

# Public Document Pack



**North East  
Derbyshire**  
District Council

Contact: Alan Maher  
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Date: Wednesday, 20 January 2021

To: **Members of the Cabinet**

Please attend a meeting of the Cabinet to be held on **Thursday, 28 January 2021, at 4.30 pm by Conference Call**. Access credentials will be sent to Members separately.

The public parts of the meeting will be streamed from the Council's website on its 'You Tube' channel.

## Virtual Attendance and Hybrid Meetings

I have provided the Leader and Deputy Leader with advice on the holding of "hybrid" meetings outlining the risks including to employees dealing with the Chamber and to Members. Hybrid meetings are those where some attendance is in person in the Council Chamber and some is virtual. I would encourage you all to attend virtually. Accordingly if you attend in person you will be deemed to have accepted the following disclaimer as applying.

## Risk Assessment Disclaimer

When attending this meeting in person, I confirm that I have read and understood the contents of each of the following risk assessments and agree to act in line with its content.

- ☐ RA – Return to Work Mill Lane Covid 19 V13
- ☐ Mill Lane Coronavirus Control Measures V8

Both documents have been emailed to Members and are available on the Modern.Gov App library.

The same advice is given to officers who are also encouraged to participate in the meeting remotely.

Yours sincerely

A handwritten signature in black ink that reads "Sarah Skeneberg".

**Joint Head of Corporate Governance and Monitoring Officer**

### **Cabinet Members**

Councillor A Dale (Chair)  
Councillor M Foster  
Councillor P Parkin  
Councillor C Renwick

Councillor C Cupit (Vice-Chair)  
Councillor J Kenyon  
Councillor A Powell

**For further information about this meeting please contact Alan Maher 01246 217391**

### **Notice of Meeting to be held in Private**

It is intended that part of this meeting will be held in private under the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012. The matters to be considered in private are listed under the heading Private Session. The categories of exempt information that are likely to be disclosed during the discussion of these items, as defined in Part 1 of Schedule 12A to the Local Government Act 1972, are listed below each item.

No representations have been received requesting that these items be open to the public.

## **A G E N D A**

### **Public Session**

#### **1 Apologies for Absence**

#### **2 Declarations of Interest**

Members are requested to declare the existence and nature of any disclosable pecuniary interest and/or other interest, not already on their register of interests, in any item on the agenda and withdraw from the meeting at the appropriate time.

#### **3 Minutes of Last Meeting** (Pages 5 - 8)

To approve as a correct record and the Leader to sign the attached Minutes of the meeting of Cabinet held on 17 December 2020

#### **4 NEDDC Visitor Economy Strategy 2021-2024** (Pages 9 - 35)

Report of Councillor C Renwick, Portfolio Holder for Economic Growth.

#### **5 NEDDC Employment and Skills Strategy 2021 - 2024** (Pages 36 - 78)

Report of Councillor C Renwick, Portfolio Holder for Economic Growth.

**6      Medium Term Financial Plan 2020/21 -2024/25 - TO FOLLOW**

Report of Councillor P Parkin, Portfolio Holder for Finance.

Key Decision

**7      Urgent Items**

To consider any other matter which the Leader is of the opinion should be considered as a matter of urgency, in accordance with the provisions of Statutory Instrument 2012 No 2089, Regulation 11.

**8      Exclusion of Public**

The Leader to move:-

That the public be excluded from the meeting during the discussion of the following items of business to avoid the disclosure to them of exempt information as defined in Part 1 of Schedule 12A to the Local Government Act 1972, (as amended by the Local Government (Access to Information) (Variation) Order 2006). [The category of exempt information is stated after each item].

**Private Session**

**9      Property Purchases Using One for One Receipts (Pages 79 - 84)**

Report of Councillor A Powell, Portfolio Holder for Housing, Communities and Communications.

Key Decision

(Paragraph 3)

**10     Coronavirus Contingency Planning Update**

(Paragraph 4)

**11     Urgent Items**

To consider any other matter which the Leader is of the opinion should be considered as a matter of urgency, in accordance with the provisions of Statutory Instrument 2012 No 2089, Regulations 5 and 11.

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North East  
Derbyshire  
District Council

***We speak  
your language***

**Polish**

***Mówimy Twoim językiem***

**French**

***Nous parlons votre langue***

**Spanish**

***Hablamos su  
idioma***

**Slovak**

***Rozprávame Vaším  
jazykom***

**Chinese**

**我们会说你的语言**

If you require  
this agenda in  
**large print**

or another  
format  
please call  
us on

**01246  
217753**

If you require an adjustment to enable you to participate in or access the meeting please contact the Governance Team at least 72 hours before the meeting starts.



## **CABINET**

### **MINUTES OF MEETING HELD ON THURSDAY, 17 DECEMBER 2020**

#### **Present:**

Councillor Alex Dale (Chair) (in the Chair)  
Councillor Charlotte Cupit (Vice-Chair)

Councillor Mark Foster  
Councillor Paul Parkin  
Councillor Carolyn Renwick

Councillor Jeremy Kenyon  
Councillor Alan Powell

#### **Also Present:**

G Callingham	Director of Growth and Economic Development
K Hanson	Joint Director of Environment and Enforcement
L Hickin	Joint Director of Corporate Resources and Head of Paid Service
J Dethick	Head of Finance and Resources, Section 151 Officer
S Sternberg	Joint Head Of Service - Corporate Governance & Monitoring Officer
M Broughton	Joint Head of Partnerships and Transformation
K Drury	Information Engagement & Performance Manager
N Calver	Governance Manager
M E Derbyshire	Members ICT & Training Officer
A Maher	Senior Governance Officer

#### **CAB/65/ 20-21     Apologies for Absence**

There were no apologies for absence

#### **CAB/66/ 20-21     Declarations of Interest**

There were no Declarations of Interest

#### **CAB/67/ 20-21     Minutes of Last Meeting**

The minutes of the meeting held on 12 November 2020 were approved as a correct record.

#### **CAB/68/ 20-21     Council Plan 2019 - 2023 Review**

The report to Cabinet proposed that following a review of the Council Plan 2019-2023 a number of changes be made to the Performance Framework. These changes, it was explained, would help ensure that the Framework reflected adequately the changed circumstances in which the Council now had to operate, following the Coronavirus (Covid-19) outbreak. In particular, some of the existing target descriptions would be altered, new targets added and others withdrawn altogether.

Members discussed the review of the Council Plan. They considered what had been achieved during its first year, such as the adoption of an Older People's Strategy, the development of a Green Homes Programme and a significant

increase in the number of service transactions carried out online. They also highlighted the preparation of the Town Investment Plan for Clay Cross and the Council's work to help vulnerable residents and businesses affected by the Coronavirus (Covid-19) outbreak. Members were reminded that these achievements were not covered by the Performance Framework, as they had occurred since the Plan was published.

Cabinet considered the proposed changes to the Council Plan Performance Framework. Members felt that they would help to ensure that the specific targets remained fit for purpose and agreed to support them.

**RESOLVED -**

- (1) That Cabinet noted the achievements to date in delivering the Council Plan 2019-2023 aims and objectives;
- (2) That Cabinet approved the changes to the Council Plan 2019-23 Performance Framework, as appended to the report.

**REASONS FOR DECISION** - The review of the existing Performance Framework supporting the Council Plan and subsequent changes helped to ensure that it remained fit for purpose, in both monitoring and reporting performance against the Plan objectives.

**OTHER OPTIONS CONSIDERED AND REJECTED** - The option of not carrying out the review and retaining the existing Performance Framework for monitoring and reporting purposes was considered but rejected, as this would not ensure that it remained fit for purpose.

**CAB/69/  
20-21**

**Council Plan Targets Performance Update July to September 2020  
(Quarter 2 – 2020/21)**

Cabinet considered performance against the Council Plan targets for the second quarter of the 2020-21 financial year. Members heard that projected progress had been made on 40% of the Plan targets during the quarter. They also heard how less progress than expected had been made against other targets, as a result of the Coronavirus (Covid-19) outbreak. Cabinet was informed that resources had to be diverted from them, so that the Council could provide support and assistance to the local community during the outbreak.

Members heard about what progress could now be expected on specific goals during future months. In this context, they were reminded that resources for the Council's Planning Service had recently been increased, which would hopefully enable greater enforcement work to take place in line with the Council Plan target.

**RESOLVED** – That Cabinet noted the quarterly outturns against the Council Plan 2019-2023 targets.

**REASON FOR DECISION** – To inform Cabinet of progress against the Corporate Plan targets and to bring to its attention specific achievements and areas of concern.

OTHER OPTIONS CONSIDERED AND REJECTED – No other options were considered. The report provided information and an overview of performance against agreed targets.

**CAB/70/  
20-21**      **Delegated Powers under the Anti-Social Behaviour, Crime & Policing Act 2014**

The report to Cabinet proposed that Rykneld Homes Limited (RHL) be designated as an 'Authorised Person' under Section 43 of the Anti-Social Behaviour, Crime and Policing Act 2014 and the Anti-Social Behaviour (Authorised Persons) Order 2015. This designation would confirm that RHL staff could issue Community Protection Notices (CPN) on behalf of the Council.

Members welcomed the proposal. Cabinet felt that it would help both the Council and RHL to take more effective enforcement action against Anti-Social Behaviour in the District. Members asked that information on the use of Community Protection Notices be collated as part of the Council's Management Agreement with the company and reported to Cabinet, as appropriate.

**RESOLVED -**

- (1) That Rykneld Homes Limited (RHL) be designated as an authorised person (as defined by Sections 20 and 53 of the Anti-Social Behaviour Crime and Policing Act 2014, and Anti-Social Behaviour (Authorised Persons) Order 2015);
- (2) That in this capacity RHL issue Community Protection Notices (CPN) under Section 43 of the Anti-Social Behaviour Crime and Policing Act 2014.

REASONS FOR DECISION – To enable Council and RHL officers to take swift and effective action against individuals and businesses committing Anti-Social Behaviour, which in most cases would hopefully stop this from recurring.

OTHER OPTIONS CONSIDERED AND REJECTED – The option of not designating RHL as an authorised person under the legislation was considered but rejected, as it would not be in the best interests of the Council. The new delegation would clarify the legal status of Rykneld Homes in accordance with the Act.

**CAB/71/  
20-21**      **Urgent Items**

There were no urgent items

**CAB/72/  
20-21**      **Exclusion of Public**

RESOLVED – That the public be excluded from the meeting during the discussion of the following items of business to avoid the disclosure to them of exempt information as defined in Part 1 of Schedule 12A to the local Government Act 1982 (as amended by the Local Government (Access to Information)(Variation) Order 2006).

The category of exempt information is stated after each Minute.

**CAB/73/  
20-21**     **Leisure Facilities - Killamarsh Sports Centre - TO FOLLOW**

Cabinet considered a range of options on the future management of the Killamarsh Sports Centre, along with their financial and other implications. Cabinet determined its preferred option, which it agreed should now inform further discussions with the owners of the centre, Killamarsh Parish Council.

**RESOLVED -**

- (1) That Cabinet agreed option E(1), as specified in the report, as its preferred option for the Killamarsh Sports Centre;
- (2) That this preferred option inform further discussions with Killamarsh Parish Council on the future of the Centre;
- (3) That Cabinet recommend any budget growth arising to Council for approval as part of the annual budget setting process for the 2021-22 financial year;
- (4) That the proposal to make a specific allocation in the Capital Programme, as set out in the report, funded through prudential borrowing, be recommended to Council for approval as part of the budget setting process for 2021-22;
- (5) That subject to Council approving the budget growth and addition to the Capital programme, the Director of Corporate Services be delegated authority to approve the terms and conditions of the agreements/land transactions and enter the arrangements with Killamarsh Parish Council in relation to the Killamarsh Sports Centre.

**REASONS FOR DECISION –**

The reasons for the Decision were specified in the report.

**ALTERNATIVE OPTIONS CONSIDERED AND REJECTED –**

The option of not addressing the future status of the centre was considered but rejected for the reasons set out in the report.

(Paragraphs 1, 2 and 3)

**CAB/74/  
20-21**     **Coronavirus (Covid-19) Contingency Planning Update**

Cabinet received an update on the contingency planning arrangements that were now ongoing at a regional and national level to help combat the outbreak of the Coronavirus (Covid-19).

**CAB/75/  
20-21**     **Urgent Items**

None.

## North East Derbyshire District Council

### Cabinet

28 January 2021

#### **NEDDC Visitor Economy Strategy 2021-2024**

#### **Report of Councillor C Renwick, Portfolio Holder for Economic Growth**

This report is public.

#### **Purpose of the Report**

- For Cabinet to view and give approval to the North East Derbyshire Visitor Economy Strategy 2021-2024.

#### **1 Report Details**

- 1.1 North East Derbyshire District Council's Council Plan 2019-2023 recognises the importance of the visitor economy sector to the overall economy of the district, by having the aim "Develop and promote a visitor economy across the district" within the 'Our Economy' section. Within this aim, one of the actions is to develop a strategy document. The visitor economy is also a key element of the Council's emerging Growth Strategy, a document that is currently being drafted and will be coming to Cabinet in the next few months.
- 1.2 The visitor economy within the district in 2017 provided approximately 1,949 FTE jobs. The district attracted over 3 million visitors in that year, who had an economic impact of approximately £147million on the district.
- 1.3 The visitor economy is also seen as a vital component to any form of economic regeneration in the area by a number of key partners, such as D2N2 LEP, Derbyshire County Council and Marketing Peak District and Derbyshire.
- 1.4 The Economic Development team have therefore drafted a Visitor Economy Strategy for the district.
- 1.5 The Strategy has the following vision:

*'Growing and developing our status not only as a destination in itself with all the attractions the district has to offer, but also as a place with easy access to a wide range of other attractions and experiences. We are in the enviable position of being able to act as an easy access gateway to both city and countryside. With the stunning rural landscape of the Peak District National Park on one side and the bustling entertainment rich city of Sheffield on the other, visitors can enjoy the best of both worlds.'*

To meet this vision it has the following priorities:

- Promote the district to potential visitors, to encourage both day trippers and overnight stays
- Create a year round visitor economy in the district
- Improve the skills of both business owners and their employees within the sector.
- Develop the visitor offer and experiences within the district, to ensure that the amount, quality and variety of both attractions and accommodation is increased
- Develop and promote both the cultural and natural heritage of the area, including walking and cycling routes.

1.6 The Strategy also includes an Action Plan that sets out all the necessary actions required to be undertaken by the Council in order to meet its aims and priorities for the sector.

1.7 As the covid-19 pandemic crisis struck during the writing of the Strategy, its impact on the visitor economy of the district has been considered. It also means that it is increasingly more important, as one of the hardest hit sectors by the lockdown that the businesses within it are provided with support from the Council and its partners.

## **2 Conclusions and Reasons for Recommendation**

2.1 The Visitor Economy is a key priority for the Council, and therefore a strategy is required to guide future resource allocation and work.

2.2 The draft visitor economy strategy and action plan have been created by the Economic Development team, using best practice, consultation and statistical analysis as a basis for its aims and priorities.

2.3 In order to carry out the recommended actions in the strategy and its action plan, such as the promotion of the district and its accommodation, attractions and events, as well as to provide training and support to business owners in the sector, an allocation of resources will be required. This will also be used to potentially obtain further financial resources for the strategy's projects from partner organisations, such as D2N2 LEP and Marketing Peak District and Derbyshire. It is recommended that this financial allocation is set at £20,000 for the first year of the project from the 'Invest to Save' budget. This figure will be reviewed after the first year, to ensure it is meeting the needs of the visitor economy strategy work.

## **3 Consultation and Equality Impact**

3.1 Consultation was undertaken with local businesses who worked in the Visitor Economy sector, who were asked for their views on the priorities of the strategy. A telephone consultation exercise was undertaken with all approximately 120 recognised businesses within the sector during the summer of 2020. The outcome of this was that the priorities were felt by respondents to be correct and necessary,

3.2 An Equalities Impact Assessment for the strategy has been completed.

## **4 Alternative Options and Reasons for Rejection**

- 4.1 Do nothing – this would mean that a strategy did not get produced. This option was rejected as it would mean that the visitor economy and the businesses would not get the support they require from the Council, not only to potentially grow, but also in the current world situation, to survive, which would potentially lead to the loss of jobs and the closure of businesses in the district.

## **5 Implications**

### **5.1 Finance and Risk Implications**

- 5.1.1 In order to carry out the recommended actions in the strategy and its action plan, such as the promotion of the district and its accommodation, attractions and events, as well as to provide training and support to business owners in the sector, an allocation of resources will be required. This will also be used to potentially obtain further financial resources for the strategy's projects from partner organisations, such as D2N2 LEP and Marketing Peak District and Derbyshire. It is recommended that this financial allocation is set at £20,000 for the first year of the project from the 'Invest to Save' budget. This figure will be reviewed after the first year, to ensure it is meeting the needs of the visitor economy strategy work.

