



**North East
Derbyshire**
District Council

Growth Strategy

2021 - 2024





Contents

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Vision and Priorities

This Strategy sets out North East Derbyshire District Council's plan to help promote strong and sustainable economic growth within the district.

The Council has the following vision for growth in the district:

VISION TO BE DETERMINED

This is an extremely ambitious vision, but it is an achievable one. In order for our vision to be realised, and true economic growth within the district to occur, we will focus our efforts on the following key priority areas:

- **Business Support and Engagement**
- **Employment and Skills**
- **The Visitor Economy**
- **Town Centre Regeneration**
- **Inward Investment**
- **Major Sites Development**
- **The Rural and Agricultural Economy**



In order to ensure that the district experiences true 21st century economic growth, there are a number of key thematic areas that are vitally important and play a key role in the development of each priority area. These thematic areas are:

- **Development and increased usage of low carbon technology** - ensuring that North East Derbyshire and its businesses are doing all they can to meet the UK's carbon reduction targets.
- **Increasing the use and development of digital solutions** - encourage our businesses to become true 21st century businesses, who are as utilising the most up to date modern ways of working to make sure they are as efficient as possible.
- **Promoting equality and inclusivity** - ensure that people of all different backgrounds are able to benefit from the economic growth of the district, being able to successfully run their own business, or to gain employment within the district.



By working along with partners to undertake key projects within these priority areas, which also take into account the thematic areas, we will ensure that the economy, and the businesses and people that are a part of it, are given every opportunity to thrive and increase their potential in a long-term sustainable manner.

North East Derbyshire - Our Local Economy (pre-Covid 19)

Approximately
45 mins
to the
nearest airport.



Central England
location near
Junction
29 of the M1.



Close
proximity
to five
Universities.



(Uni of Sheffield, Sheffield Hallam, Uni of Derby, Uni of Nottingham, Nottingham Trent).



Approximately **4,700**
businesses based in
the district of which
approximately **64%**
have less than **10**
employees.

(FAME September 2020).



818,000sqm
of business
floorspace in
2018/19.

(NDR Business Floorspace tables 2019).



Approximately **39%** of
residents are employed
in the SOC 2010 Major
Group 1-3.

*(Managers, Professionals, Associate Professionals and Technical).
(ONS annual population survey).*



Approximately **22%**
of all employees in the
district work in the
Manufacturing sector.

(ONS Business Register and Employment Survey).



Approximately **3**
million day visitors
in 2017 having an
economic impact
of **£147million.**

North East Derbyshire - Our Local Economy (pre-Covid 19)

Population
= **101,462**
people.

(ONS mid-year population estimates 2019)

Population
expected
to grow to
110,583
people
by 2043.

65+ population
= **25,183**
people.

(ONS mid-year population estimates 2019).

Working age
population
= **59,674**
people.

(ONS mid-year population estimates 2019)

NVQ 4+
Qualifications
= **risen from**
20.3% of
working age
population in
2004 to **33.8%**
in 2019.

(ONS annual population survey).

Average
gross
weekly pay
for residents
is **£508.**

The Strategic Landscape

The National Context

The Industrial Strategy - 'Building a Britain Fit for the Future - the Industrial Strategy' is a government white paper that sets out the government's plan for transforming the country's economy and bring about new growth.

The Strategy sets out five 'foundations of productivity' that the government feels are important to bringing about this growth.

These are:

- **Ideas** - the world's most innovative economy.
- **People** - good jobs and 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.

As well as these foundations, the Industrial Strategy sets out four 'Grand Challenges' set by the government to put the United Kingdom at the forefront of the industries of the future.

These are:

- **AI and Data Economy** - we will put the UK at the forefront of the artificial intelligence and data revolution.
- **Clean Growth** - we will maximise the advantages for UK industry from the global shift to clean growth.
- **Future of Mobility** - we will become a world leader in the way people, goods and services move
- **Ageing Society** - we will harness the power of innovation to help meet the needs of an ageing society.



To ensure the success of any work undertaken to improve and grow the local economy, it is imperative that the aims and objectives of this Growth Strategy align closely with those of the Industrial Strategy, as all future government interventions towards business and economic growth will be in line with the Strategy's foundations and Grand Challenges.

Levelling Up Agenda

The Government has made clear its policy to ensure a rebalancing of prosperity throughout the country, through increasing investment in areas such as infrastructure and housing development amongst others, in areas that have historically suffered from disadvantage.

