facts about Derbyshire which we could perhaps incorporate within the text to make it a little more interesting?
- 
- Please complete the forms in bullet points.
  - Please keep to a small number of key and critically important points so we will understand the real key issues and your objectives.
  - Only complete the parts which are important to your district, organisation or partnership. You do not have to complete it all.
  - Please consider that the document will have a focus for 2012 onwards.

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### DRAFT

### Derbyshire's Economic Strategy 2012 – Partner Consultation.

Response From: **South Derbyshire Partnership**

	Section Headings	Key bullet points, key facts and figures
1	Introduction	<p><i>The Derbyshire Story</i></p> <ul style="list-style-type: none"> <li>• The National Forest</li> </ul>
2	Employment and skills	<p><i>Workplace skills, knowledge, training</i></p> <ul style="list-style-type: none"> <li>• Raising <b>skills</b> level, promoting a culture of learning and improving training facilities - The District has recognised challenges in terms of staying-on rates and participation in Further and Higher Education, together with deficiencies in workforce and Basic Skills. With a changing economy both locally and nationally, higher levels of workforce skills are expected to be fundamental to future economic prosperity and growth.</li> <li>• Action is required to promote a culture of lifelong learning amongst individuals and a commitment to workforce development amongst employers. Key to this will be the development of vocational skills amongst both young people, for example through apprenticeships, and amongst adults in terms of up-skilling and retraining where skills have become redundant. Training provision should be aligned with current skills shortages and the future needs of industries that are growing locally. In the short term this could include improved transport links to training facilities outside of the District, whilst in the longer term new provision may be developed locally.</li> <li>• Overcoming <b>employability</b> barriers to entering the workforce, particularly amongst young people facing multiple barriers - Whilst levels of economic activity are generally high, experience has highlighted individuals excluded from the workforce. This is likely to be exacerbated by a decline in the demand for unskilled labour as the local economy changes. Exclusion may arise from a combination of barriers, such as low levels of literacy or numeracy, poor health, limited access to transport or low confidence.</li> <li>• The aim is to establish effective means of assisting vulnerable people and the long-term unemployed to re-enter the workforce. This can be achieved through flexible working practices and the development of pathways to employment, for example through volunteering, assistance with CV/interview preparation or job placements. Further development could see assistance with travel or childcare, provision of training in community venues and the creation of Intermediate Labour Markets or development of social enterprises that can provide a stepping-stone into unsupported employment. Increasingly Basic Skills in english, maths and IT will be an essential requirement for even poorly paid employment.</li> <li>• Raising <b>aspirations</b> and expectations, particularly amongst young people - In common with many former mining communities, there is a need to raise aspirations with regard to education and employment. Traditional attitudes to training and employment no longer reflect local economic circumstances. Encouraging a cultural change that raises expectations and links these to future employment opportunities will enhance the long term prospects of young people.</li> <li>• This encompasses two key concepts, engagement and entrepreneurship. The first emphasises the need to engage some young people in the 'world of work' and to raise their aspirations and expectations regarding what they feel is achievable. The aim would be to encourage them to pursue a career rather than to leave school at the first opportunity accepting low paid employment in which they may subsequently feel trapped. Entrepreneurship is one approach, promoting an awareness of business skills and associated career options that will be valuable regardless of</li> </ul>