### **5.2 Legal Implications including Data Protection**

- 5.2.1 Not applicable.

### **5.3 Human Resources Implications**

- 5.3.1 In order to carry out the recommended actions in the strategy's action plan, a new post will need to be created. There is recognition within the Council for this. The creation of this post and the full details of its salary level, roles and responsibilities and so on will be the subject of a future report to Cabinet. This post, when created, will be supported in project delivery by other members of the Economic Development team, as and when necessary.

## **6 Recommendations**

- 6.1 That Cabinet notes the contents of the report.
- 6.2 That Cabinet approve the North East Derbyshire Visitor Economy Strategy 2021-2024.
- 6.3 Delegated authority given to the Director of Growth and Economic Development to make none substantive amendments to the documents in consultation with the Portfolio holder for Economic Development.
- 6.4 That Cabinet agrees to Director of Corporate allocates £20,000 from the 'Invest to Save' fund as an operating budget for financial year 21/22.

## 7 Decision Information

<b>Is the decision a Key Decision?</b> A Key Decision is an executive decision which has a significant impact on two or more District wards or which results in income or expenditure to the Council above the following thresholds: BDC:      Revenue - £75,000 <input type="checkbox"/> Capital - £150,000 <input type="checkbox"/> NEDDC:   Revenue - £100,000 <input type="checkbox"/> Capital - £250,000 <input type="checkbox"/> <input checked="" type="checkbox"/> Please indicate which threshold applies	No
<b>Is the decision subject to Call-In?</b> (Only Key Decisions are subject to Call-In)	No
<b>Has the relevant Portfolio Holder been informed</b>	Yes
<b>District Wards Affected</b>	All
<b>Links to Corporate Plan priorities or Policy Framework</b>	Growing Our Local Economy and Being a Business Friendly District.

## 8 Document Information

Appendix No	Title
1	North East Derbyshire Visitor Economy Strategy 2020-2023
<b>Background Papers</b> (These are unpublished works which have been relied on to a material extent when preparing the report. They must be listed in the section below. If the report is going to Cabinet (NEDDC) or Executive (BDC) you must provide copies of the background papers)	
Report Author	Contact Number
Martyn Handley	01246 217203





**North East  
Derbyshire**  
District Council

# Visitor Economy Strategy

## for North East Derbyshire

### 2021 - 2024





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# Visitor Attractions in North East Derbyshire

## Key:

### Golf Courses

-  Hallows Golf Club, Dronfield
-  Shirland Golf Club, Shirland
-  Stanedge Golf Club, Stanedge
-  Renishaw Park, Renishaw
-  Chesterfield Golf Club, Walton
-  South Chesterfield Golf Club, Grassmoor


### Country Parks

-  Grassmoor Country Park

### Heritage and gardens

-  Renishaw Hall and Gardens
-  Troway Hall
-  Sutton Scarsdale Hall
-  Eckington Church - St Peter and St Paul's (Grade 1 listed, 12th Century)
-  St Giles Church, Killamarsh








### Attractions

-  Matlock Farm Park
-  Centre of England Tree, Morton

### Parks and lido

-  Cliffe Park, Dronfield
-  Kenning Park, Clay Cross
-  Sharley Park, Clay Cross
-  Jubilee Park, Coal Aston
-  Sindelfingen Park, Gosforth Valley
-  Wingerworth Lido, Wingerworth

### Nature Areas

-  Avenue Wetlands Nature Reserve and open space
-  Ogston Reservoir
-  Westthorpe Hills
-  Williamthorpe Nature Reserve
-  Holmewood Woodlands
-  Moss Valley Woodlands
-  Barlow Fisheries
-  Linacre Reservoir

### Walks and Trails

- Brackenfield Heritage Trail  
<https://www.brackenfield.org/brackenfield-heritage-trail/>
- Dronfield 2000 Rotary Round Walk
- Trans Peninne Trail  
<https://www.transpenninetrail.org.uk/>
- Five Pits Trail  
<https://www.derbyshire.gov.uk/leisure/countryside/access/walking/walks-and-trails/five-pits-trail.aspx#>
- Chesterfield Canal  
<https://www.chesterfield-canal-trust.org.uk/>



### Events

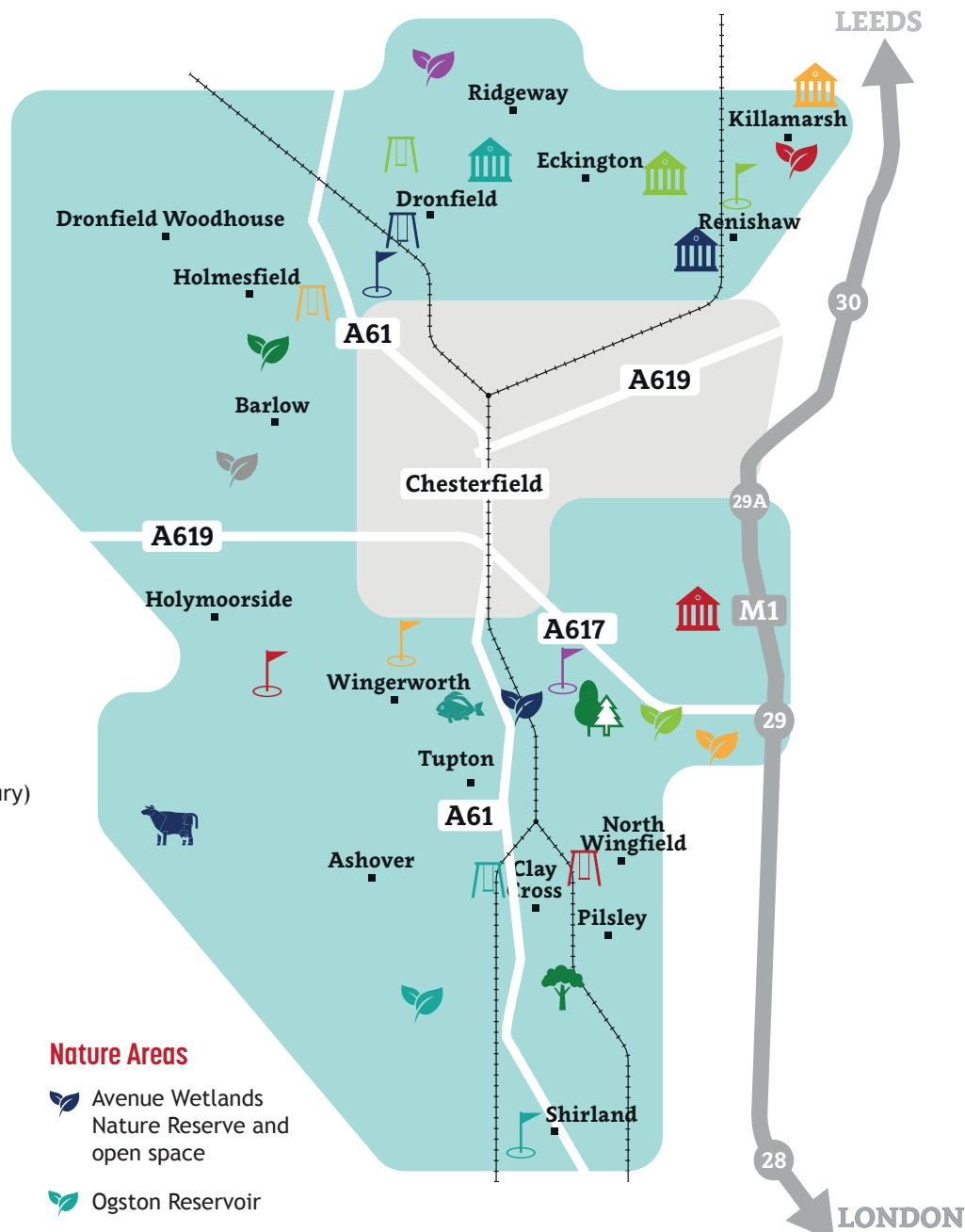
- Well Dressings
- Renishaw Hall Vintage Car Rally
- Eckington Motorcycle Meet
- Dronfield Beer Festival
- Dronfield Arts Festival
- Hardwick Road Race
- Chesterfield Walking Festival (various locations)



### Summer Galas

- Coal Aston Gala
- Eckington Summer Gala
- Dronfield Gala
- Clay Cross Gala
- Killamarsh Gala

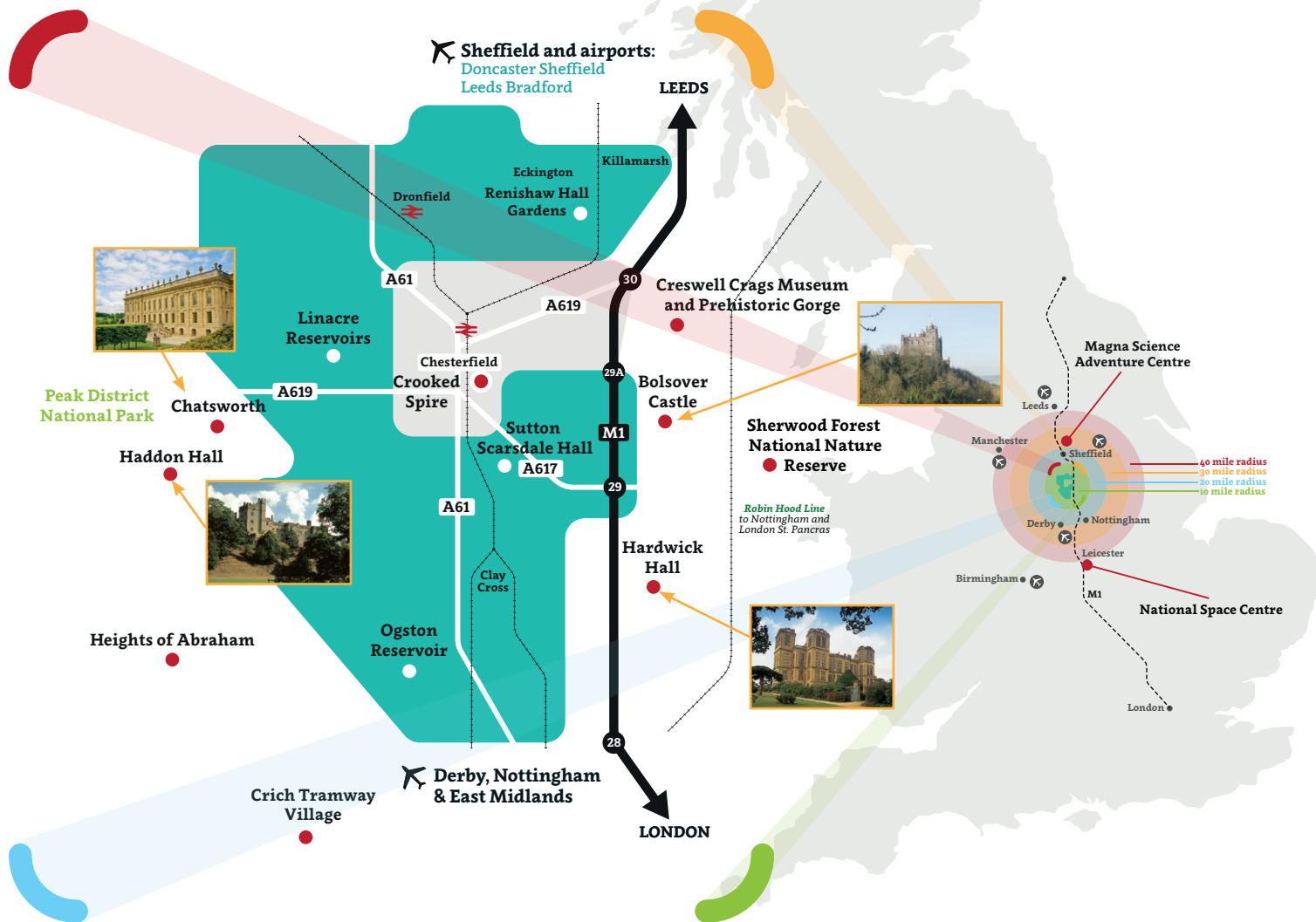
For more information on events in Chesterfield visit [www.visitchesterfield.info](http://www.visitchesterfield.info)







# Map of North East Derbyshire



# Our Vision

**The Visitor Economy is a vital component to the prosperity of a place. Visitors bring additional expenditure to an area, which in turn leads to business and jobs growth. North East Derbyshire District Council recognises this, and is therefore committed to making sure the visitor economy for the district is as strong and robust as possible.**

This strategy sets out the Council's plan to encourage strong and sustainable growth within the Visitor Economy for the district.

The Council's vision is:

## Vision to be determined

In order to achieve this aspiring and attainable vision, and for the visitor economy to grow, the Council will focus its activities on several key priority areas. These are:

- Promote the district to potential visitors to encourage both day trippers and overnight stays
- Create a Year Round economy in the district
- Improve the skills of both business owners and their employees within the sector
- Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased
- Develop and promote both the cultural and natural heritage of the area

The Council will work with key partners to develop and undertake projects within these priority areas that will bring forward growth in the visitor economy.

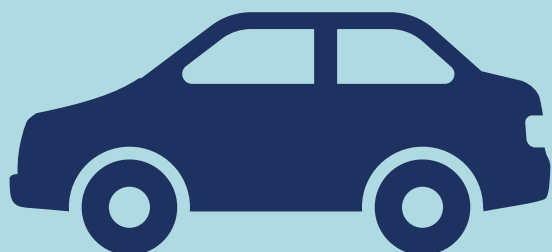
This document will explain the background details of North East Derbyshire's visitor economy, and will go into detail about our plans to help support it to grow.

# Key Statistics

Please note that these statistics are pre-covid 19.

North East Derbyshire is located in the centre of England, and is within driving distance of a number of key cities:

Sheffield	-	<b>14.7 miles</b>
Birmingham	-	<b>76.1 miles</b>
Manchester	-	<b>48.3 miles</b>
London	-	<b>151 miles</b>



According to STEAM, in 2017 the Visitor Economy provided

**1,949 FTE jobs**  
in North East Derbyshire

*(Source: NED STEAM report)*



Between March 2019 and March 2020, there were a total of

**41 visitor** events  
held in the district.

These were mostly  
walking festival  
events and well  
dressing events.

