
REPORT TO:	Environmental & Development Services	AGENDA ITEM: 7
DATE OF MEETING:	11 April 2013	CATEGORY: DELEGATED
REPORT FROM:	Mark Alflat Director of Operations	OPEN
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SUBJECT:	South Derbyshire Economic Development Statement	REF:
WARD(S) AFFECTED:	All	TERMS OF REFERENCE: EDS03, EDS10 & EDS11

1.0 Recommendations

1.1 It is recommended that the Committee approves the South Derbyshire Economic Development Statement.

2.0 Purpose of Report

2.1 To seek Member's support for an Economic Development Statement for the District.

3.0 Detail

Background

3.1 Following an extensive programme of research and consultation, Members approved an Economic Development Strategy for South Derbyshire covering the period 2008-2012. This was set within the context of the East Midlands Regional Economic Strategy 2006-2020.

3.2 However, following adoption of the Strategy, the UK and world economies entered a major downturn. Nationally, this led to a decline in business confidence and a sharp rise in unemployment during 2008 and 2009.

3.3 At the beginning of 2008 unemployment in South Derbyshire stood at 1.0%, which was 1.1% below national levels, whilst in 2013 it was 2.2%, having improved to 1.6% below the Great Britain average (ONS, Claimant Count for the month of January). Today, South Derbyshire has the second lowest rate of unemployment in Derbyshire, some 1.5% below regional and national levels (ONS, Claimant Count for January 2013).

3.4 In response to the economic downturn, a twin-track approach has been adopted. The aims set out in the Economic Development Strategy have been successfully pursued, whilst in addition a range of shorter term measures have been adopted to assist smaller businesses in the area. The latter has included business events and

workshops to brief companies on available assistance (eg. business breakfasts, business start-up workshops). There has also been a focus on public events that will support town centre traders and visitor-related businesses (eg. Farmers' Market, Town Hall 150th Birthday Party).

Recent Developments

- 3.5 The District Council's Planning and Economic Development policies have facilitated the rapid growth of business in the area. Extensive land has been allocated for employment uses. South Derbyshire was recently ranked second in the country for growth in commercial and industrial floorspace between 1999-2008 (Municipal Journal, 14/02/13). Through inward investment activities millions of pounds of investment have then been attracted to these sites and properties. In just the last eighteen months, this has included announcements of 100 jobs at Futaba Industrial at Foston, 200 jobs at Euro Car Parts in Swadlincote, 30 jobs at B&M Bargains in Swadlincote, 425 jobs at Nestlé in Hatton, 50 jobs at JCB Power Systems at Foston and 1500 jobs at Toyota at Burnaston, together with numerous smaller investments.
- 3.6 This has been aided by millions of pounds of external funding secured for economic development projects that have successfully delivered benefits for the local economy. These have included: the £2.3 million Swadlincote town centre public realm improvements; £500,000 extension to Sharpe's Pottery Museum including new play area and 'Story of The National Forest' gallery; delivery of the £250,000 Swadlincote Gateways programme of business grants and landscape improvements; introduction of Swadlincote Tourist Information Centre and 'What's On in South Derbyshire' guide; creation of the National Forest Walking Festival; and, completion of the Business Navigator scheme providing business security and resource/energy efficiency advice.
- 3.7 The South Derbyshire Partnership and in particular its Sustainable Development theme group is the District's principal economic development partnership. Through this Partnership, initiatives such as the following have been achieved: establishment of the South Derbyshire Campus – a Construction & Sustainability Academy - of Burton & South Derbyshire College; development of the National Forest & Beyond visitor destination marketing campaign; introduction of the Burton-Swadlincote-Uttoxeter business awards; delivery of employability training with the Old Post Centre; and, pre-employment training with the Jobcentre - preparing longer term unemployed residents for opportunities in the District's growing sectors.