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		whether they subsequently decide to become self-employed. Other activities might encompass working with providers of careers guidance, work experience and youth programmes.
3	Enterprise and sector support	<p><i>Industry, business support, employment opportunities, skills/industry supply chain</i></p> <ul style="list-style-type: none"> <li>• Providing <b>business support</b> and innovation assistance, particularly in key growth sectors - The local economy is undergoing transition, whilst general trading conditions are becoming increasingly uncertain, dynamic and competitive. This gives rise to a need to support modernisation, diversification and growth amongst indigenous businesses and explore means of supporting the formation of new businesses. There may be particular opportunities for the support of innovation and growth sectors.</li> <li>• Small business survival and growth is based upon sustaining competitive advantage. This can be assisted through the sharing of ideas and good practice and pursuit of innovation. An innovation may just be new to the business concerned or be a totally new product, process or service. Innovation and the sharing of good practice can be encouraged through, for example, the provision of business advice, exploitation of ICT, access to superfast broadband, development of businesses/management skills, access to specialist advice and the establishment of links with Higher Education institutions and centres of excellence. This may also be sector or industry specific, promoting networking, the creation of sector support structures or the development of supply chains. In terms of scale, this could be a grouping of town centre retailers through to transport equipment manufacturers collaborating at a regional level.</li> <li>• <b>Key sectors</b> for South Derbyshire include: Manufacturing (much of which is transport-related); Construction and construction products; Food and drink (from agriculture, through processing to retailing); Tourism and leisure (including associated retailing and services); and, Distribution, storage and logistics.</li> </ul>
4	Innovation	Please see above.
5	Digital infrastructure	<ul style="list-style-type: none"> <li>• Pursuing greater availability of superfast <b>broadband</b> and encouraging its exploitation by businesses - In many parts of South Derbyshire, especially the rural areas, the broadband infrastructure is too limited to allow people to access and use the Internet as they need to. This is potentially a constraint on the performance of existing businesses and a barrier to the formation and attraction of new businesses.</li> <li>• In a growing number of sectors broadband infrastructure is more important than traditional infrastructure such as road and rail links. Faster broadband will enable businesses to undertake current activities faster and will permit exciting new ways of doing business. Faster uploads and downloads, online storage, enhanced flexible working, video conferencing, telephone calls over the internet would all be facilitated by an improved service. The upgrade of exchanges throughout the District would enable business in the area to compete effectively in the future, whether they are large international businesses or individual homeworkers.</li> </ul>
6	Inward investment and trade	<ul style="list-style-type: none"> <li>• Attracting new <b>inward investment</b> and encouraging reinvestment by existing businesses - In order to replace employment that is being lost in declining sectors, address high levels of out-commuting and cater for a growing population the District will need to attract inward investment. South Derbyshire has a successful track record as a destination for relocating businesses to build upon. This can help to diversify the local economy by targeting sectors with growth potential and the ability to offer higher paid employment opportunities.</li> </ul>

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		<ul style="list-style-type: none"> <li>South Derbyshire has a range of advantages including its central location, road and rail links, land availability and proximity to airports. There is scope to develop this further through the promotion of The National Forest brand and 'lifestyle' as a unique selling point and means of attracting more businesses that can offer higher skilled employment in the knowledge economy. There is also scope to actively target growth sectors, to attract supply chain companies connected with existing major businesses and to explore hotel development, associated with East Midlands Airport and The National Forest.</li> </ul>
7	Infrastructure	<p><b>Key capital developments and development sites (is there a particular audience or investor you trying to attract)</b></p> <ul style="list-style-type: none"> <li>Current major sites under development include the business parks at Dove Valley and Hilton on the A50 and at Tetron Point in Swadlincote.</li> <li>Proposals exist for the regeneration of the two former power station sites: Willington for a new gas-fired power station; Drakelow for a gas-fired power station, together with a new bridge across the River Trent and extensive housing, industrial development and community facilities.</li> <li>Woodville Action Area is the major physical regeneration challenge in the District. This is an extensive former industrial area that will be opened up by the construction of a new road known as the 'Woodville Regeneration Route'.</li> <li>Swadlincote town centre offers a number of redevelopment opportunities that will further contribute to the revival of the town.</li> </ul>
	Planning	<p><i>What is your planning framework, Do you have one? Where can a copy be found?</i></p> <ul style="list-style-type: none"> <li>Providing <b>sites and premises</b> for future employment needs, co-ordinating provision with transport and other infrastructure - New employment land will be required to provide for a growing workforce and changing business demands. The District will need to ensure that it can offer a range of sites and premises to businesses, from high quality office parks through to small industrial units, in both urban and rural areas.</li> <li>A long-term vision for the District is required, which co-ordinates employment land provision with other uses and transport infrastructure, and that takes into consideration neighbouring areas and their plans for future employment and housing growth. This will be achieved through the Local Development Framework process. Research has shown that two separate commercial property markets operate in the District – in the north based on the A50 corridor appealing to larger inward investors, and in the south on Swadlincote, which predominantly serves a more local relocation demand. It will be crucial that both of these needs continue to be met through an adequate supply of available employment land. It is recognised that the local economy is changing and that new business sectors will have different land use demands to those of the past. Further that there will be a need to provide for both heavy industries and high quality office-based uses that may not be compatible. Public intervention will be required if market failure is to be overcome with respect to some specific sites (eg land reclamation) and types of premises (eg smaller units) and to improve the appearance of the area. The provision of site infrastructure would also aid the attraction of inward investment. There is a need for proactive support to ensure that opportunities arising from the Airport are captured and that The National Forest realises its potential as a major visitor destination, including facilitating the development of visitor accommodation, attractions and facilities. Meanwhile, appropriate smaller scale development in rural areas can facilitate local employment creation.</li> <li>South Derbyshire currently has a Local Plan and is preparing a Local Development Framework. Planning policy documents and preparatory documents for the LDF can be found on the District Council website.</li> </ul>