*(Source: Visit Chesterfield  
and Visit Peak District  
websites)*



The district has significant numbers of people living within potential day visiting distance. In 2018, population figures were as follows:

North East Derbyshire = **101,100**

Derbyshire = **796,100**

East Midlands = **4,804,100**



*(Source: NOMIS)*



# Local Policy / Strategy Picture

## North East Derbyshire Council Plan 2019 - 2023

The overall vision of the Council's Plan is that North East Derbyshire is:

- Clean and attractive
- A place where people are proud to live and work
- A place where people will prosper
- A place where people will feel safe, happy and healthy

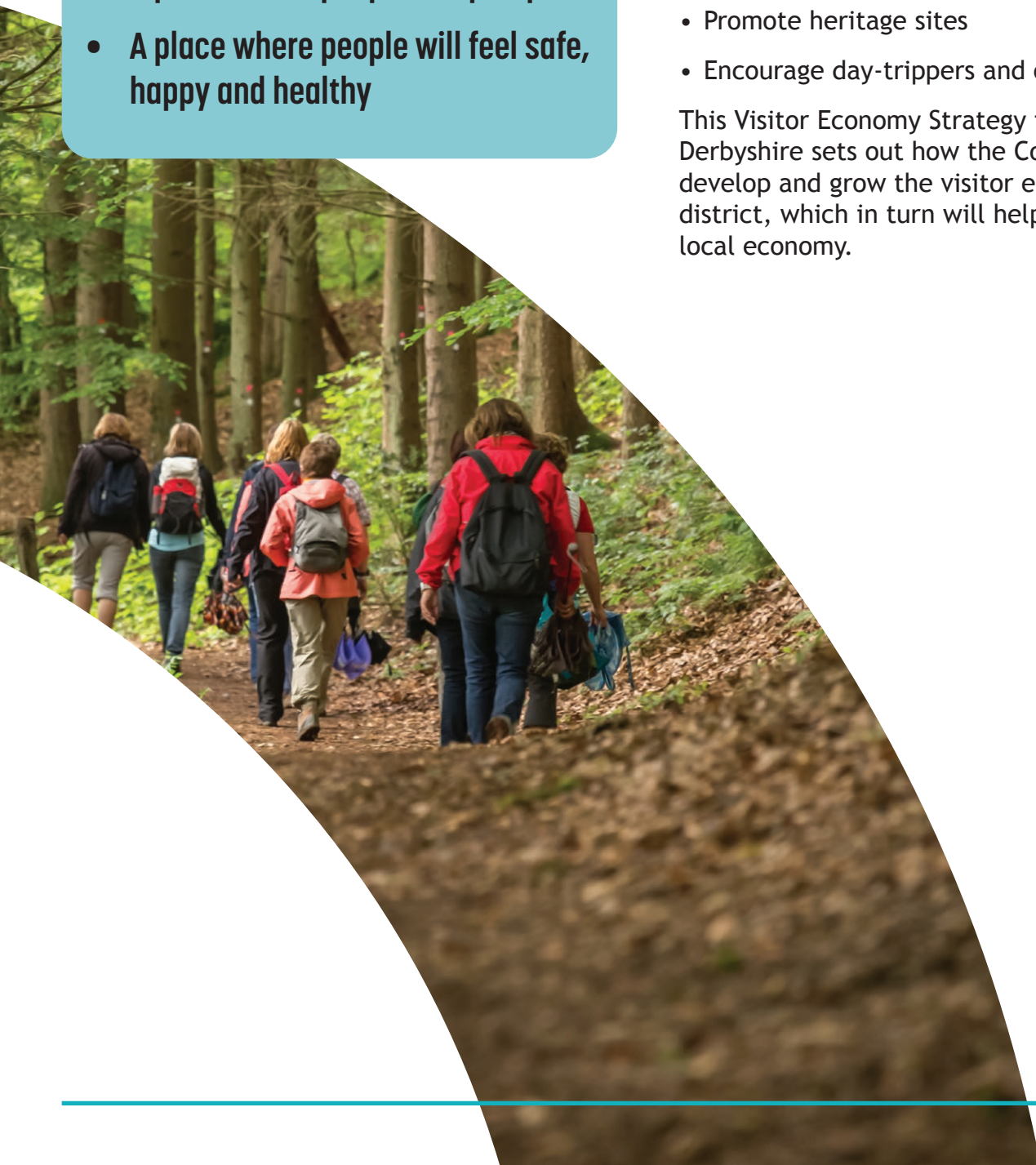
To do this, the Council Plan sets out the Council's aims, which include:

- Growing our local economy and being a business friendly district.

The Council Plan also sets out its key priorities that will help to meet this aim. These include:

- Develop and promote a visitor economy across the District
- Develop a tourism strategy
- Promote heritage sites
- Encourage day-trippers and over-night stays

This Visitor Economy Strategy for North East Derbyshire sets out how the Council aims to develop and grow the visitor economy of the district, which in turn will help to develop the local economy.



# Planning and tourism in North East Derbyshire

The North East Derbyshire Emerging Local Plan 2014-35 sets out the Council's planning agenda for the period 2014 to 2035.

The document is in draft stage and is subject to change.

The document discusses tourism and the visitor economy, and how the planning system and the Local Plan can help the sector to grow and provide a benefit to the local economy, whilst at the same time respecting the rural and tranquil nature of the district. To this end, the Plan has two policies relating to tourism and the visitor economy. 'Policy WC6: Visitor Economy and Tourism Development in the Countryside' and 'Policy WC7 - Tourist Accommodation in the Countryside'. These policies are both aimed at bringing forward tourism related development within the district, as long as it does not have an overly negative impact upon the countryside.

As well as these two main policies, the Local Plan has numerous other references to the visitor economy in North East Derbyshire and helping it to grow.



This means that the development of the visitor economy is recognised within the Local Plan as being vital to economic growth, due to the increased expenditure it can bring into the district, and the significant employment numbers it helps to generate.





# North East Derbyshire Tourism Facts and Figures

Please note that these statistics are pre-covid 19.

In 2019, North East Derbyshire District Council commissioned a STEAM report to provide a picture of the economic impact of the Visitor Economy sector on the local economy.

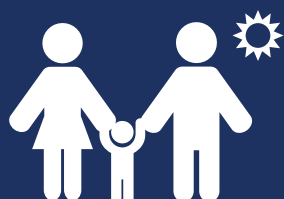
STEAM is a bespoke tourism economic impact modelling process. It quantifies the local economic impact of tourism, from both staying and day visitors, through analysis and use of a variety of inputs including visitor attraction numbers, accommodation bedstock, event attendance etc. The STEAM model is recognised and utilised by a number of authorities and tourism organisations both locally and nationally, and therefore is a useful benchmarking tool to compare the performance of areas. The report revealed the following:

In 2017, the total economic impact of the visitor economy in North East Derbyshire was approximately

**£147million**

**75%**

Day visitors



**25%**

Overnight visitors



This figure is made up of approximately £109million of direct expenditure (i.e. expenditure by visitors) and approximately £38million of indirect expenditure.

The biggest sectors that contributed to this economic impact were:

Shopping =

**£43.6million**



Food and Drink sectors =

**£31.4million**



The sector that contributed the least directly to the economic impact was

Accommodation =

**£3.98million**



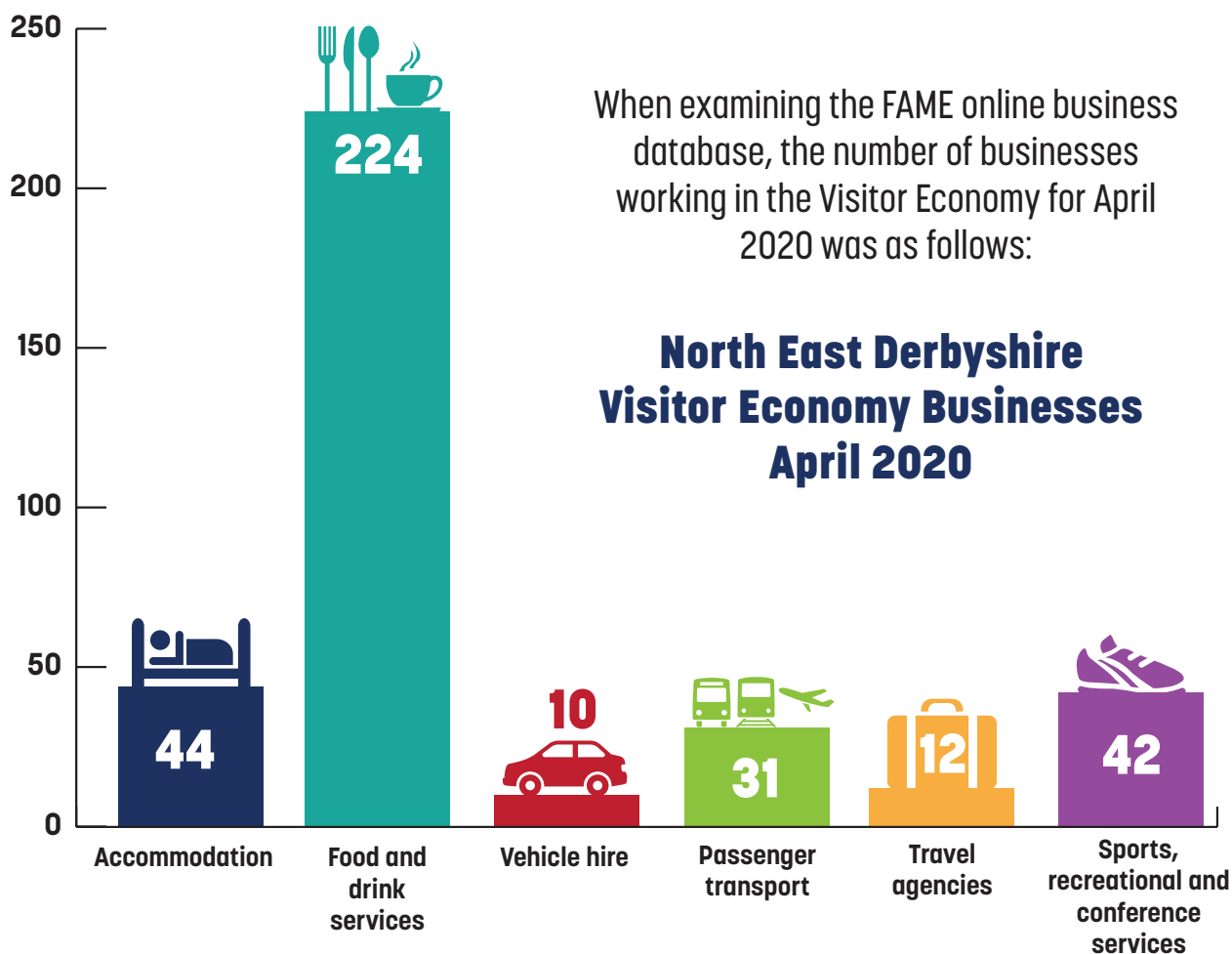
However, the Accommodation sector has the highest growth of all the

sectors at **31.2%** since 2009

Since 2009, the trend for the total economic impact of the visitor economy has been an upward one, with an **average yearly growth rate of approximately 1.9%** across the period.

Also, since 2009 there has been an **increase of approximately 16%** in the overall number of visitors to the district.





(Source: FAME online business database April 2020)

Since 2009 employment in the visitor economy sector has increased by **16.7%** from **1,670 FTE jobs** in 2009 to **1,949 FTE** in 2017.



The report showed that in 2017, there were approximately **3 million day visitors**

(Visitors who visit for 3 hours or more for a non-routine purpose) to the district.

These visitors spend an average of **£36.50**

Since 2009, staying visitors have seen an increase of approximately **18,000**

That increase is relatively small and the average economic impact per visitor has increased to

**£169 per person, in 2017**

which meant that in 2017 the total economic impact of staying visitors was

**£36.32million**



# The Impact of the Covid-19 Global Pandemic

The Covid-19 pandemic has had, and will continue to have for some time, a huge impact not only on the day-to-day lives of people, but also on the economy - from a worldwide, all the way down to a local level.

This is particularly true for the Visitor Economy sector, as the lockdown has meant that people have been unable and/or unwilling to travel and visit places and attractions. Due to the fact that at the time of this report, we are still in the middle of the pandemic, it is difficult to fully understand what the impacts of the crisis are, or will be. However, it can be expected that the following impacts are likely to occur. It is therefore important that the Council and its partners begin to prepare to mitigate as much as possible the negative impacts of the crisis, whilst at the same time building on the developments of the positive impacts.

## Negative:

- **Increase in unemployment** - unfortunately it is a fact that with months of lockdown forcing some businesses to stop operation, it is highly likely that unemployment will spike to almost unprecedented levels in the coming months. Research has shown that this is going to affect young people, older people and those in unskilled positions significantly more.

- **Decrease in employment opportunities** - due to the loss of income that many businesses have faced, many have been forced to either close or to significantly reduce their overheads, such as reducing their number of employees. This means that the number of employment opportunities will be significantly less, with competition for jobs being fierce.
- **Closure of businesses** - due to the lockdown forcing businesses to stop operating for a number of months, many will unfortunately eventually be forced to permanently close. This will then lead to job losses and to also empty premises.
- **Impact on town centres** - High streets were struggling before this crisis, due to changes in the lifestyles of 21st century people. This has been exacerbated exponentially by the crisis. The lockdown has meant months without any customers, and so will inevitably lead to those already struggling businesses in closing permanently. This will lead to empty premises on the high streets, which will lead to them becoming less attractive to visit.



## Positive:

- **A Rise in the Use of Local Services and Retail** - the lockdown meant people began to use local services and shops more, particularly local food and convenience stores. Also, the lockdown has meant that large numbers of people, particularly office based workers, have been forced to work from home. This means that rather than having their lunch breaks etc in a town or city centre, they are at home, and are therefore much more likely to visit local shopping centres. Homeworking is also continuing as a long term trend, as businesses are dealing with having to implement social distancing in their premises. Many businesses have also seen the benefits to homeworking, so are looking to continue it regardless. This means that local centres will continue to be more important in the future.
- **A Rise in Sustainable Transport Usage and Infrastructure** - the pandemic and the resulting lockdown resulted in a lot of people having more free time, and choosing to spend it walking and cycling around their local areas. Even when lockdown restrictions come to an end, many people have seen the health and environmental benefits of these modes of transport, and so will continue and adapt their lifestyle permanently into the future.
- **A Rise in Tourism Due to Inability/ Unwillingness to Travel Abroad** - the pandemic has meant that foreign travel has been curtailed.



The easing of lockdown restrictions during the summer meant that many people were able to undertake last minute holidays and trips, often within the UK. Constant changes to list of countries in lockdown, has meant that people are less willing to travel abroad for holidays.

So in the future, it is likely that more people will choose to remain in the UK for their holidays. As a district that borders on to the Peak District, North East Derbyshire is in place to potentially benefit from this rise.



# Using Partnerships to Grow Our Tourism Offer

As is shown so well by the graphic at the beginning of this strategy, North East Derbyshire is part of a wide and varied tourism offer for the region as a whole and we benefit from being partners in developing the wider tourism offer.

## Marketing Peak District and Derbyshire

### The Peak District and Derbyshire Growth Strategy for the Visitor Economy 2015 - 2020

(Please note that Marketing Peak District & Derbyshire are currently developing a new Strategy document. However, at the time of writing this Strategy, a version of this was not available to view.)

This is the Destination Plan for Marketing Peak District and Derbyshire, the tourist board for the area.

This document has the overall vision:

**"To champion the Peak District and Derbyshire as a great place to visit, live, work and play. 'A world class destination' offering rich experiences in a cherished landscape, having an unrivalled reputation for heritage, culture, the outdoors, walking and cycling, with a year round programme of events and festivals."**



To meet this vision, the document sets out six strategic aims:

- Maximise the impact of the visitor economy in key destinations and hubs
- Capital investment to improve the visitor offer
- Create a leading cultural, festivals and events destination
- Maximise the potential for growth through tactical marketing campaigns
- Develop a successful thriving tourism industry
- Develop a consistent brand for the Peak District

This Visitor Economy Strategy aims to help to grow North East Derbyshire as a destination for visitors, which in turn will contribute to the 6 strategic aims of Marketing Peak District and Derbyshire.

The Government has recently set out its Tourism Sector Deal, as part of the Industrial Strategy. As part of this, a proposal is set forward to create 'Tourism Zones', with an ambition on addressing local market failures in the visitor economy.



The Government is looking to pilot five areas as Tourism Zones, with places being chosen via bidding process. Marketing Peak District and Derbyshire are very keen on the area being put forward as one of the pilot areas. The Council will work closely with Marketing Peak District and Derbyshire to support them in their application, and will lobby with them to ensure that North East Derbyshire is a prominent partner in any potential Tourism Zone for the area.





## D2N2 Strategic Economic Plan - 'Vision 2030'

The LEP's Strategic Economic Plan sets out its plan to improve the economy of the region.

To implement this vision, the Plan sets out three over-arching themes. These are:

- Productive and Growing Businesses
- Skills and Knowledge for the Future
- Quality of Place

Within each of these themes, there are a number of investment priorities. Within the 'Quality of Place' theme, these include:

- **Place Making and Marketing:** Empower communities across D2N2 as great places to live, work, study and visit; undertake compelling place marketing in order to attract inward investment and talent to the area, and to drive up visitor spend.



This Visitor Economy Strategy for North East Derbyshire aims to help to both develop the district as a place for people to visit, and also to increase and expand the promotion of the district as a place to visit.



# How Good Are We Currently?

## Our Strengths

- Central location of the district within the country
- Excellent national connectivity - M1, nearby airports, Chesterfield and Dronfield Train Stations
- Ease of access from North East Derbyshire to regional attractions such as Crich Tramway Village, Buxton, the National Space Centre, the Heights of Abraham, Sherwood Forest etc.
- Proximity of nearby large cities and towns - Sheffield, Nottingham, Derby, Chesterfield
- Large areas of public open space, country parks etc.
- Chesterfield Canal running through parts of district
- Proximity of Peak District National Park
- Good quality attractions nearby including Chatsworth Hall and Gardens, Bolsover Castle, Hardwick Hall, Chesterfield's Crooked Spire, Creswell Crags Rother Valley Country Park, Gulliver's Kingdom theme parks etc.

## Our Weaknesses


- Poor district level connectivity - reduced public transport links, disjointed cycling/walking network
- No district 'capital' city or town to act as a draw
- Lack of visitor attractions (e.g. castles, houses, museums etc) in the district
- Not promoting the businesses and attractions we already have
- Lack of support to businesses
- Lack of local branding for visitor economy - no identity
- Lack of public sector resource availability
- Lack of evening economy in 4 district town centres





# Our Priorities

## What are our Priorities?

- Promote the district to potential visitors to encourage both day trippers and overnight stays.
- Create a Year Round nomy in the district.
- Improve the skills of both business owners and their employees within the sector.
- Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.
- Develop and promote both the cultural and natural heritage of the area.