This Growth Strategy, its vision and priorities, will enable North East Derbyshire District Council to be at the forefront to take advantage of any schemes that the Government introduces through the levelling up agenda.

The Ten Point Plan for a Green Industrial Revolution

This document sets out the Government's plan to invest approximately £12billion, which will potentially lead to investment from the private sector which is 3 times as much, in the development of green technology.

This will lead to the generation of approximately 250,000 jobs by 2030 and will see the UK become a world leader in green technology.

To do this, the Government has set out ten points that it will invest in. These are:

- Advancing Offshore Wind
- Driving the Growth of Low Carbon Hydrogen
- Delivering New and Advanced Nuclear Power
- Accelerating the Shift to Zero Emission Vehicles
- Green Public Transport, Cycling and Walking
- Jet Zero and Green Ships
- Greener Buildings
- Investing in Carbon Capture, Usage and Storage
- Protecting our Natural Environment
- Green Finance and Innovation.

The cumulative effect of work undertaken through these points is that between 2023 and 2032, UK emissions will be reduced by 180 million tonnes of carbon dioxide equivalent.

North East Derbyshire District Council will support this plan, by ensuring that the development of green technology within the district is supported, as is the uptake of usage of green technologies within businesses. The Council will also work to protect and enhance the natural environment of the district, and encourage people to undertake more sustainable modes of transport, such as walking or cycling.

The Regional Context

D2N2 Strategic Economic Plan - 'Vision 2030'

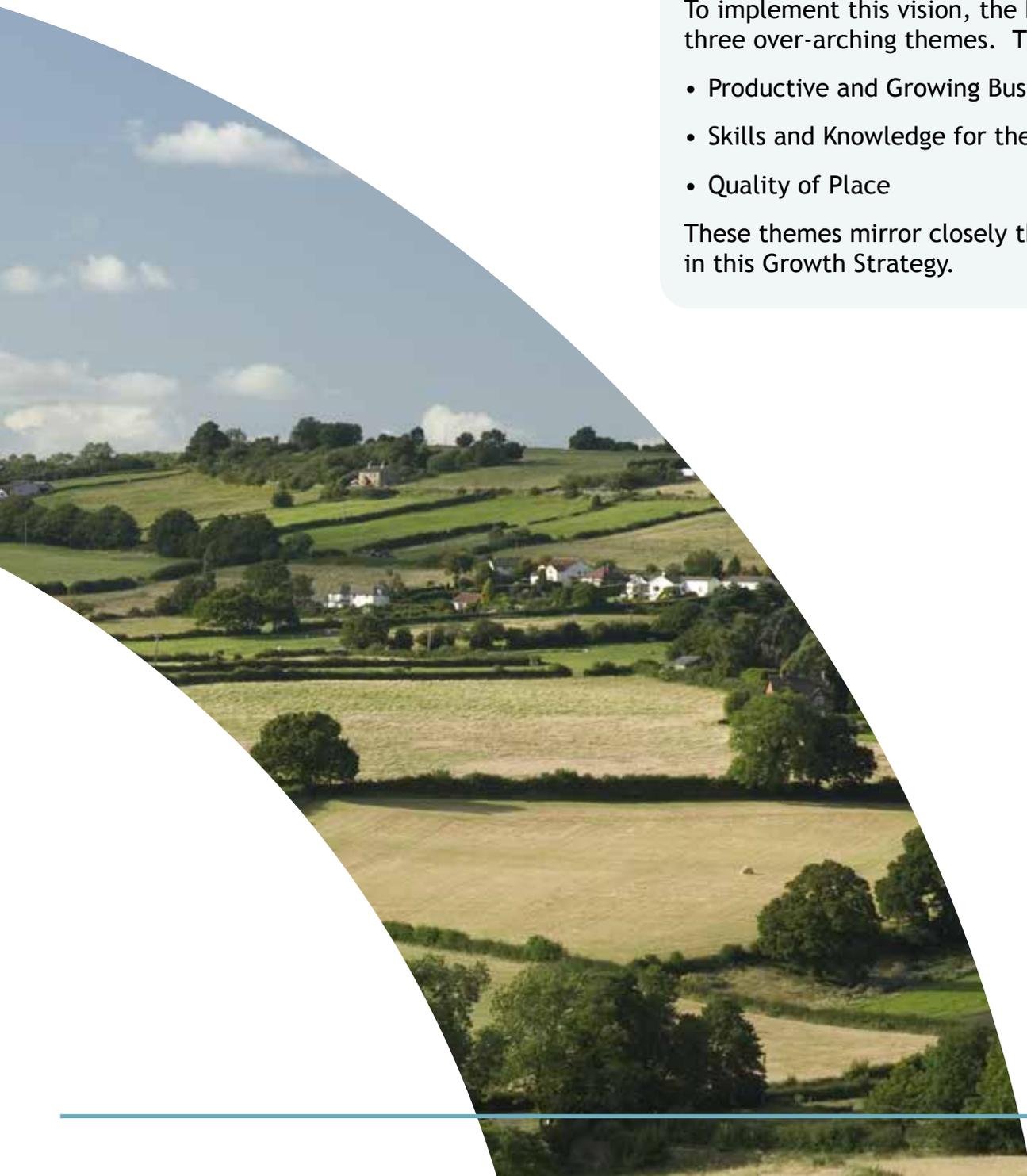
The LEP's Strategic Economic Plan sets out its plan to improve the economy of the region. It has the overall vision:

“By 2030, D2N2 will have a transformed high-value economy, prosperous, healthy and inclusive, and one of the most productive in Europe. The spark in the UK's growth engine.”

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

These themes mirror closely those set out in this Growth Strategy.



D2N2 Recovery Plan - The Heart of the UK's Green Revolution

This plan sets out how the D2N2 LEP will contribute to the Government's plan to 'Build Back Better' following the fallout of the coronavirus pandemic. The plan has the overall vision:

“Visionary minds rebuilding for green growth.”

The strategy is designed around 3 core principles. These are:

- Low Carbon Growth
- Productivity
- Connectivity and Inclusion
- Within these principles, the plan has a number of priorities. These are:
 - Low Carbon Growth
 - Low Carbon Leadership
 - Enabling key low carbon sites
 - Decarbonising growth
 - Productivity
 - Employment and Skills
 - Business Growth
 - Innovation
 - Connectivity and Inclusion
 - Inclusion
 - Integrated Infrastructure
 - Place shaping

Through this Growth Strategy, and the actions undertaken through it, the Council will contribute to the recovery of the wider LEP economy and the LEP's delivery of the priorities and principles within the Recovery Plan, especially in relation to the development and encouragement of a green revolution.

D2N2 People and Skills

In line with their 'Vision 2030' document, D2N2 has two key skills priorities that are intended to address the skills gap in the LEP economy. These are:

- Inclusive Recruitment
- Inspiring our Future Workforce

Through the work of this Growth Strategy and also the NED Employment and Skills Strategy, the Council will work to ensure that North East Derbyshire residents are given every opportunity to obtain long-term and meaningful employment, and that our future generations are provided with the tools they need to gain the skills and training to move into their chosen careers.



Derbyshire Economic Partnership - Covid-19 Recovery Strategies 2021-25

This document sets out how Derbyshire will respond to a post Covid-19 world, enabling Derbyshire's economy to be protected and to grow.

The document has the vision:

“Covid will be the catalyst for Derbyshire's economic renewal and we will balance protective and growth interventions to enable our economy to build back better.”

To meet this vision, the document sets out five priority areas. These are:

- Place
- Industry
- Visitor Economy
- Enabling Infrastructure
- Inward Investment

This Growth Strategy will ensure that the work that the Council undertakes to encourage economic growth, feed into the Derbyshire Recovery Strategy as well, across all five priority areas.



The Local Context

The Council Plan 2019-23

The overall vision of the Council 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
- Develop and promote a visitor economy across the District
- Implementing a revised District Growth Strategy
- Town centre regeneration.

This Growth Strategy sets out how these key priorities will be met.

Reduce, Re-use, Recycle, Re-think - NEDDC Climate Change Action Plan 2019-30

This document sets out the Council's vision, aims and priorities for how it will tackle the climate change emergency. The Action Plan has the overall vision:

“A district that balances economic prosperity with environmental sustainability, improving the lives of our people and the environment today and in the future.”

To do this, the Action Plan sets out eight Thematic Areas through which the Council will work to reduce its carbon emissions in the future. These are:

- Sustainable Buildings and Workplaces
- Renewable Energy
- Low Carbon Fleet
- Transport
- Planning
- Community and Collaboration
- Biodiversity
- Procurement

Whilst a number of these areas and the actions within them are focused upon the Council, its building, vehicles and practices, a number of them (such as the Planning theme) are more externally focused. Also, the principals of the document and its aims are also relevant to other businesses too.