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	Housing	<p><i>What is your policy on housing – which HMA are you in – do you have any targets?</i></p> <ul style="list-style-type: none"> <li>• South Derbyshire is part of the Derby Housing Market Area.</li> <li>• Research and consultation on housing needs and targets is currently underway as part of the preparation of the Local Development Framework.</li> </ul>
	Transport	<p><i>Issues and how are they being addresses?</i></p> <ul style="list-style-type: none"> <li>• Improving <b>accessibility</b> to opportunities, particularly employment and training - Whilst the District is well connected to the national road network, links to Swadlincote itself are poor and public transport services limited. Improving links between centres of population and employment growth would ensure that local residents benefited from inward investment attracted to the District. Freight movement is predominantly by road despite the District's extensive rail and waterway networks.</li> <li>• Accessibility issues encompass the needs of residents, workers, businesses and visitors and demand a range of network improvements. Public transport improvements would help residents and workers to access employment opportunities and address the isolation of rural dwellers without access to a vehicle. Infrastructure improvements would help to reduce congestion and business constraints. Visitors would benefit from walking and cycling opportunities, bus services to attractions such as Conkers, or the re-opening of former canal and rail links, such as The National Forest Line. Reduced road freight movements would ease pressure on the District's highway network and better exploit the existing rail and waterway infrastructure. However, new public transport services are unlikely to be commercially viable, at least in the short term, and will require public or private subsidy.</li> </ul>
8	Rural economy	<p><i>Enterprise, environment, Market Towns – specific activity in support of our rural economy and communities</i></p> <ul style="list-style-type: none"> <li>• Continuing the revival of Swadlincote <b>town centre</b> as a service centre and focus for the community and visitors - The town centre has suffered a long period of decline and is overshadowed by neighbouring centres. However, a number of significant investments in retail and leisure provision in recent years, together with a growing and more prosperous local population and the visitor potential associated with The National Forest, offer real scope for a turnaround in fortunes. The appearance and vitality of the town centre is fundamental to perceptions of the District and to the creation of a focus for community life.</li> <li>• The vision and masterplan for the town centre provide the basis for the collaboration of public and private sectors in the pursuit of an enhanced town centre. There is scope for significant retail, leisure, office and residential provision with substantial sites available within and adjacent to the town centre. Similarly, there is potential to recapture spending that is currently 'leaking' to neighbouring centres, through promoting support for the town centre and local businesses. Key to developing Swadlincote's attraction to visitors will be enhancing its image and attractiveness. This could be pursued through the promotion of local distinctiveness, possibly linked to the town's industrial heritage or location within The National Forest. There is a need to improve the appearance of the town centre and surrounding areas, together with key arterial routes.</li> </ul>
9	Low carbon economy	<p><i>Eradicating waste/re-using resources/sustainable energy/recycling/waste disposal</i></p> <ul style="list-style-type: none"> <li>• Encouraging businesses to go beyond the minimum legal requirements and put in place systems which ensure their activities have a reduced impact on the environment, including recycling, waste minimisation and</li> </ul>