## Promote the district to potential visitors to encourage both day trippers and overnight stays

A key element in encouraging the visitor economy within North East Derbyshire, is to ensure that as many people as possible are aware of the district of North East Derbyshire, the attractions, accommodation and events within it and its proximity to other attractions. The district could have a large number of excellent attractions and accommodation, but without making visitors aware, those attractions would still struggle to draw people in.

Therefore, it is imperative that the Council and its partners work to implement a proactive marketing strategy for the district's visitor economy.

## Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased

As well as promoting the district to potential new visitors, it is also vitally important that there are a number of high quality attractions and accommodation within the district.

Without this viable visitor offer, it will be difficult to not only attract visitors, but to also encourage repeat visitors.

This strategy will seek to ensure that the district has a good number of attractions and accommodation for visitors, and also to ensure that the attractions and accommodation provided is of





sufficiently high quality to attract visitors, to encourage visitors to return and also to encourage their friends and family to also visit.

To do this, the Council and its partners need to work with the businesses to help them to grow, providing guidance and support and access to finance etc. We are already talking to potential partners about the business opportunities there are in North East Derbyshire.

The availability of good quality accommodation within the district is essential to the success of the strategy. There is currently no North East Derbyshire directory of accommodation. We need to make it as easy as possible for hotels, bed and breakfast establishments and holiday homes to advertise their presence in a way which encourages more overnight visitors to the area.

## Develop and promote both the cultural and natural heritage of the district

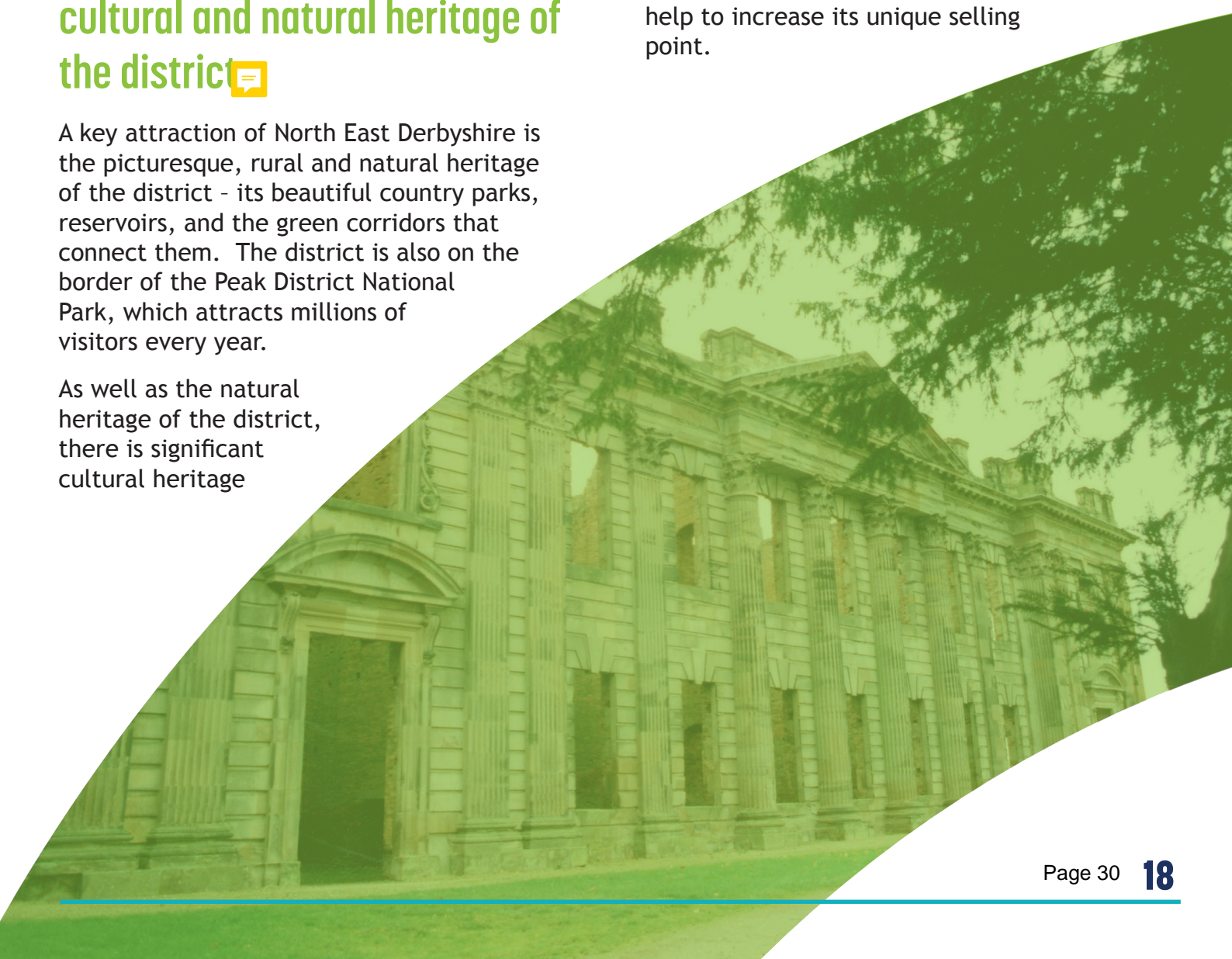
A key attraction of North East Derbyshire is the picturesque, rural and natural heritage of the district - its beautiful country parks, reservoirs, and the green corridors that connect them. The district is also on the border of the Peak District National Park, which attracts millions of visitors every year.

As well as the natural heritage of the district, there is significant cultural heritage



too. This includes a deep connection throughout the district to the mining industry, and links in Clay Cross to George Stephenson, amongst many others.

Both the cultural and natural heritage of North East Derbyshire is, by definition, unique to it. Therefore, by working to develop and improve both, the Council and its partners will help to increase its unique selling point.





## Create a year round economy in the District



The visitor economy sector is generally traditionally much more reliant upon seasonal business than other sector. However, this business model is more affected by fluctuations and unexpected circumstances, such as poor weather in the summer etc.

Therefore, there is a need to work with partner organisations such as Marketing Peak District and Derbyshire to move away from this model and into providing events, attractions and accommodation all year round. This will ensure that businesses are much more robust and able to cope with issues.

To do this, the Council will need to work with both businesses and partner organisations to not only promote the benefits of opening during 'out of season' periods to businesses, but also to promote and encourage residents and visitors to

come to the district and its accommodation and attractions during these periods as well.

## Improve the skills of both business owners and their employees within the sector

In order to ensure that businesses within the sector are able to adapt and thrive in 21st century life, it is important that they are given the tools to do so.

Part of this includes ensuring that the owners and employees of businesses in the sector have the skills and training they require to run and manage the business as efficiently as possible. This will mean that they will be able to take advantage of the most up-to-date technology, and can provide the best service possible, whilst at the same time cutting down on costs and improving productivity.

The Council will work with partner organisations, such as the LEP, the Universities and colleges to develop sector specific programmes as well as the funding to deliver them. The Council will also work to promote any such schemes to businesses, to encourage them to benefit from them.



# North East Derbyshire Visitor Economy Strategy Action Plan

	2021/22 - Plan	2022/23 - Develop	2023/24 onwards - Grow
<b>Understanding the sector</b>	<b>Create a baseline picture of the Visitor Economy sector</b> <ul style="list-style-type: none"> <li>Review the businesses and create a comprehensive list.</li> <li>Review the economic impact of the sector.</li> </ul>		
<b>Promoting the District</b>	<b>Develop Relationships with Partner Organisations</b> <ul style="list-style-type: none"> <li>Marketing Peak District &amp; Derbyshire.</li> <li>D2N2.</li> <li>Derbyshire County Council.</li> </ul>	<b>Promote Year Round Tourism in the District</b> <ul style="list-style-type: none"> <li>Work with Marketing Peak District &amp; Derbyshire to understand and promote.</li> </ul>	<b>Grow Year Round Tourism in the District</b> <ul style="list-style-type: none"> <li>Develop events and attractions open in traditional 'off-peak' periods.</li> </ul>
		<b>Develop a Visitor Economy Marketing Strategy for the district</b> <ul style="list-style-type: none"> <li>Work with partners to develop a promotion/marketing strategy</li> </ul>	<b>Develop New Visitor Economy Promotion Techniques</b> <ul style="list-style-type: none"> <li>Invest in new software/technology, such as interactive online maps etc.</li> </ul>
<b>Developing Businesses</b>	<b>Develop Business Engagement</b> <ul style="list-style-type: none"> <li>Ascertain business needs.</li> <li>Develop a programme of support.</li> </ul>	<b>Develop Sector Skills of both Employees and Business Owners</b> <ul style="list-style-type: none"> <li>Work with partners to provide a number of programmes.</li> <li>Promote schemes.</li> </ul>	<b>Develop an Annual NED Visitor Economy Conference</b> <ul style="list-style-type: none"> <li>Work with partners and businesses to create an annual event.</li> </ul>

	2021/22 - Plan	2022/23 - Develop	2023/24 onwards - Grow
Developing Businesses		<b>Develop Business Digital/Social Media Usage</b> <ul style="list-style-type: none"> <li>Promote methods.</li> <li>Provide support.</li> </ul>	<b>Develop NED Visitor Economy Awards</b> <ul style="list-style-type: none"> <li>Develop a scheme to award best practice.</li> </ul>
		<b>Develop a Sector Based Business Network</b> <ul style="list-style-type: none"> <li>Create a programme.</li> <li>Develop attendees.</li> </ul>	<b>Grow Year Round Tourism in the District Develop NED Visitor Economy Business Champions</b> <ul style="list-style-type: none"> <li>Generate capacity.</li> <li>Develop volunteers.</li> </ul>
Events and Festivals	<b>Understand and Promote Existing Events/Activities/Festivals</b> <ul style="list-style-type: none"> <li>Create a baseline of existing events and festivals.</li> <li>Promote them through existing channels.</li> </ul>	<b>Develop New Cultural Events/Festivals</b> <ul style="list-style-type: none"> <li>Work with partners.</li> <li>Create Project Plans.</li> <li>Submit Funding Applications.</li> </ul>	<b>Grow New Cultural Events and Festivals</b> <ul style="list-style-type: none"> <li>Work with partners to organise and operate the new events.</li> <li>Promote them widely.</li> </ul>
Our Town Centres	<b>Town Centres as Destinations</b> <ul style="list-style-type: none"> <li>Promote existing town centre retail businesses through digital/social media.</li> </ul>	<b>Town Centres as Destinations</b> <ul style="list-style-type: none"> <li>Obtain funding to bring forward town centre development projects.</li> <li>Develop and promote the evening economy.</li> </ul>	<b>Town Centres as Destinations</b> <ul style="list-style-type: none"> <li>Begin to undertake development projects.</li> </ul>

	2021/22- Plan	2022/23 - Develop	2023/24 onwards - Grow
Connectivity	<b>Blue and Green Infrastructure</b> <ul style="list-style-type: none"> <li>• Avenue - work with the Sustainable Transport Workstream to plan and develop improvement projects.</li> <li>• Chesterfield Canal Partnership - develop our relationship.</li> <li>• Work with DCC to develop projects from the 'Eat, Sleep, Cycle, Repeat' report in the district.</li> </ul>	<b>Blue and Green Infrastructure</b> <ul style="list-style-type: none"> <li>• Avenue - Deliver connectivity improvement projects to Avenue site connections.</li> <li>• Chesterfield Canal - Work with CCP to develop projects, particularly in Killamarsh.</li> </ul>	<b>Blue and Green Infrastructure</b> <ul style="list-style-type: none"> <li>• Avenue - promote the routes through the site and maintain them.</li> <li>• Chesterfield Canal - assist CCP to undertake regeneration projects in Killamarsh.</li> <li>• Work with DCC to bring forward other cycle infrastructure projects in the district.</li> </ul>



North East  
Derbyshire  
District Council

## *We speak your language*

Polish

*Mówimy Twoim językiem*

French

*Nous parlons votre langue*

Spanish

*Hablamos su idioma*

Slovak

*Rozprávame Vaším jazykom*

Chinese

我们会说你的语言

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## **North East Derbyshire District Council**

### **Cabinet**

**28 January 2021**

#### **NEDDC Employment and Skills Strategy 2021-2024**

#### **Report of Councillor C Renwick, Portfolio Holder for Economic Growth**

This report is public

#### **Purpose of the Report**

- To request that Cabinet approve the Employment and Skills Strategy 2021 – 2024 and the action plan to take forward the work relating to employment and skills.
- To request that delegated authority given to the Director of Growth and Economic Development to make none substantive amendments to the documents in consultation with the Portfolio holder for Economic Development.

#### **1 Report Details**

- 1.2 This is the first Employment and Skills Strategy that has been developed for the district. The Strategy sets out NEDDC's plan to support businesses and residents, helping to upskill and retrain individuals, enabling employers to retain jobs and skills, especially through the economic downturn caused by the Covid 19 pandemic and over the next few years.
- 1.2 Whilst NEDDC does not have a statutory duty to provide employment and skills services however it has a critical role in ensuring that both businesses and residents access the wide ranging support that is available for them and in influencing the funding and provision that is available, ensuring it is what is needed rather than what is provided. This is through partnership working with the D2N2 LEP and other partners.
- 1.3 The sectors that are identified in the Strategy are focused on increasing the districts productivity levels which is even more important now due to the pandemic. Businesses are struggling to survive and we need to ensure that we encourage the right support is available so that they can do this and grow. Businesses are also now operating differently as a result of Covid 19 and remote working is increasing placing more importance on digital skills. All these sectors feature highly in the priority sectors of regional strategies and the development of this Strategy will strengthen the need of more support for these sectors going forward.
- 1.4 Unemployment is increasing rapidly and numbers are likely to continue to increase when the Government's Coronavirus Job Retention Scheme ends. Again the need for the right support for our residents is now more important than ever. All the initiatives that are becoming available under the Government's Plan for Jobs need to be embedded into the district and fully accessible.



## **2 Conclusions and Reasons for Recommendation**

- 2.1 NEDDC has a critical role in ensuring that both businesses and residents access the wide ranging support that is available for them and through partnership working, influencing the funding and provision that is available, ensuring it is what is needed rather than what is provided. This Strategy will demonstrate the Council's commitment in proactively working with partners to draw down funding for and to develop local support.
- 2.2 NEDDC can as part of the pandemic review the internal processes around the digital skills agenda complementing the existing NEDDC digital strategy. This can be done through reviewing the engagement with residents and businesses and creating a digital jobs fair platform. This can be completed through the Skills and engagement work and discussed at a future Cabinet meeting.

## **3 Consultation and Equality Impact**

- 3.1 Consultation on the Strategy has taken place with Sheffield Hallam University, Derby University, Department of Work and Pensions, D2N2 LEP, Chesterfield College, CBE+ and Woodhead's Construction.
- 3.2 All initiatives will be promoted to both the business community and residents widely using a wide range of communications channels.

## **4 Alternative Options and Reasons for Rejection**

- 4.1 Do nothing. This is not an option as we need to proactively encourage the right support for both businesses and residents to be provided in the district, this is a Council priority.

## **5 Implications**

### **5.1 Finance and Risk Implications**

- 5.1.1 There are no direct financial implications to the Council

### **5.2 Legal Implications including Data Protection**

- 5.2.1 There are no legal implication including Data Protection.

### **5.3 Human Resources Implications**

- 5.3.1 There are no HR implications.

## **6 Recommendations**

- 6.1 That Cabinet notes the content of this report.
- 6.2 That Cabinet approve the Employment and Skills Strategy 2021 – 2024 and the action plan to take forward the work relating to employment and skills.

- 6.3 That agrees to receive a future paper on NEDDC digital skills including but not limited to a NEDDC online Jobs fair platform or equivalent.
- 6.4 That delegated authority given to the Director of Growth and Economic Development to make none substantive amendments to the documents in consultation with the Portfolio holder for Economic Development.