The Growth Strategy aims to embed low carbon technology and practices within all aspects of the local economy. Therefore, by doing this, it will help to meet the overall vision of the Climate Change Action Plan to have a prosperous economy that does not come at the expense of environmental sustainability.

North East Derbyshire District Council's Recovery Plan

This document sets out a number of key projects and actions that the Council undertook to help the local economy recover from the impact of the Covid-19 pandemic.



This Growth Strategy will build upon those actions to ensure that the work of Council moves on efficiently from helping the economy to sustain through to full recovery and growth, following the principal of 'Build Back Better'.



The Potential Impacts on Future Economic Growth of Covid-19

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.

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
- Decrease in employment opportunities
- Closure of businesses
- Impact on town centres - More empty units. Rise of online business
- Rise of homeworking leading to less demand for business space.

Positive:

- Potential Growth in Certain Sectors
- A Rise in the Use of Local Services and Retail
- A Rise in Sustainable Transport Usage and Infrastructure
- A Rise in Community Involvement in Local Economic Growth
- A Rise in Tourism Due to Inability/ Unwillingness to Travel.

SORRY, We are

CLOSED

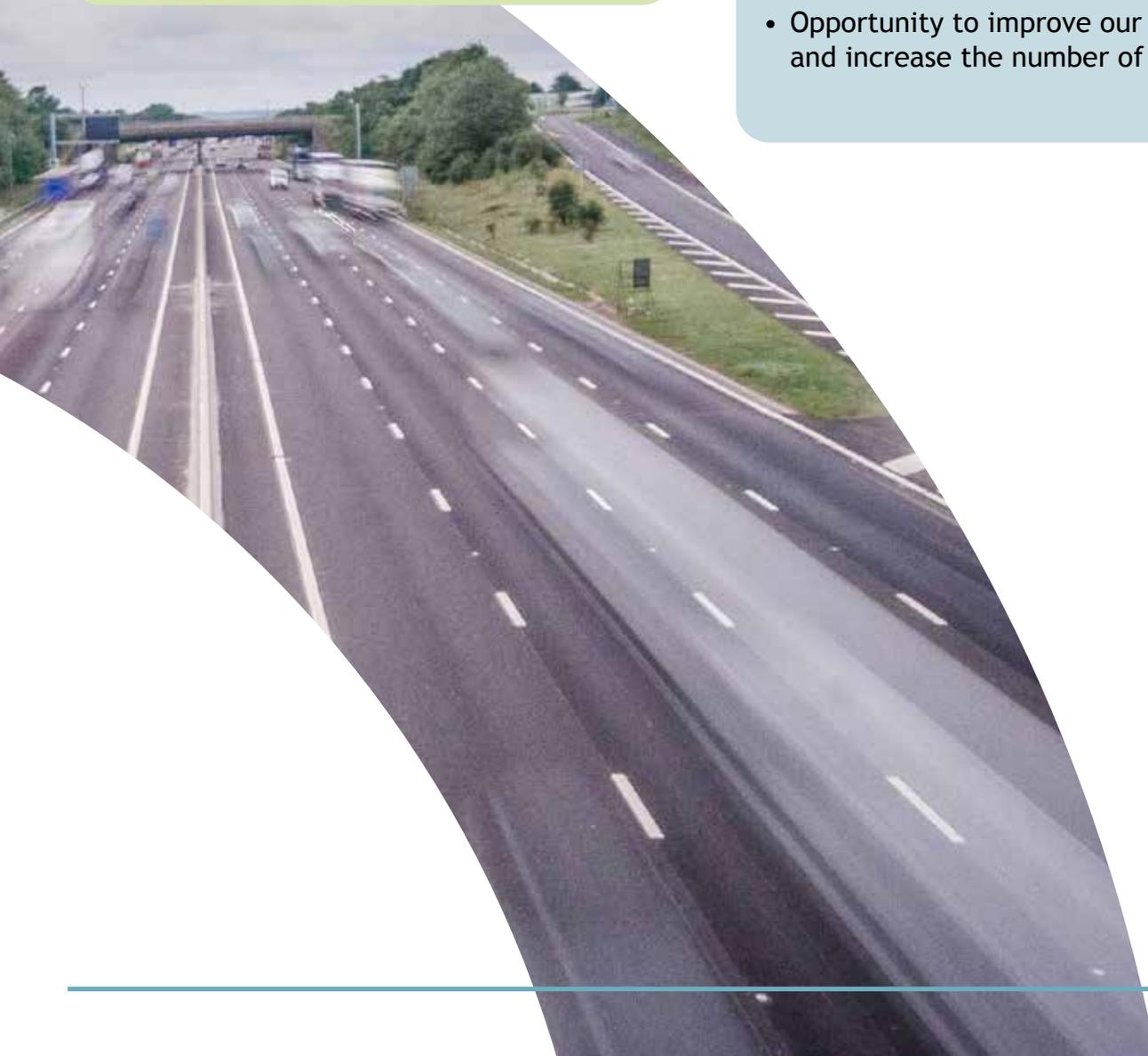
Strengths and Opportunities

Our Strengths

- Central location.
- Good connectivity through M1 etc to elsewhere in the country.
- Beautiful rural areas.
- Business base made up of mostly micro businesses - no reliance on large companies.
- Large number of residents working in high-skilled employment.
- Proximity of six Universities in Sheffield, Derby and Nottingham.
- Gateway to the Peak District.
- Strong manufacturing sector.

Opportunities

- Number of development sites, such as the Avenue, Egstow Park and former Coalite site, that need unlocking.
- Town Centres need support to adapt to 21st century life.
- District-based workforce requires support to up-skill.
- Large number of micro businesses require support to grow.