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		<p>energy saving schemes.</p> <ul style="list-style-type: none"> <li>• There is scope to promote enhanced environmental performance amongst businesses, for example, through audits of operations, training of key staff and, assistance with the implementation of improvement measures. These measures can identify impacts on the environment, reduce negative impacts and maximise the positive effects of activities, ensure environmental laws and regulations are identified and complied with, and deliver financial savings, through materials, waste, energy and water reductions.</li> </ul>
10	Financial mechanisms	<p><i>How is the activity funded</i></p> <ul style="list-style-type: none"> <li>• External funding opportunities.</li> <li>• Developer contributions.</li> </ul>
11	Promotion and tourism	<p><i>Lifestyle/free time</i></p> <ul style="list-style-type: none"> <li>• Developing <b>tourism</b> the woodland economy, maximising the potential of The National Forest to address rural issues - Employment in predominantly rural sectors such as agriculture, mining and power generation has declined sharply in recent times. Meanwhile, businesses in the visitor and woodland economies have the potential to create new employment opportunities in the countryside. The National Forest can be further developed as a catalyst for a range of wood-related and tourism businesses, supporting the creation of a new nationally-recognised visitor destination. Usage by visitors can also enhance the viability of rural services, such as Post Offices. As the Forest develops there will be increasing scope for new initiatives, for example in alternative sources of power generation and sustainable construction.</li> <li>• The District has a key role to play in contributing to the realisation of the vision for The National Forest, as described in The National Forest Strategy and National Forest Tourism Strategy, thereby maximising the benefits for the whole of South Derbyshire. The Forest provides a unique opportunity to support the development of new and diversification of existing rural enterprises, in a range of businesses from overnight accommodation to food and drink outlets, from forestry contracting to wood fuel. Meanwhile, the Airport offers the potential for in-bound and business tourism. Proactive support is required to support existing businesses and create new jobs in rural areas.</li> </ul>
12	Other	<p><i>Quirky, weird and wonderful facts about Derbyshire</i></p> <ul style="list-style-type: none"> <li>• Repton - a former capital of the Kingdom of Mercia</li> <li>• Church Flatts Farm, Coton in the Elms - farthest point from the sea in GB</li> <li>• Swarkestone Causeway ancient monument - longest stone bridge in the Country</li> <li>• Melbourne – birthplace of Thomas Cook, the travel agent</li> <li>• The National Forest – largest tree planting initiative since the creation of the New Forest</li> <li>• Mercia Marina – largest new build canal based marina in the UK</li> <li>• South Derbyshire – one of the fastest growing populations in the UK</li> <li>• Toyota at Burnaston - exporter of the Avensis car to Japan</li> <li>• JCB, Foston – manufacturer of the Dieselmex engine which took the diesel land speed record in August 2006 on the Bonneville Salt Flats in Utah, averaging a speed of 328.767 mph.</li> <li>• 50s American Diner – one of the only original 1950s American dining cars in the UK</li> </ul>

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### **Derbyshire Economic Partnership**