## 7 Decision Information

<b>Is the decision a Key Decision?</b> A Key Decision is an executive decision which has a significant impact on two or more District wards or which results in income or expenditure to the Council above the following thresholds: BDC: Revenue - £75,000 <input type="checkbox"/> Capital - £150,000 <input type="checkbox"/> NEDDC: Revenue - £100,000 <input type="checkbox"/> Capital - £250,000 <input type="checkbox"/> <input checked="" type="checkbox"/> Please indicate which threshold applies	No
<b>Is the decision subject to Call-In?</b> (Only Key Decisions are subject to Call-In)	No
<b>Has the relevant Portfolio Holder been informed</b>	Yes
<b>District Wards Affected</b>	All
<b>Links to Corporate Plan priorities or Policy Framework</b>	Creating a business friendly District that develops skills and jobs

## 8 Document Information

Appendix No	Title
1	NEDDC Employment and Skills Strategy
<b>Background Papers</b> (These are unpublished works which have been relied on to a material extent when preparing the report. They must be listed in the section below. If the report is going to Cabinet (NEDDC) or Executive (BDC) you must provide copies of the background papers)	
<a href="https://www.gov.uk/government/topical-events/the-uks-industrial-strategy">https://www.gov.uk/government/topical-events/the-uks-industrial-strategy</a> <a href="https://www.gov.uk/government/publications/a-plan-for-jobs-documents/a-plan-for-jobs-2020">https://www.gov.uk/government/publications/a-plan-for-jobs-documents/a-plan-for-jobs-2020</a> <a href="https://d2n2lep.org/d2n2-economic-recovery-report-september-2020/">https://d2n2lep.org/d2n2-economic-recovery-report-september-2020/</a>	
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North East  
Derbyshire  
District Council

# Employment and Skills Strategy

2021 - 2024



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# Introduction

**This Employment and Skills Strategy for the district of North East Derbyshire (NED) sets out our plan for supporting businesses and residents: helping to upskill and retrain individuals; enabling employers to retain jobs and skills - especially through the economic downturn caused by the Covid 19 pandemic and over the next four years.**

We are keen to equip the next generation to fulfil their potential in the 21st century post-covid economy enabling them to secure jobs; attract new businesses to our local economy; and allow our local businesses to grow and prosper.

The Council is committed to employment and skills and strives for NED to be

*“An attractive and safe place, where people want to live, work and visit. A place where both businesses and residents are given opportunities to prosper.”*

Our focus will be to support our employment and skills priority sectors: manufacturing and construction, and to support all of the sectors through digital skills and clean energy technology.

The strategy has been informed by the D2N2 Economic Recovery and Growth Strategy, the Derbyshire Economic Partnership Covid-19 Economic and Skills Recovery Strategies 2020-2025, NEDDC Council Plan 2019 - 2023, NEDDC Growth Strategy. Existing evidence base reports and current initiatives being carried out by the Council and its partners have also informed this strategy. Local businesses and the local college and have been consulted on the development of the strategy.



This Employment and Skills Strategy has identified the following priorities to support both businesses and residents through partnership and collaborative working:

- Develop a better understanding of the NED businesses workforce development needs and signpost to provision to increase the district's productivity levels. Resilience recovery plans are also being developed.
- Identify gaps in skills provision and shape skills provision where possible.
- Encourage and support entrepreneurship within the district.
- Support businesses with the retention of their workforce through upskilling and re-skilling.
- Support businesses with the recruitment of local people.
- Support residents in accessing employment support services to include retraining into different careers.
- Working with local schools to develop a pipeline of local talent.





# The Strategic Landscape

To shape this Strategy we need to have an understanding of the national and regional policies and challenges faced in the complex arena of employment and skills.

Through working in partnership, NEDDC is able to influence and shape local delivery to ensure that this meets the district's needs. This will help to guide NEDDC's activity going forward to ensure that businesses have access to an appropriately skilled workforce and residents are able to take advantage of the available job opportunities.



The NEDDC Employment and Skills Strategy will be bespoke to the challenges and opportunities within the District. The strategy will however have to be cognisant of the National and Regional picture within employment and skills. This will ensure that the strategy and funding opportunities are maximised within North East Derbyshire District by reflecting the National and Regional objectives and priorities.



# National Context

## UK's Industrial Strategy

The aim of the Industrial Strategy is to boost productivity by backing businesses to create good jobs and increase the earning power of people throughout the UK with investment in skills, industries, and infrastructure. It recognises that the UK has significant economic strengths, however it needs to do more to increase its productivity and make the most of its untapped potential across the country.

The five foundations of productivity will support the boosting of productivity and earning power and these are:

- **Ideas:** to be the world's most innovative economy
- **People:** to generate good jobs and greater earning power for all
- **Infrastructure:** a major upgrade to the UK's infrastructure
- **Business Environment:** the best place to start and grow a business
- **Places:** prosperous communities across the UK

## Plan for Jobs

In 2020, as a result of the coronavirus, the Government announced a package of measures to support job retention, increase apprenticeships, and access to high demand skills. These include:

- **A Job Retention Bonus** to encourage employers to retain furloughed employees.
- **Kickstart Programme** to create high quality job placements for young people and those at risk of long-term unemployment.
- **Additional careers and employment support** through Job Centre Plus and the National Careers Service.
- **Additional cash incentives** for employers recruiting apprentices.
- **Expansion of traineeship and FE learning provision** aligned to key sector and skills needs.



# Regional Context

## D2N2 Economic Recovery and Growth Strategy

The Economic Recovery and Growth Strategy has been developed to ensure that businesses understand the support that is available to improve productivity across the region. It focuses on evidence based economic recovery and rebuilding, skills needs, and low carbon innovation setting out a vision for the D2N2 area up to 2030.

Within the plan it has three strategic principles: Productivity (lead a bold new way of bringing together the education and skills, innovation, and business support systems to support our people and businesses to thrive), Clean Growth (lead the most ambitious carbon turn-around in the country) and Connectivity (deliver connectivity led growth to all parts of the region). It aims to ensure that D2N2 has the most joined-up and responsible skills ecosystem linked to and driven by employer need. It is recognised that skills are a key route to productivity and the impact of Covid 19 on businesses is best mitigated by ensuring they have the skills they need within their businesses. It is therefore critical to enable residents to enter and progress along flexible skills pathways at all levels and career points.

Longer term aims are to ensure that the skills and education system is more flexible, responsive, and aligns with the needs of businesses.



2020 has seen a dramatic increase in remote working exploiting digital technology, hardware and infrastructure, and strategies are being developed to reflect this new reality to ensure that the right balance is achieved between investment in new skills, innovation and infrastructure.

To support businesses and the region's productivity the D2N2 Economic Recovery and Growth Strategy objectives are:

## D2N2 will deliver:

- Reskilling support to those affected by Covid-19
- A highly productive workforce leaving school, FE and HE
- Increased retention of graduates and skilled workers

## D2N2 will ask for:

- Urgent allocation of the skills and employment elements of UK Shared Prosperity Fund (UKSPF)
- Increased flexibility on Apprenticeship Levy
- Funding for Careers Hubs across the region



As NEDDC is a member within the D2N2 LEP, it is important that we ensure that we continue to work with the LEPs and partners to lobby for more funding and support for the region and district.





# Derbyshire Economic Partnership Covid-19 Economic and Skills Recovery Strategies 2020-2025

This strategy outlines how Derbyshire will respond to a post-Covid world and establishes its priorities to protect and grow the economy of Derbyshire. Its vision for Derbyshire's skills and labour market is 'Derbyshire will be an inclusive and resilient economy where residents and businesses thrive and can take full advantage of the opportunities ahead of them to secure success and prosperity'.

Evidence shows that apprenticeships and starts fell significantly over lockdown which limits the opportunities that are available for Derbyshire's young people. Numbers of benefit claimants rose by over 250% across the county in the summer of 2020. Job postings significantly re-profiled. There is a need for investment to be secured to enable more agility and responsiveness in tailoring interventions to meet business needs.

As a result of this research, four priorities were identified to support the vision for Derbyshire's skills and labour market:

## **Priority 1 - Young people**

Key actions: the co-ordination of work placements; targeted NEET activity; and inspirational careers programme).

## **Priority 2 - Adults - retraining plus routes to better employment**

(Key actions: Derbyshire Talent Retention Scheme; Digital Skills Campaign; Sector work academy programme; and embedding of social value in procurement).

## **Priority 3 - Entrepreneurship**

(Key actions: Derbyshire Social Enterprise Strategy; Apprenticeship Levy Transfer; Start up and growth support).

## **Priority 4 - Responding to future skills needs**

(Key actions: Green skills programme, higher level skills - T levels and Degree Apprenticeships; and graduate recruitment and retention).

# Local Context

## NEDDC Council Plan 2019-23

The overall vision of the Council's Plan is that North East Derbyshire is:

- Clean and attractive;
- A place where people are proud to live and work;
- A place where people will prosper;
- A place where people will feel safe, happy and healthy.

To do this, the Council Plan sets out the Council's aims, which include: *Growing our local economy and being a business friendly district.*

The Council Plan also sets out its key priorities that will help to meet this aim. These are:

- Supporting businesses to maximise their potential
- Skills - Retrain, Retain and Upskill
- Develop and promote a visitor economy across the District
- Implementing a revised District Growth Strategy
- Town centre regeneration.

## NEDDC Growth Strategy 2021

The Growth Strategy sets out NEDDC's plan to help promote strong and sustainable growth within the district. It has the following key priority areas:

- Business Engagement
- Employment and Skills
- The Visitor Economy
- Town Centre Regeneration
- Inward Investment
- Major Sites Development
- The Agricultural/Rural Economy
- Clean Energy



By working with partners to undertake key projects within these priority areas we will ensure that the economy, the businesses, and the people who are a part of it, are given every opportunity to thrive and increase their potential in a long-term sustainable manner. A NEDDC Covid 19 recovery plan has been developed to target the key activities within the Growth Strategy, in particularly around business support and supporting residents into employment.

Employment and skills are clearly a priority nationally and regionally as well as locally and this is more of a case now than ever. Businesses need support with recovering from the pandemic and also with growing their businesses going forward. We are keen to support and promote our key sectors and improve digital skills and clean energy technology. Data skills deliver benefits across the board. Businesses are more likely to be competitive in today's digital-driven economy if



they can use data effectively. Likewise, data-literate individuals are more likely to benefit from and contribute to the increasingly data-rich environments they live and work in, while data-driven companies can deliver significant productivity benefits to their own business and the wider economy.

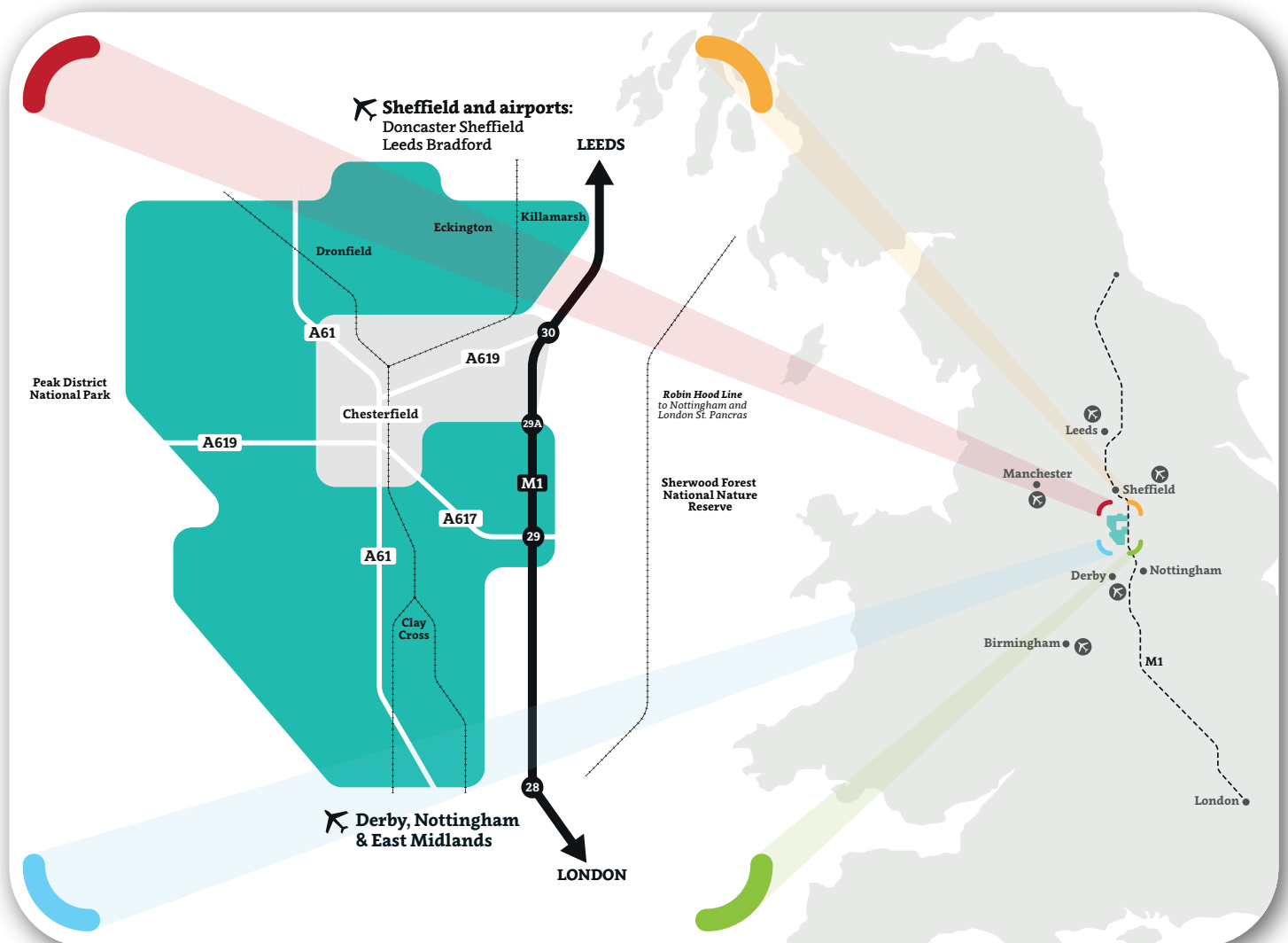
We are keen to support and promote our key sectors and improve digital skills and clean energy technology across the district.

Unemployment is now higher than ever and there are residents who are facing unemployment for the first time who require personal 1-1 support in finding employment which may need a different skillset to what they already have. Residents who are further from the labour market will be more at risk as newly unemployed residents will be competing for the same jobs. The future talent pipeline is also critical and young people, particularly those at school, will need to have the awareness of different jobs that are becoming available and prepare to learn the skills needed in these jobs.



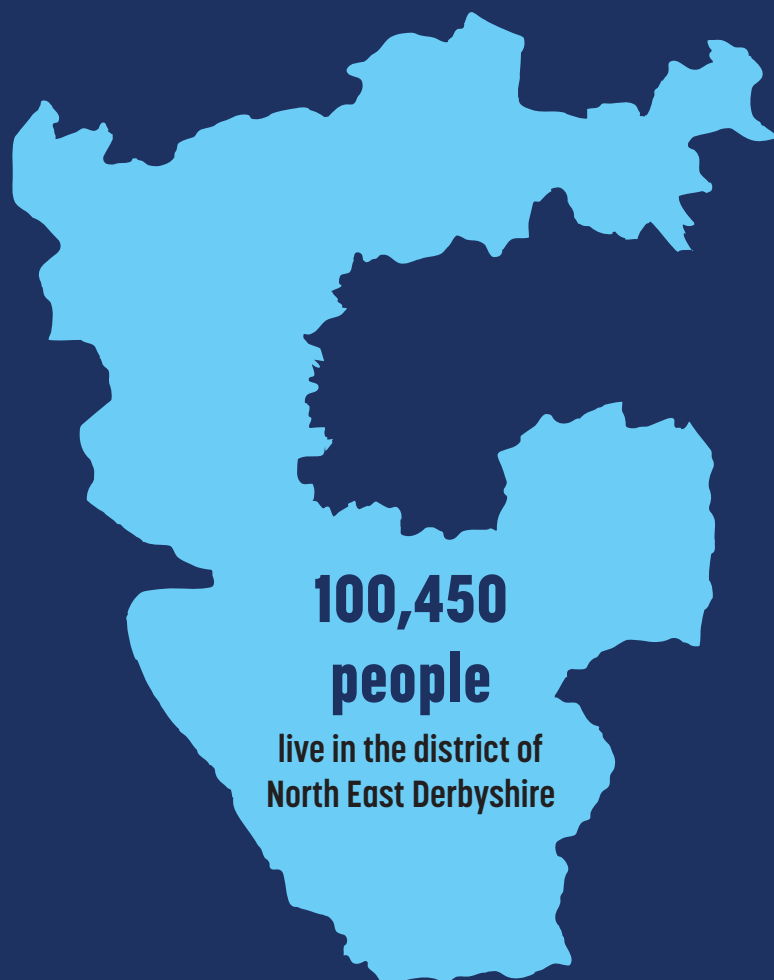
# The district of North East Derbyshire

North East Derbyshire has a variety of distinctive communities and both rural and urban areas contributing to the diverse range of landscapes and economies. The district lies at the north of Derbyshire and the East Midlands region with the borough of Chesterfield sitting in the centre of the district. It is situated on the edge of the Peak District and has easy access to the M1.