- Need for businesses to modernise, utilising more digital and green technology.
- Need for improvements to infrastructure to enable increased sustainable transport usage in the district.
- Opportunity to improve our visitor offer and increase the number of visitors.



Cross Cutting Themes

Development and Increased Usage of Low Carbon Technology

Climate change is recognised by the Government as a very real global issue that needs to be tackled head on. This is why a Climate Change Emergency was declared by the Government on 1st May 2019. North East Derbyshire District Council also declared its own climate change emergency on 8th July 2019.

Recognising that climate change is now at a critical stage, and needs to be tackled, means that changes need to be implemented in all aspects of our daily lives.

Economic growth is vital to help sustain ours and future generations, and ensure everybody can live in relative comfort. However, it is also vital that this growth is not achieved at the expense of our natural environment. Technology has now advanced to such a degree that many activities that used to be extremely damaging to the environment, are now much less so - for example energy generation, electric vehicles etc.

The Council has a key role in the promotion of low carbon within its business community - for example, encouraging businesses to switch to low carbon technology, encouraging the growth and development of businesses who are developing low carbon technology and products, working with partners to develop sustainable transport measures, etc.

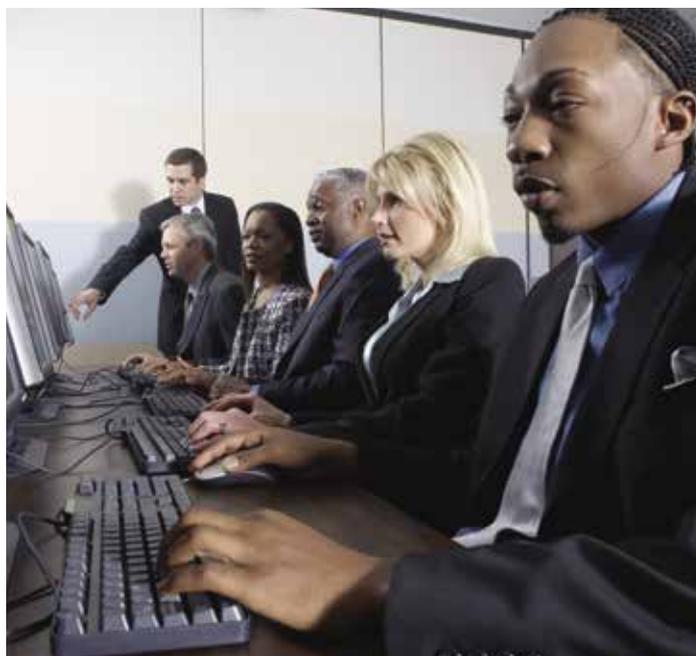
The promotion of low carbon methods and technologies, and the tackling of climate change is such an important and integral part of future economic growth, that it cannot simply be made its own priority within this strategy. The Council recognises that it is a key element of ALL economic growth actions, and therefore it has been made a cross cutting theme. The Council will ensure that any action or project that takes place that encourages economic growth within the district, will also encourage the promotion and development of low carbon technologies, and the reduction of greenhouse gas emissions.