Policy Context

- 3.8 Following the change of national Government in 2010, there has been a major restructure of the national, regional and local agencies involved in economic development. As the new structure emerges, a range of new policy documents are currently being developed that may impact on South Derbyshire. These include D2N2, the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership, which has adopted a strategic framework and is presently consulting on a Growth Plan and a Skills Action Plan. Similarly at County level, the Derbyshire Economic Partnership plans to publish a Derbyshire Economic Strategy Statement, whilst the Visit Peak District & Derbyshire Destination Management Organisation is leading the preparation of a Destination Management Plan.

Statistical Overview

- 3.9 Information from the 2011 Census is steadily being released and will soon provide an in-depth picture of the District at ward level, with the opportunity for comparison with the socio-economic picture in 2001. Meanwhile, the current Indices of Deprivation 2010 relies heavily on data from 2008. Modelling of the future of the local economy is currently being undertaken for the Derby Housing Market Area, as part of the development of the new Local Plan. Once complete, these sources of data will provide a valuable basis to update the Strategy.

Way Forward

- 3.10 In the interim, it is proposed to adopt an Economic Development Statement that will reiterate the Vision, Objectives and Ambitions of the earlier Economic Development Strategy. A copy of the proposed Statement can be found at Annex A.
- 3.11 The South Derbyshire Partnership will remain the key vehicle for delivering the Ambitions. This Partnership brings together the public and third sector organisations involved in economic development, with representative bodies and individual businesses from the private sector.

4.0 Financial Implications

- 4.1 There are no specific financial implications arising from this report.

5.0 Corporate Implications

- 5.1 The Economic Development Statement contributes directly to the Corporate Plan's vision to 'make South Derbyshire a better place to live, work and visit' and to the theme of 'Sustainable Growth & Opportunity – strengthening South Derbyshire's economic position within a 'clean' and sustainable environment'.

6.0 Community Implications

- 6.1 The Economic Development Statement contributes directly to the South Derbyshire Partnership's Sustainable Community Strategy vision of 'a dynamic South Derbyshire, able to seize opportunities to develop successful communities, whilst respecting and enhancing the varied character of our fast growing district'. 'Sustainable Development' is highlighted as a key theme, with the aim of achieving 'sustainable existing and new communities that meet the population's needs and aspirations.

7.0 Conclusions

- 7.1 It is anticipated that a new Strategy could be published in 2015 for the following five years. The Vision, Objectives and Ambitions of the South Derbyshire Economic Development Strategy 2008-2012 have proven to be robust and have led to the improvement of the economic position of the District. As such, it is proposed that they are maintained in the interim as the 'Economic Development Statement' for South Derbyshire.

8.0 Background Papers

- 8.1 South Derbyshire Economic Development Strategy 2008-2012.

Annex A

South Derbyshire Economic Development Statement South Derbyshire District Council (2013)

The Statement sets out the following Vision:

To promote greater economic wellbeing in South Derbyshire, in order that it becomes a healthier, more prosperous and safer place to live with better jobs and prospects for local people and businesses.

This will be implemented through three key objectives and the realisation of a series of Ambitions:

Objectives and Ambitions

Raising Productivity	To enable people and business in South Derbyshire to become more competitive and innovative
Ambition 1	Raising skills levels, promoting a culture of learning and improving training facilities
Ambition 2	Attracting new inward investment and encouraging reinvestment by existing businesses
Ambition 3	Developing tourism and the woodland economy, maximising the potential of The National Forest to address rural issues
Ambition 4	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
Ambition 5	Improving accessibility to opportunities, particularly employment and training
Ambition 6	Providing sites and premises for future employment needs, co-ordinating provision with transport and other infrastructure
Ambition 7	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
Ambition 8	Overcoming employability barriers to entering the workforce, particularly amongst people facing multiple challenges
Ambition 9	Raising aspirations and expectations, particularly amongst young people

The District Council will contribute to the objectives set out for tourism in The National Forest Strategy 2004-14 and **Vision & Action Plan for Sustainable Tourism in The National Forest** (2009). For further information please refer to the South Derbyshire Economic Development Strategy 2008-2012.