# North East Derbyshire District Population Profile



**100,450**  
**people**  
live in the district of  
North East Derbyshire

**16,271** (16%)  
are from 0 to 15 years old



**60,051** (60%)  
aged between 16 and 65



**24,128** (24%)  
over 65 years old



**Out of the 43,070**  
**households**

**26%** of households  
have dependent children



**5%** are lone parent  
households



(Source: Derbyshire Observatory February 2020)



# North East Derbyshire District Business Profile

NEDDC has a NED Business Sector Analysis which provides a picture of the business sector economy in the district. It provides an overview of the different sectors within the local economy, as well as helping to show which sectors within the district are performing strongly, both compared to other sectors within the district as well as to the same level at both county and national level.

The majority of NED’s businesses are micro-enterprises. Whilst small business have more flexibility to cope with any potential changes to the overall national economic picture, they

North East Derbyshire has approximately



(Source: FAME, September 2020.)

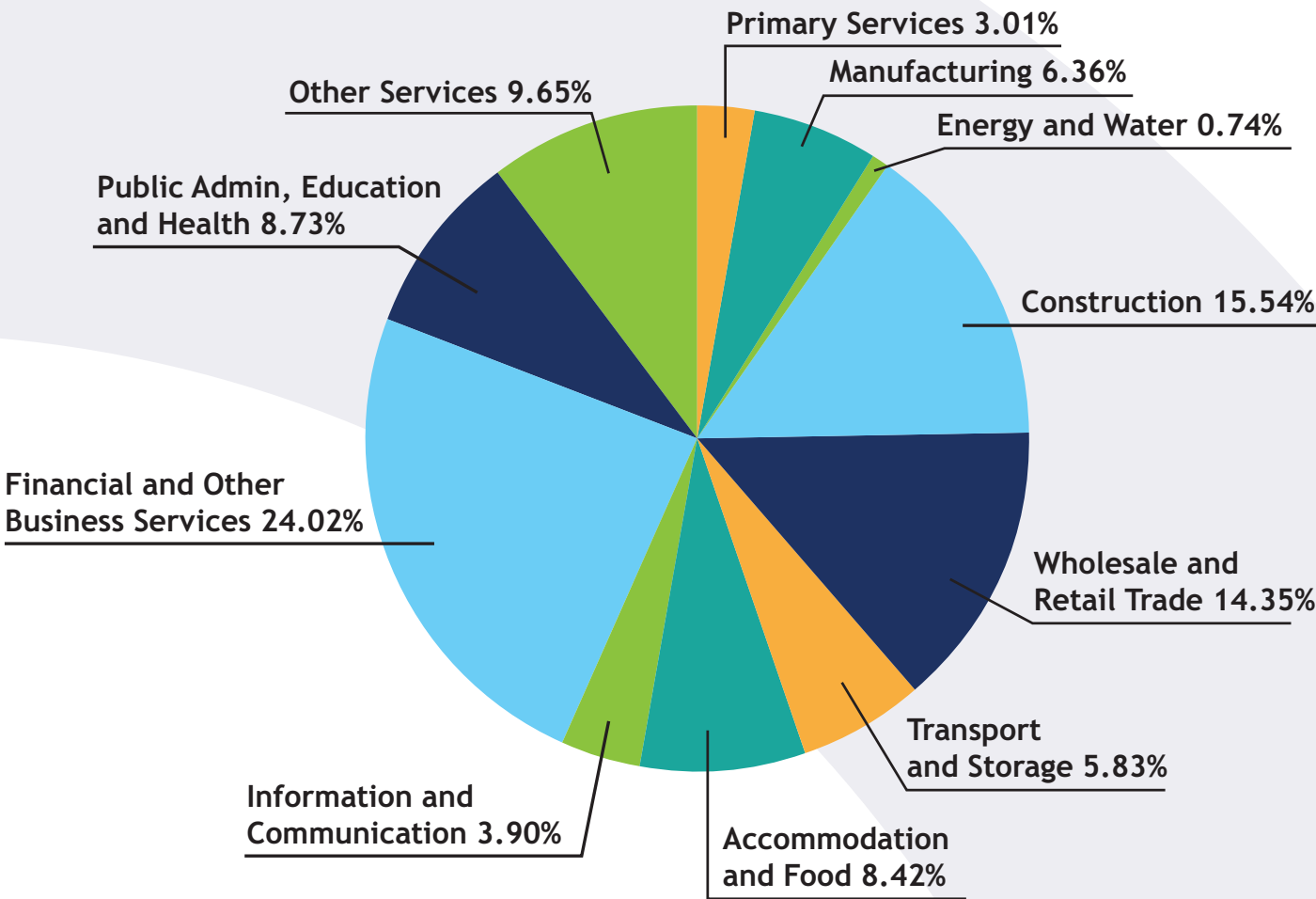
64% of these are micro-enterprises who have

**less than 10 employees**



are generally more vulnerable and at risk with any fluctuations the the market. They also have less staff members to undertake any work.

## Businesses Sectors



Source: FAME, December 2020



Sectors providing more than 5% of employment in the district are classed as key sectors and those sectors performing well in a Derbyshire wide context are classed as having sector strengths.

This combined list of key sectors and those with sector strengths have been aligned with the priority sectors are D2N2 and SCR LEAs to provide a list of NEDDC's priority sectors.

Manufacturing and construction performed strongly in the 2018 and 2019 sector analyses as follows:

- Both sectors contained the largest numbers of 'high growth' companies.
- Manufacturing accounts for more than 20% of the total number of jobs in the district.
- Both sectors provided relatively more jobs, and a higher number of businesses, when measured against county and national averages.
- Manufacturing and construction perform strongly in turnover against national and county averages.
- Manufacturing creates the highest level of GVA in the district.

In what appears to be a disconnect between number of business and number of employees in the manufacturing and construction sectors, this is partly explained by the fact that the construction sector contains the second highest number of micro-businesses in the district.



The sector that has the second largest number of employees in the district is the

## Manufacturing sector

**20.4%**

of all employment in the district



This is a much higher figure than the Great British figure is only approximately of all employment



**8%**

NEDDC classify a high growth business as an enterprise with average growth in employees (or in turnover) greater than 20% over a three year period, and with 10 or more employees.

The district has a total of **69** businesses which are considered as 'high growth' and the construction sector has the highest number of high growth companies.



Both manufacturing and construction sectors have been identified as priority sectors and have a low carbon dimension.

These will be two of the sectors that will be targeted for employment and skills related activities.

As has been highlighted in the D2N2 Economic Recovery and Growth Strategy, there has been a rapid increase in remote working and it is likely that working practices will evolve further and have more reliance on digital skills. Therefore digital skills across all the sectors will be supported within this Strategy.

# North East Derbyshire Employment and Skills Profile



## Qualifications Levels

The qualification levels of North East Derbyshire's working age population have greatly improved since 2008, and in 2019 88% had a qualification of some description.



The proportion of people qualified to NVQ level 4 in 2008 was 26.2% which has now

increased to **33.8%** which is now equal to the Derbyshire rate and higher than the Derby City rate (33.3%).

The number of people without any qualifications in 2008 was 14.5% and this has reduced to **7.3%**

(Source: Annual Population Survey Jan-Dec 2019 ONS)

## Unemployment Rate

The overall claimant count has risen considerably across the UK due to the Covid-19 pandemic. Within NED, by September 2020, this had increased by 126.3% compared to September 2019. In September 2020, the overall unemployment rate was

**4.5%** compared to Derbyshire rate of 4.9% and England 6.6%.



Source ONS Oct 20

## Job Density

For every resident of working age, there is

**0.7 jobs per person**

which is considerably lower than the national rate of 0.86 which clearly indicates that more jobs are needed within the district.



(Source: Annual Population Survey, Office of National Statistics 2018)

## Occupational Profile

When looking at the occupations of North East Derbyshire residents, it can be seen that 'Managers, Directors and Senior Officials' in North East Derbyshire accounts for 12.3% of all employed residents, 11.6% for Great Britain. Also the ('Administrative & Secretarial' and 'Skilled Trade Occupations') accounts for approximately 27% of all NED employed residents, to approximately 20% for Great Britain.

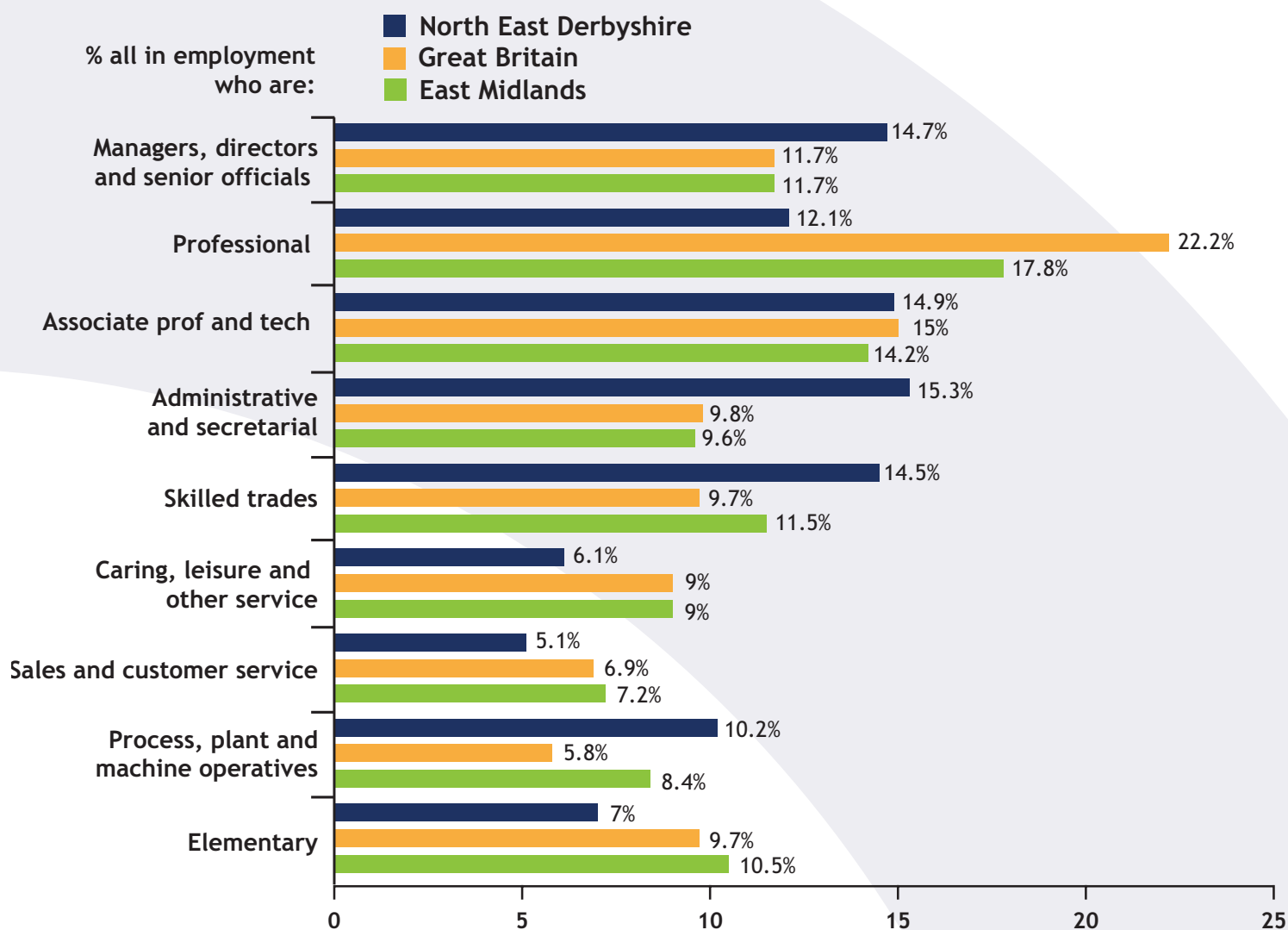
The gross weekly pay for residents of North East Derbyshire was £568 in 2019.

**Gross weekly pay for people who work in North East Derbyshire was £508 in 2019**

This suggests that those residents with the highest qualifications, and thus more likely to be in high salary employment, are employed outside the district.



## Employment by Occupation Group

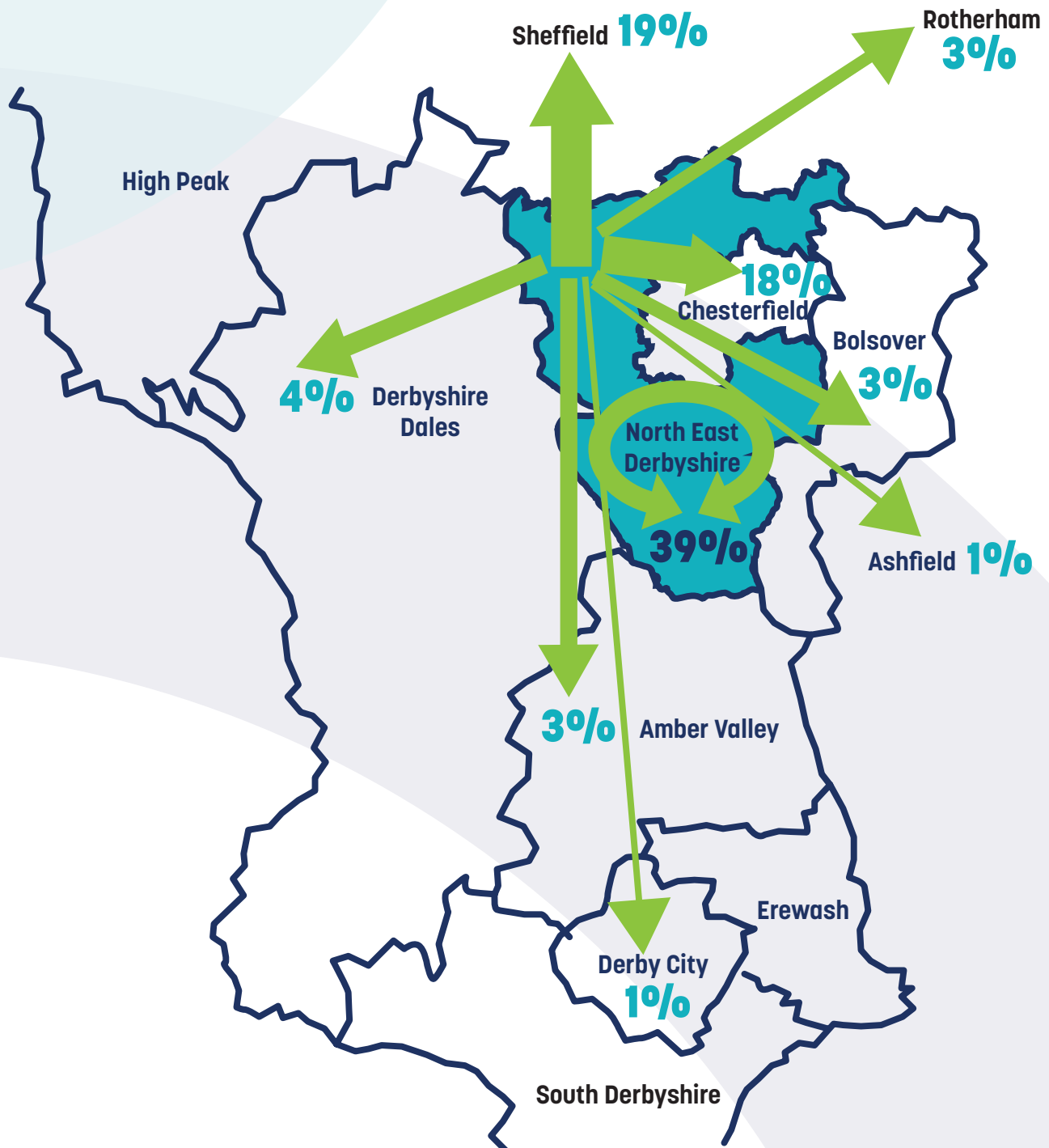


Source: Nomis Annual population survey, December 2020, SOC 2010

## Travel to work outflow from North East Derbyshire (% outflow)

39% of North East Derbyshire residents work within the district. However, we lose the highest number of commuters of all the districts in the county to other areas.