### **Derbyshire's Economic Strategy 2012 – Partner Consultation.**

### **Response From: South Derbyshire Partnership**

### **Raising productivity**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Ability to attract inward investment, drawing on proximity to national road network, airports, The National Forest and existing major businesses</li> <li>• A young and rapidly growing population, together with access to a large labour market catchment in neighbouring areas (eg. Burton, Derby)</li> <li>• Above average levels of economic activity</li> <li>• Growing business sectors (eg business services, wood-related, tourism)</li> <li>• Planned further employment growth within the District (eg Dove Valley, Hilton) and beyond (eg. East Midlands Airport, East Midlands Distribution Centre) – the Airport is estimated to have supported thousands of jobs, with Derbyshire the largest beneficiary – predicted to rise to 27,000 jobs by 2030</li> <li>• Proximity to Higher Education institutions with associated training and Research &amp; Development capabilities</li> <li>• Unique visitor attractions (eg. The National Forest, Calke Abbey, Shardlow Inland Canal Port, Swadlincote Ski Centre and industrial heritage such as Sharpe's Pottery Museum)</li> <li>• Presence of world-class businesses, including major manufacturers and thus supply chain opportunities (eg. Toyota, JCB, Nestlé)</li> <li>• Potential to further exploit the tourism opportunities associated with the District's waterways, in particular the River Trent and Trent &amp; Mersey Canal</li> <li>• Predominance of small businesses indicating a potential for dynamism and employment creation</li> <li>• A central UK location close to the cities/markets of Birmingham, Derby, Leicester and Nottingham</li> <li>• Registrations for new VAT registered businesses are 0.5% above the regional average (BERR, 2007)</li> <li>• Potential to reinstate the Derby &amp; Sandiacre Canal and create a touring loop for visitors, linking Shardlow to the centre of Derby and accessing the Derwent Mills World Heritage Site</li> <li>• Great potential in 'The National Forest' brand in terms of both visitor and inward investment marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Dependence on traditional/vulnerable sectors, in particular manufacturing/engineering which are struggling in an increasingly competitive environment</li> <li>• Declining (or former) industries in rural areas - mining, agriculture, power generation</li> <li>• Existing low workforce skills and changing/higher skill requirements associated with the District's changing business structure</li> <li>• Below average numbers of residents with a highest qualification at NVQ 4/5; Above average numbers of residents with no qualifications</li> <li>• Deficiencies in workforce skills important to the attraction of high value added inward investment</li> <li>• A narrow economic base, with limited evidence of new and growing sectors</li> <li>• Challenges for businesses in complying with increasing (and frequently changing) legislation and regulation (eg. health &amp; safety, environmental, planning, waste disposal, recycling)</li> <li>• A need to develop skills in effective marketing, including e-marketing</li> <li>• Limited availability of conference and business training facilities</li> <li>• Limited tourist facilities and visitor accommodation (hotels and other provision) with which to maximise the potential of The National Forest and East Midlands Airport; Undeveloped evening economy in Swadlincote</li> <li>• Limited public financial assistance for business development, including premises, support and financial assistance (which is also complex/time consuming to access)</li> <li>• Limited networking opportunities between businesses</li> <li>• Low levels of self-employment</li> <li>• Limited support for innovation and the development of new products and processes</li> <li>• Lack of support for vocational training provision</li> <li>• Potential vulnerability in that a small number of manufacturing businesses employ a significant proportion of the workforce</li> <li>• Employment in the nationally growing sectors of the last decade - banking, business, other services and the public sector - is underrepresented compared with the national average</li> <li>• Some evidence of skills shortages (eg. engineers, HGV drivers, chefs); Particular concerns regarding literacy, numeracy and technical skills in Derbyshire (FSB 2006)</li> <li>• Low levels of awareness of business support available</li> </ul>

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### Ensuring sustainability

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• District has outstanding communication links and accessibility to the national road network (A38, A42, A50, M1, M6 and M42); and rail network (NE/SW main line)</li> <li>• Proximity to Birmingham International Airport and East Midlands Airport (a key European express freight hub) – increasingly important for global and knowledge-based businesses</li> <li>• A range of development land often available at lower land/rental costs than in neighbouring areas (though rising), including both traditional industrial estates and high quality business parks</li> <li>• Constrained land supply in neighbouring areas, in particular Burton and Ashby, adding to demand in South Derbyshire</li> <li>• A catalyst in The National Forest for a range of environmental and wood-based projects (eg using wood chip for heating)</li> <li>• Further major brownfield sites with potential for redevelopment, including the former power stations at Drakelow and Willington, and within the designated area of the Woodville Area Action Plan</li> <li>• Significant development sites within the town centre with potential for retail, leisure, office and other business uses</li> <li>• Major business parks currently under development with outstanding transport links (including rail access), a large workforce catchment, new site infrastructure and the capability to accommodate all sizes and types of business activity</li> <li>• 50% of businesses think that South Derbyshire is a good or excellent location for business; 15% think it is poor or very poor (SD 100)</li> <li>• Higher land prices and tighter labour markets in the South East, South Midlands and the 'Golden Triangle' encouraging large warehouse operators to consider locations further north</li> <li>• Increasing investment in Swadlincote town centre in recent years, including Morrisons, Sainsbury's and The Pipeworks, which have provided extensive additional free parking</li> <li>• Disused or freight rail lines with the potential to be upgraded for freight or passenger use, such as The National Forest line</li> </ul>	<ul style="list-style-type: none"> <li>• Limited supply of small and 'grow-on' workspace (units and offices), including managed accommodation on flexible terms with support available</li> <li>• Limited supply of retail premises available, particularly larger units</li> <li>• Little speculative development; Design &amp; build and freehold ownership constraints on some available employment land; limited availability of smaller plots; limited provision for less intensive/attractive employment uses</li> <li>• Poor quality broadband services, particularly in more remote areas</li> <li>• Little employment land available in the Swadlincote urban area</li> <li>• Poor appearance of some business premises and parts of the District, especially within Swadlincote, including on highly visible arterial routes</li> <li>• Little existing good quality office space and a lack of dedicated sites in attractive/accessible locations on which to promote new office development</li> <li>• Poor road links to and within Swadlincote itself; Congestion hotspots and parking issues in both urban and rural areas</li> <li>• Constraints on business operation imposed by weight restrictions on HGVs in the District and neighbouring areas; Limited river crossings; Lack of secure HGV parking; Loading/delivery problems caused by poor parking</li> <li>• No rail links between Swadlincote and other centres, including East Midlands Airport</li> <li>• Poor bus and rail links to employment sites, especially north-south links</li> <li>• Limited quality of the town centre and market, together with the public realm in some other areas</li> <li>• Issues of sites and premises allocated for employment uses not being on the market</li> <li>• Poor industrial estate signage in some areas</li> <li>• Limited public transport services vital to access services and opportunities, especially in rural areas and to employment growth centres; Residents of Swadlincote have not greatly benefited from employment developments along the A50</li> <li>• Poor mix of retail provision in town centre, including the market, with an emphasis on convenience shopping and few limited national multiples</li> <li>• Limited usage of non-road based forms of freight movement, including both rail and waterway</li> </ul>