As can be seen from the figure below, 19% travel to Sheffield to work and 18% travel to Chesterfield for work. There are small numbers of people who travel to other destinations such as the High Peak, Amber Valley etc.



Source: 2011 Census - Table WU01UK UK Travel Flows (Local Authority), ONS © Crown Copyright



# Covid 19 Impact

## Labour Market Vulnerability

Research has taken place on the possible impact of Covid-19 on employment levels locally, with rural areas and younger workers being identified as being at the most at risk. These risks include unemployment and the immediate hit to local economic resilience that comes with having a higher proportion of workers receiving 80% of their salary through the Government's Coronavirus Job Retention Scheme. Rural areas are most at risk of job losses - many are tourist hotspots where the economy is geared towards hospitality and retail and some areas also have a relatively high level of workers in manufacturing or

construction which are the two other sectors that are being adversely affected. North East Derbyshire, having both manufacturing and construction as two of their major occupation sectors, is in the 100 local authorities with the greatest exposure to labour market risk.

(Source: DCC Policy and Research Summer 2020)

## Vulnerable Occupations

Analysis of the vulnerability of different occupational groups following the outbreak of coronavirus shows Derbyshire to have high levels of occupations in the high risk category.

Of the **316,000** jobs across Derbyshire, **199,000** (63%) occupations are categorised as key worker occupations, which leaves 177,000 as non-key workers.



Approximately **71,000** (40%) of these non-key worker occupations are not suitable for home working and are therefore classed as vulnerable and high risk.

This includes elementary jobs such as factory workers, labourers, and kitchen assistants, along with operative jobs, skilled trades, and sales and customer service occupations. Derbyshire has a significantly higher proportion of occupations in the high risk category and North East Derbyshire is the third highest district in Derbyshire having 24% of its occupations at risk.

(Source: DCC Policy and Research Summer 2020)

# Education, Further Education and Higher Education within NED

## Education

There are 3 secondary schools - Dronfield Henry Fanshawe School (1857 students), Eckington School (1219 students) and Tupton Hall School (1478 students) - all of whom have a sixth form. There are a large number of primary schools within the district that feed into these secondary schools.

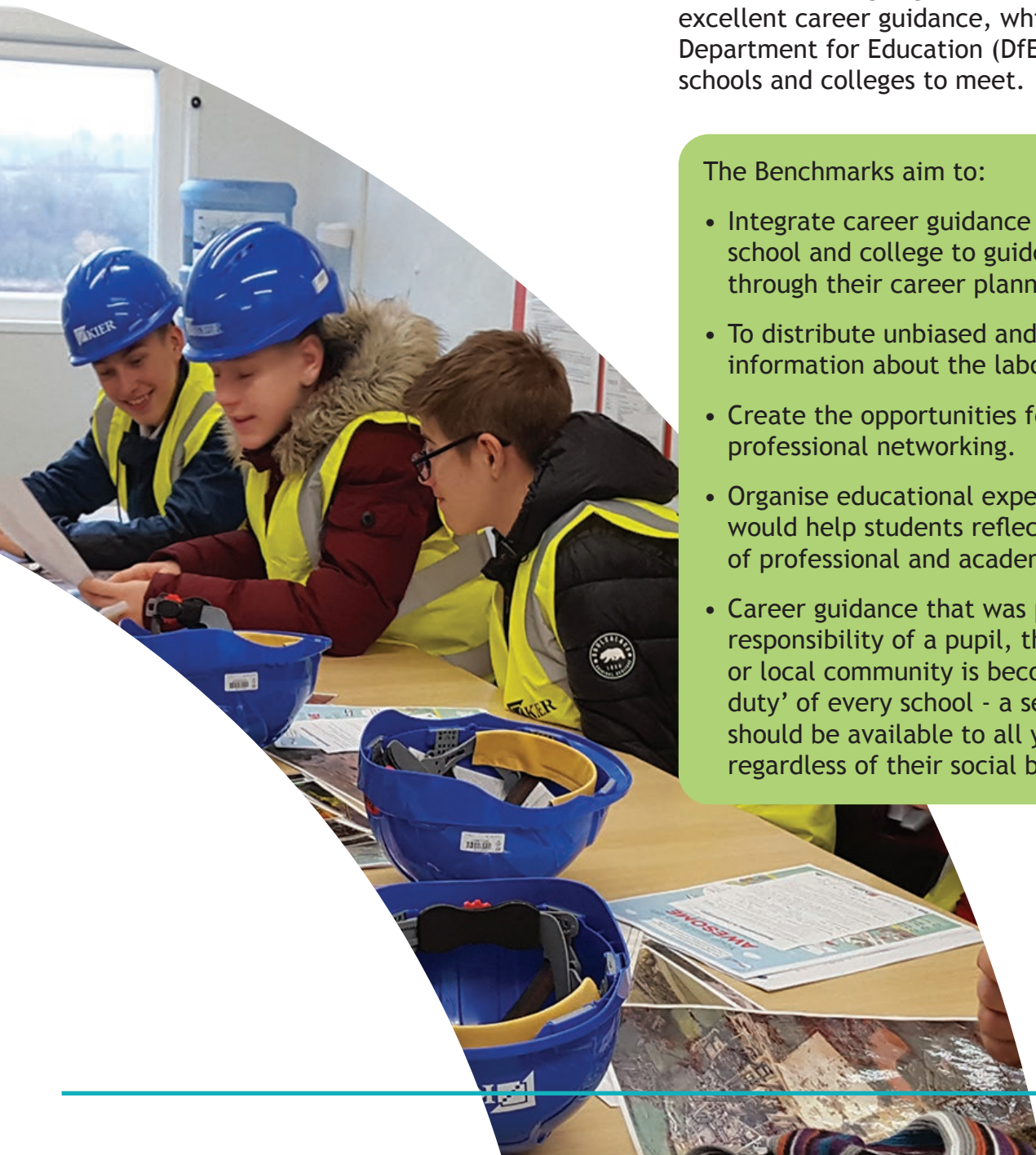
## Careers Guidance

Research from the Education and Employers Taskforce - Closing the Gap shows that a *'young person who has four or more meaningful encounters with an employer is 86% less likely to be unemployed or not in education or training and can earn up to 22% more during their career.'*

Gatsby Benchmarks were introduced as a framework of eight guidelines that defines excellent career guidance, which the Department for Education (DfE) expects schools and colleges to meet.

The Benchmarks aim to:

- Integrate career guidance into every school and college to guide pupils through their career planning.
- To distribute unbiased and professional information about the labour market.
- Create the opportunities for professional networking.
- Organise educational experiences that would help students reflect on a variety of professional and academic pathways.
- Career guidance that was previously a responsibility of a pupil, their family, or local community is becoming a 'legal duty' of every school - a service that should be available to all young people regardless of their social background.





## Further and Higher Education

NEDDC has good relationships with five Universities that are close to the district of North East Derbyshire. These are Sheffield Hallam University, University of Sheffield, University of Derby, University of Nottingham and Nottingham Trent University. All the universities are unique in their offer and provide a wide range of support for businesses, to include internships, graduates, innovation funding, and Knowledge Transfer Partnerships.

Chesterfield College is the largest local training provider and provides further and higher education for a wide variety of sectors across a number of local campuses in addition to satellite offices in Derby, Nottingham and Manchester.

There are a wide variety of training providers who provide a niche training provision which is accessible in the district.



**Sheffield  
Hallam  
University**



**The Chesterfield  
College Group**



**Nottingham Trent  
University**



# Apprenticeships within the district of North East Derbyshire

**Apprenticeships are excellent opportunities for people to start a career, change their career or upskill in their current jobs. A person will be employed as an apprentice which mean they will get paid and receive holiday pay, getting hands on experience in a real job whilst learning and training for a specific job.**

Apprenticeships take between one and six years to complete, depending on the subject and level. Apprenticeships are now available in a wide range of subjects and at different levels.

Level	Equivalent to
2 - intermediate level	GCSE
3 - advanced level	A level
4, 5, 6 and 7 higher level	Foundation degrees
6 and 7 degree level	Bachelors or Masters degrees

Table 1: Apprenticeship levels

Apprenticeships provide an excellent opportunity for businesses to grow talent and develop a motivated, skilled and qualified workforce. 86% of employers said apprenticeships helped them develop skills relevant to their organisation. 78% of employers said apprenticeships helped them improve productivity. (source [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)) Funding is available for businesses from the government to help pay for apprenticeship training.

The Apprenticeship Reform in 2017 was introduced to place employers in the driving seat and to re-shape the numbers and types of apprenticeships that were available with the aim of increasing the growing skills shortages

and increasing productivity. Under the reform, apprenticeships had to be of a minimum of 12 month duration and include 20% off-the-job training. Functional skills (English and Maths) had to be included and assessments had to cover theoretical and practical elements, to include an end point assessment. End point assessments involved an independent assessor carrying out the final assessments with the apprentice to ensure that the apprentice has met the Apprenticeship Standard.

The Apprenticeship Levy was introduced and large employers were levied through PAYE, paying 0.5% of their wage bill. Employers who were too small to pay the apprenticeship levy had to pay 10% of the cost of the apprenticeship training with the remaining 90% being paid by government. There was the introduction of 15 funding bands with the upper limits of these bands ranging from £1,500 to £27,000 and all apprenticeships are placed within one of these funding bands. Digital accounts were introduced and levy payers accessed their apprenticeship funding through their digital accounts.

In 2018/19, there were 742,400 people participating in an apprenticeship in England, with 393,400 apprenticeship starts and 185,100 apprenticeship achievements. The number of starts fell in 2017/18 following the Apprenticeship Reform. The number of starts has increased from 2017/18 to 2018/19, but is still below the number before the new funding system was introduced. Starts at intermediate level and by apprentices aged 25 and over were particularly affected. 72,400 fewer people were participating in an apprenticeship in 2018/19 than in 2017/18.

NED had a slight increase of apprenticeship starts (3.8%) from the previous year 2017/2018 however this number is still lower than the numbers of apprenticeship starts within NED in 2016/2017. This trend can be seen regionally and nationally - see Table on page 23.

## Apprenticeship Starts in North East Derbyshire

	Intermediate					Advanced					Higher				
Geography	15/16	16/17	17/18	18/19	% Change	15/16	16/17	17/18	18/19	% Change	15/16	16/17	17/18	18/19	% Change
NED	630	600	370	350	-5.4	410	440	330	320	-3.0	70	100	100	160	60.0
Derbyshire (excluding Derby City)	5,340	4,910	2,890	2,530	-12.5	3,390	3,610	2,790	2,860	2.5	520	650	770	1130	46.8
D2N2 LEP	14,300	13,150	7,570	6,410	-15.3	8,780	9,160	7,190	7,560	5.1	1250	1620	2070	3030	46.4
England	291,330	260,650	161,390	143,590	-11.0	190,870	197,660	166,220	174,730	5.1	27160	36570	48150	75060	55.9

(source Derbyshire Observatory)

	Total				
Geography	15/16	16/17	17/18	18/19	% Change
NED	1,120	1,140	800	830	3.8
Derbyshire (excluding Derby City)	9,250	9,150	6,480	6,510	0.8
D2N2 LEP	24,320	23,930	16,830	16,990	1.0
England	509,360	494,880	375,760	393,380	4.7

There are many contributory factors for the reduction in apprenticeship starts. There have been a mismatch between the supply and demand of apprenticeships, some sectors have found the 20% off the job training to be challenging (eg health and social care), employers have been confused with the new systems and digital accounts and there has been a shortfall of the provision of end point assessments.

The Derbyshire Covid-19 Economic Risk and Recovery Tracker has shown that there is the expected reduction of number of apprenticeship vacancies due to many employers having cancelled or postponed apprenticeships since March 2020. In Dec 2019, there were 6510 apprenticeship starts across Derbyshire. This number had reduced to 3,230 in March 2020.

More funding opportunities are now becoming available through a variety of sources to encourage employers to recruit apprenticeships or train up existing staff through an apprenticeship. The Government Plan for Jobs initiative has introduced additional incentives for newly hire apprentices and this has been made available to support employers during Covid 19) Large employers can now make transfers from their unused or underspent Apprenticeship Levy to other companies and this can be accessed by small employers through the Apprenticeship Service.

NEDDC can support businesses by promoting the benefits of apprenticeships, providing guidance and advice from identifying a suitable apprenticeship through to recruitment, identifying the best training provider for the employer and promoting apprenticeships through initiatives to include job fairs.





# Employment Support with North East Derbyshire

## NEDDC Working Communities Project

NEDDC has its own Working Communities Project which provides employment support to NED residents who are unemployed or are facing redundancy. Residents self-refer on to the project and this is on a voluntary basis. Outreach clinics are held in the community

each week in venues to include sport centres, adult education centres, and job centres. The project is particularly successful in supporting clients with helping them build self-confidence. Support is tailor made specifically to each client and can include CV development, interview practice, and job search. There is a small discretionary support grant available that can help with reducing barriers to finding work to include funding Construction Skills Certification Scheme cards and health and safety certificates.

## D2N2 LEP Employment Support Programmes

There are a number of employment support programmes that are available for residents across the region and these can be seen in Appendix 3. These programmes have different funding streams to target specific client groups based on their needs. Some programmes offer intensive 1-1 support focussed on resolving barriers prior to supporting with finding employment to include substance misuse, homelessness, ex-offenders, and disability support among others. Other programmes offer support in the form of workshops in addition to 1-1 support and can also target specific age groups.



## D2N2 Redeployment Triage Service

This service is available across the D2N2 region and supports residents who have recently been made redundant, with new work in sectors who are experiencing a surge in employment demand, such as care and distribution. The service also engages with employers who need to make redundancies and supports residents with a smooth transition into new work.

## National Careers Service

The National Careers Service is available for all residents to find free and impartial information, advice and guidance to help with making decisions about careers, courses and work. This is an on-line service with various career tools that can help with learning about individual strengths and weaknesses, and a skills health check, as well as finding out about the right courses and training.

## Kickstart Scheme

In response to the spike in youth unemployment, the Kickstart Scheme was introduced by the government as part of the covid recovery plan. This scheme provides funding to create new job placements for 16 - 24 year olds on Universal Credit who are at risk of long term unemployment.

Employers of all sizes can apply for funding which covers 100% of the national minimum wage for 25 hours per week and associated salaries related costs. There is also funding available for the employer to access training and support so that young people on the scheme can secure employment in the future.

## Job Fairs

NEDDC leads on local jobs fairs working in partnership with neighbouring local authorities and the Department of Work and Pensions. Local employers and training providers also participate showcasing their jobs and training offer.

Due to the success of these online events, plans are being made to develop a platform where events such as job fairs can take place so that they are more interactive and visual.

Job Application  
Complete your application!

PERSONAL INFORMATION | JOB INFORMATION | ADDITIONAL QUESTIONS | SUMMARY

First Name \*  
Last Name \*  
Birth Month  
Birth Day  
Birth Year  
Address  
E-mail \*  
Phone \*

Your personal data is kept safe



# Young People Support

## Careers Enterprise Company

In 2014 the D2N2 Careers Enterprise Company was developed to be the strategic coordinating function for employers, schools, colleges, funders and providers and to provide high impact careers and enterprise support to young people aged 12 - 18 years. This is funded via contributions from each of the local authorities. A national network of Enterprise Co-ordinators has been developed to work with schools and colleges to build careers and employer engagement plans.

Each school and college is also supported by an Enterprise Adviser who is an employer who volunteers with the aim of increasing the school or

college network of employers. The network is now operating in over half of secondary schools and colleges, increasing the number of young people's encounters with employers by 50%.

## North Derbyshire Careers Hub

All schools in NED, Bolsover and Chesterfield, the local authorities, and Cornerstone Businesses, have been working together to develop a North Derbyshire Careers Hub. The aim is to deliver the Gatsby Benchmarks and ensure that careers outcomes are improved with a target of all schools achieving 75% of Benchmark 5 (Encounters with Employers and Employees), and 60% of Benchmark 6 (Experience of the Workplace).

The hub identifies where the shortfalls are against each benchmark across all schools and develops a project plan which will address the need. Working in partnership, students will have more access to employers and their establishments.

More businesses will support World of Work days, mock interviews and CV critique days.

There will also be a greater take-up of opportunities to access FE and HE and develop innovative projects that can link curriculum learning to real life business challenges to inspire students to achieve in GCSE's.

The Hub includes labour market intelligence that can be shared with schools, parents and teachers for all to understand where the developing employment sectors are and the key skills priorities.





# Going Forward

The pandemic has caused a dramatic increase in remote working exploiting digital technology, therefore it is clear that a more digitally enabled workforce is needed. The D2N2 LEP Recovery Plan states that there is limited digital connectivity, a lack of skills to participate digitally and there is limited access to hardware that is needed to access the internet. The LEP will be developing a comprehensive digital strategy and NEDDC will work with the LEP and other partners in the region to develop the digital strategy and action plan to raise skills levels and boost innovation.

Whilst all sectors will be supported with their employment and skills needs wherever possible, NEDDC has identified its priority employment and skills sectors as:

- Manufacturing as this is NED's major employment sector and accounts for 20.4% of all employment in the district.
- Construction is one of NED's major employment sectors, has the highest number of high growth companies within NED, and a vast amount of construction that is taking place across North Derbyshire.

The pandemic has meant businesses having to innovate to continue operating, requiring a digital channel shift and an audit of the digital skills and capability of its colleagues and processes. Connectivity and inclusion is therefore an important factor and NEDDC needs to ensure businesses, communities, and individuals are not left behind. Connectivity and inclusion is a cross-cutting theme across sectors and across the district and as such will be a key priority for NEDDC.

NEDDC will support the digital strategy being delivered by D2N2 actively promoting NEDDC business interests and raising awareness of the strategy across our business networks. We will work closely with partners such as DCC on the delivery of Digital Derbyshire. NEDDC will also look to develop its own digital platforms to support connectivity and inclusion. These will be aimed at supporting employment opportunities, including traditional sectors such as construction and also emerging sectors in NEDDC.

NEDDC has identified low carbon growth as a priority and wants to build on existing businesses and assets within the district. This ranges from decarbonising the existing housing stock and commercial premises, promoting low carbon housing and commercial developments, and supporting low carbon manufacturing. For example, the production of gas boiler alternatives, including hydrogen boilers by Worcester Bosch, which will require new skills in manufacturing and future maintenance.

The development and use of clean hydrogen and low carbon technologies will be incentivised and encouraged through the Clay Cross Town Investment Plan. This will be used to develop energy partnerships and stimulate low carbon skill development across the district. The aspiration is that this can be rolled out across the district utilising existing opportunities within the locality, such as energy from mine water for district heating and so on.

Funding opportunities and partnership working will be sought to support to ensure that businesses have the skills that they need from their workforce to grow their businesses and increase productivity in the district. There may also be localised projects in which employment and skills initiatives will need to be developed. Some activities have started to take place and will be developed further.

Two business support advisers are being recruited to provide NED businesses with support and advice, to include grant assistance. These advisers will also support people who are interested in setting up their own businesses in addition to providing support to encourage businesses to remain in the district. Sector specific support will also be provided to the tourism and clean energy sectors.





# NED Business Skills Analysis

**Prior to Covid 19, NEDDC had a good level of understanding of its business community due to the continuous development of the NED Business Sector Analysis which is reviewed every 3 years.**

NEDDC provides business support through the Economic Development Team and has established a good ongoing relationship with some businesses in the district.

The Economic Development Team has a good relationship with the Higher Education and Further Education providers and works in partnership with them. Chesterfield College and the local Universities are keen to work with NED businesses and have flexibility in what can be offered to support them.

It is recognised that businesses are now working differently due to the impact of Covid 19 and are likely to continue to have different working arrangements going forward. This can include working remotely which will need increased IT skills and the management of these teams remotely. Companies have also moved into on-line trading which will need a different skills set. It is crucial that a better understanding is gained on all of these different working arrangements and the skills that are needed so that they can be better supported. Evolving skills sets and diversity are very much part of businesses these days, and flexible multi-skilled employees are more favoured.

Businesses are approached from different organisations to support them with their workforce development needs, however this information is not collated centrally. The Council will undertake a skills gaps analysis across the district which can influence and shape the training provision to better suit employers' needs and ultimately support them to survive and grow.





A NED Business Skills Analysis Project will be developed to gain a better understanding of businesses skills gaps and shortages, both currently and in the future. This information will help shape the training provision that can be made available to better support businesses recover and thrive.



A positive impact of Covid 19 has resulted in more flexible workforce development training being offered for businesses to access. The methods of delivery of training for courses and qualifications have already started to change with more remote learning being offered through distant learning programmes, training seminars and webinars.

# Priority Sectors Support

There are a number of Skills Hubs projects that are being developed or considered through partnership working, to support the development of skills in NEDDC priority employment and skills sectors within NED. Employment conditions are also included on major planning applications. More details on these can be found in Appendix 2.

# Clay Cross Town Deal

In 2019, the Government announced a shortlist of 101 locations invited to submit an Investment Plan to draw down locally a proportion of the £3.6 billion Towns Fund which was introduced to drive the economic regeneration of towns to deliver long term economic and productivity growth.



Clay Cross was identified as one of the towns invited to bid into the Towns Fund. At the time of writing this Strategy, the Clay Cross Investment Plan was being submitted and included five themes: Town Centre Regeneration; Connectivity; Skills and Enterprise; Health, Wellbeing and Leisure; and Clean Growth.

**The vision for a transformed Clay Cross is:**

**'A thriving industrious and sustainable market town, built on a strong and vibrant community spirit and a unique heritage, forged around a renewed heart that responds to the aspirations of a growing population with a future founded on enterprise, skills and learning, innovation, and low carbon technology'.**

A relatively high proportion of Clay Cross residents are outside of the labour market, the town has pockets of deprivation and poor social mobility, while levels of educational attainment are low. In July 2020 Clay Cross had an unemployment count of 7.9% with approximately 335 people claiming JSA and Universal Credit. While this in part reflected the impact of the pandemic, evidence from the last seven years shows that local rates have been climbing since 2018, and have remained consistently above the average for comparator areas.  
*Source ONS Aug 20.*





This impacts on the supply of labour, the competitiveness of the business base, and the town's ability to attract new businesses and investment to the area.

A number of projects have been developed to stimulate growth across the area and employment and skills will play a paramount part in the Town Deal.

## To summarise:

The UK's Covid 19 lockdown resulted in North East Derbyshire and all local economies entering a recession that is going to severely impact both businesses and local people. This Strategy aims to support businesses to recover from the recession and thrive going forward. NEDDC will do this by:

- Develop a better understanding of the NED businesses workforce development needs and signpost to provision to both support with Covid recovery plans and increase the district's productivity levels.
- Identify gaps in skills provision and shape skills provision where possible.
- Encourage and support entrepreneurship within the district.
- Support businesses with the retention of their workforce through upskilling and re-skilling.
- Support businesses with the recruitment of local people



- Support residents in accessing employment support services to include retraining into different careers.
- Working with local schools to develop a pipeline of local talent.

An action plan has been developed to take these objectives forward through partnership and collaboratively working and this can be seen in Appendix 3.



# Appendix 1 - Employment and Skills Action Plan

- a. Develop a better understanding of the NED businesses workforce development needs and signpost to provision to both support with Covid recovery plans and increase the district's productivity levels.
- b. Identify gaps in skills provision and shape skills provision where possible.
- c. Encourage and support entrepreneurship within the district.
- d. Support businesses with the retention of their workforce through upskilling and re-skilling
- e. Support businesses with the recruitment of local people.
- f. Support residents in accessing employment support services.
- g. Work with local schools to develop a pipeline of local talent.

Objective	Actions - 2021	Actions - 2022	Actions - 2023
Develop a better understanding of NED businesses workforce development needs and signpost to provision to support with Covid recovery plans and increase the district's productivity levels.	Develop a business skills audit to establish a baseline.	Ongoing implementation of the action plan.	Ongoing implementation and review of the action plan.
	Database to be developed to support with skills audit.		
	Develop a district wide skills matrix to identify existing support for businesses.	Facilitate HE/FE events within the district to support business growth, to include digital skills.	Facilitate HE/FE events within the district to support business growth.
Identify gaps in skills provision and shape skills provision where possible.	Develop and implement an action plan.		Undertake a second business skills audit to identify if progress has been made.
Support businesses with the retention of their workforce through upskilling and re-skilling.	Develop stronger links with HE/FE to increase awareness of training available to support business growth and influence new provision.		
	Tourism Officer to provide additional support to the tourism sector.		
Encourage and support entrepreneurship within the district.	Develop a 'Starting up in North East Derbyshire' initiative identifying existing support and attracting additional support into the district for residents of all ages.	Ongoing development of the 'Starting up in North East Derbyshire' initiative.	Review of the 'Starting up in North East Derbyshire' initiative.

Objective	Actions - 2021	Actions - 2022	Actions - 2023
<b>Encourage and support entrepreneurship within the district.</b>	Establish a baseline knowledge of number of start-ups in the district.		Review numbers of new start- ups to determine if progress has been made.
	Two business advisers to be working in the NED district. Additional grant support.		
<b>Support businesses with the recruitment of local people.</b>	Ensure businesses access business support via national, regional and local initiatives and projects.	Ensure businesses access business support via national, regional and local initiatives and projects.	Ensure businesses access business support via national, regional and local initiatives and projects.
	Identify new initiatives to support business growth.	Establish stronger links with employers and HE/FE through partnership working, e.g. developing Knowledge Transfer Partnerships and internships.	Continue to work with HE/FE to support businesses with recruitment of local people.
	Organise 2 job fairs.	Organise 2 job fairs.  Develop an on line platform for virtual events to include job fairs.	Organise 2 job fairs.  Ongoing development of the on line platform.
<b>Support residents in accessing employment support provision.</b>	Develop closer working and establish relationships with the project teams of the employment support programmes that are available in the district.	Ensure employment support is embedded in the district, identifying new opportunities where possible.	Ensure employment support is embedded in the district, identifying new opportunities where possible.
	Promote employment support to residents.	Promote employment support to residents.	Ongoing promotion of employment support to residents.
	Deliver the Working Communities Project.	Deliver the Working Communities Project.	Review of the Working Communities Project.
	Enhance local projects by including employment support provision where possible.	Enhance local projects by including employment support provision where possible.	Enhance local projects by including employment support provision where possible.
<b>Work with local schools to develop a pipeline of local talent.</b>	Identify opportunities to link employers with school leavers.	Continue to identify opportunities to link employers with school leavers.	Continue to identify opportunities to link employers with school leavers.
	Ongoing development of the North Derbyshire Careers Hub.	Ongoing development of the North Derbyshire Careers Hub.	Ongoing development of the North Derbyshire Careers Hub.

# Appendix 2 - Support for Priority Employment and Skills Sectors

## Construction Sector

### North Derbyshire Construction Skills Partnership

This partnership addresses the skills gaps and shortages in the construction sector across North Derbyshire through a collaborative partnership. Local authorities, D2N2 LEP, Higher Education and Further Education establishments, local training providers, the Careers and Enterprise Company, CITB, SCAPE, and private sector construction companies formed the partnership. Its aim is to establish a Construction Skills Hub covering the districts of North East Derbyshire, Bolsover and Chesterfield. Its objectives are:



- To have a strategic overview and work collaboratively to support the construction sector.
- Employer engagement and consultation and support collaborative working between businesses through events, surveys, discussions to understand issues, skills gaps and shortages, shape training needed, and lever funding.
- To develop training programmes to enhance existing skills in conjunction with SME employers to include work placements.
- To be a one point of call for the recruitment of construction staff.

A 'Linked in' group has been developed to encourage construction companies to share good practice and lessons learned to develop a more collaborative approach to working.

In 2019, the local authorities submitted an ESF funding application to support unemployed and inactive residents to access construction related training and jobs, to include new techniques emerging in infrastructure building methods and technologies. The bid had strong support from private construction companies who committed their time to help shape the delivery of the programme and provide invaluable work placements. At the time of writing this Strategy, the outcome of this funding bid was unknown.

## Employment Conditions

Employment conditions are included in all major planning applications that are submitted to NEDDC. Developers are requested to include a scheme to enhance and maximise employment and training opportunities during the construction and post- construction stages of the project, including a timetable for implementation for each planning application.

Developers are then supported to implement this scheme to ensure that jobs and work placements are made available where possible for local residents, with invaluable links also made with local schools and the College.



*Students on the Kier site from Avenue School Challenge.*



# Renewable Energy sector

## Institutes of Technology

New employer-led Institutes of Technology (IoT) will offer higher level technical education to help close skills gaps in key STEM (Science, Technology, Engineering and Mathematics) areas, such as engineering, digital and construction.

Institutes of Technology will focus on the specific technical skills required in their area and will provide employers with a skilled workforce and students with a clear route to technical employment.

Funding to support the development of these was released in 2019 and the first wave of 12 IoTs are being established across the UK. A further competitive round has been released in 2020 and NEDDC are working with partners, including the private sector, with the aim of establishing a local IoT which North Derbyshire residents can access, sector specific support for low carbon businesses they have the skilled workforce that they need in the future.

# Manufacturing Sector

## Manufacturing Zone

A number of employment sites in NE Derbyshire (Callywhite Lane, The Avenue, and Egstow Park) are located within the proposed Northern Derbyshire Manufacturing Zone (NDMZ), part of the wider East Midlands Manufacturing Zone. If designated, the NDMZ will provide greater certainty on planning issues to unlock investment for growth by manufacturing businesses, both indigenous companies and those moving into the area.

# Digital Skills

## Digital Learning Centre

Chesterfield College are constructing a Centre of Excellent - Modern Construction and Digital Technologies. The centre will provide the facilities and technology to provide learners with digital skills and knowledge, which will range from the initial design phase using the latest digital technologies, through to utilising virtual reality/augmented reality CAVE technology providing an immersive virtual reality environment.



*Chesterfield College*

These facilities will allow the learner to be able to walk through and experience the design, using Building Information Modelling to enable efficient costing/estimating, to rapid 3D rapid prototyping, to the production of buildings using modern modular construction techniques.



The centre will ensure the development of a pipeline of skilled workers, supporting the local industry to adapt to digitalisation and exploit the opportunities arising from Modern Methods of Construction and low carbon technologies, both for new build and retrofitting existing properties.

# Appendix 3: Employment support available in North East Derbyshire

## Employment support for those furthest from the labour market

Type of Support Offer	16-18 years old	19+ years old	25+ years old
Multiple complex needs - intensive 1-1 support focussed on resolving barriers prior to supporting employment.	BBO Opportunity & Change - Acorn Training - 2/5 complex needs - current or historic; Mental Health, Abuse (Domestic Abuse), Substance Misuse (Drugs & Alcohol), Ex-Offender, Homelessness/ Vulnerably Housed.		
		CF03 - APM - Ex Offenders only - either in prison, due to be released, or on licence in the community.	
1-1 support - focussed on resolving barriers and offering independent employment support.	BBO Towards Work - any barrier into employment.		
	Way2Work - barriers to employment (especially barriers around literacy and numeracy).		
	Work Your Way (IPS) - Engaged in Secondary Mental Health Services Only 18+.		
	Disability Employment Service - Disability Only (DCC) 18+.		
	Autism East Midlands - Disability Only.		
	MiLife - Disability Only (Learning Disability and Asperger's).		
	First Routes - Autism Plus - Disability Only (Autism or Asperger's) 18+		
	Brighter Futures - aims to improve confidence and self-value for people who face barriers getting into work.		
	WHP / Better Working Futures - Health & Long Term Unemployed.		
	Working Ways (Intensive Personalised Employment Support) - Disability Only.		
	Working Communities - 1:1 Employment Support (NED residents only).		
	Doing Good Business - SCR - Self-Employment Support.		

## Employment support for those furthest from the labour market, continued

Type of Support Offer	16-18 years old	19+ years old	25+ years old
Light touch employment support or employability course or sector-based approach mostly in group setting with some 1-1 support.	D2N1 NEET: CT Skills, DBC, The Derbyshire Network, Workpays, Standguide & KTL Ltd, Zink.		
	JETs Programme - Light touch employment support.		
	CT Skills - Training and recruitment opportunities.		
	Get Into - Princes Trust - Work Experience and Training Opportunities - 16-30.		
	Skills Tu Employment - Intuitive Thinking Skills - Benefits individuals with previous convictions, substance misuse problems, long-term unemployed, and disabilities. 18+.		
	Skills Support for the Unemployed (SSU) - Wiseability and Workpays.		
	Chesterfield FC Community Trust - variety of support and programmes.		
Impartial Careers Information, Advice and Guidance Service.	Derbyshire County Council National Careers Service offer support via 1-1 appointments, group employability workshops, and holds weekly Access Point on a drop in basis.		
	Redeployment Triage Service - For people affected by coronavirus redundancies.		





North East  
Derbyshire  
District Council

## *We speak your language*

Polish

*Mówimy Twoim językiem*

French

*Nous parlons votre langue*

Spanish

*Hablamos su idioma*

Slovak

*Rozprávame Vaším jazykom*

Chinese

我们会说你的语言

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# Agenda Item 9

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

Document is Restricted