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## Report to the Board

### Achieving equality

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Low claimant unemployment (2.0% in July 2011), though above the national average in some wards</li> <li>• High levels of population growth (+30% 1990-2010; Eng +9%)</li> <li>• The National Forest is an extensive recreation and leisure facility, with potential benefits for health and quality of life</li> <li>• Attractive rural areas and historical features</li> <li>• Low levels of crime compared with national averages</li> <li>• Relatively affordable housing</li> <li>• Low levels of deprivation: Only one Lower-level Super Output Area in South Derbyshire is ranked in the worst 20% in the Country. This is located in Newhall. The area is particularly highlighted in terms of the deprivation in: Income; Employment; Health &amp; disability; and, Education, skills and training</li> <li>• High levels of economic activity, though quality of employment is an issue - few 'knowledge workers', and above average manual working, part-time employment, and hours/week (34% of the population work 45+ hours/week; 28% England 2002/03)</li> <li>• Low levels of Job Seeker's Allowance (JSA) claimants – 2.0% of the resident working age population, compared with 3.5% in the East Midlands (Feb 2011)</li> <li>• Just 5.2% of the population claim ESA/Incapacity Benefit, though some wards, in particular Newhall &amp; Stanton are significantly higher (Feb 2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Low staying-on rates post-16 in Swadlincote and post-18 across the District; Below average numbers of students (aged 18-74)</li> <li>• Ability to secure higher quality employment and higher incomes constrained by skills levels</li> <li>• Limited access to training opportunities/facilities within the District</li> <li>• High levels of commuting, revealing a dependence on employment in neighbouring areas (including some in declining sectors); Of the District's 41,500 workers, just 16,500 (40%) work in the District; the District's resident workers exceed the jobs located in the District by 12,500 (Census, 2001)</li> <li>• Growing employment demands associated with both high levels of economic activity and a growing population</li> <li>• Poor levels of health with life expectancy at birth below the England average for both males and females</li> <li>• Potential for divides to emerge within the local community, for example a north-south divide seen in socio-economic groups, qualification levels and employment; Residents in the north of the District look towards Derby and benefit from the opportunities and higher paid employment there</li> <li>• Limited expectations and aspirations, particularly amongst young people</li> <li>• Employability challenges/barriers to entering the workforce, including travel, attitudes/commitment, 'a work ethic' and Basic Skills (literacy and numeracy)</li> <li>• Perceptions and fear of crime and disorder; Vandalism and anti-social behaviour</li> <li>• Growing demands on community facilities and services arising from the population growth</li> <li>• A perceived lack of pride in the area amongst some residents and, similarly, a lack of sense of community amongst more recent incomers to the District</li> <li>• Dependence on the private car due to limitations in public transport services; Barriers to non-car owners</li> <li>• Limited support for the development of social enterprises</li> <li>• Emerging affordable housing issues, especially in rural areas</li> <li>• Limited numbers of higher quality jobs available within the District</li> <li>• Shortcomings in the retail, leisure, entertainment and food &amp; drink offer available within the District</li> </ul>