Increase the Use and Development of Digital Solutions

The modern world means that no economy works in isolation, and that businesses based within the district are not only competing with other similar local businesses, but also potentially with businesses around the world.

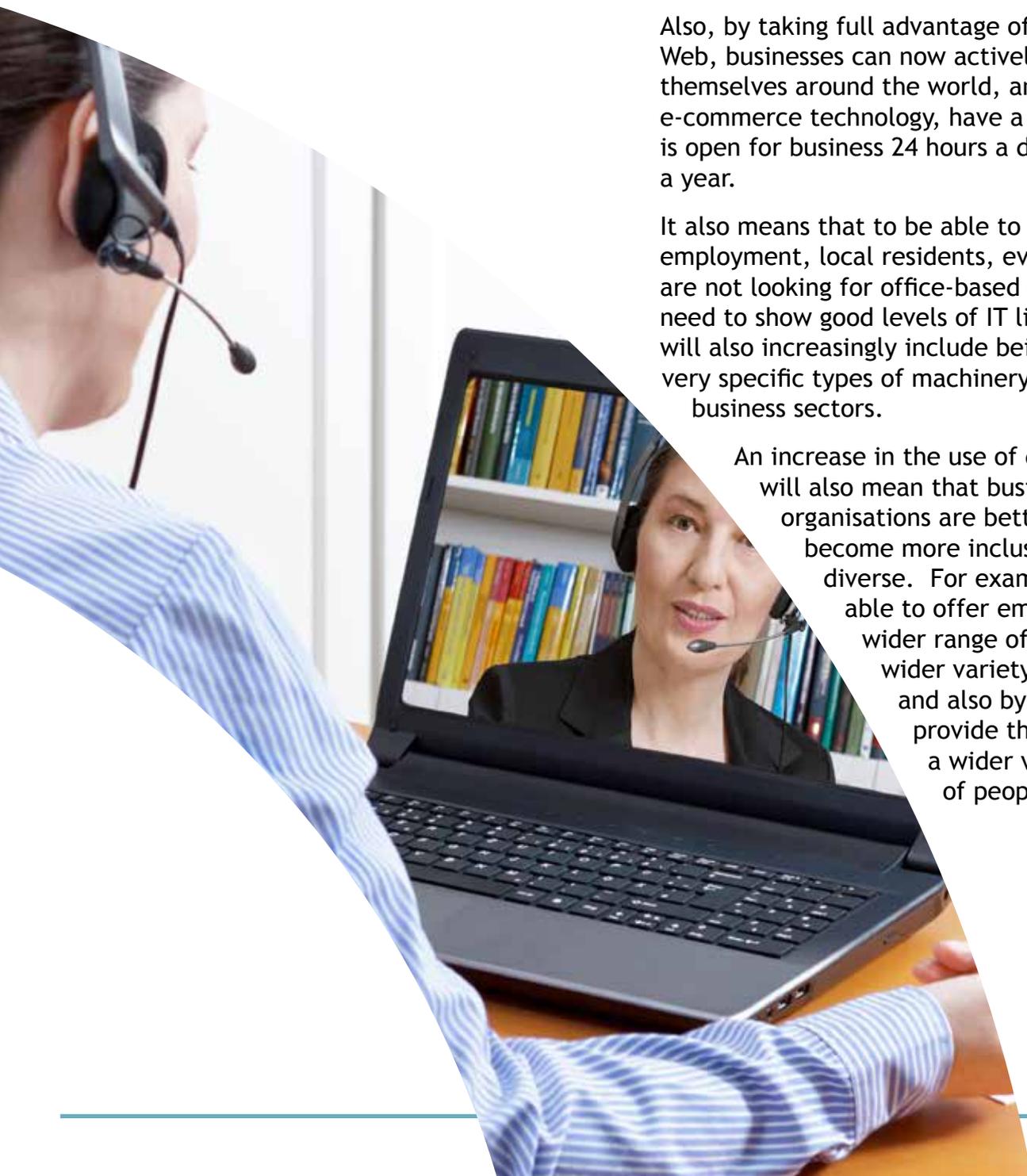
To enable businesses to be able to compete effectively, they need to be as technologically advanced as possible. Utilising advanced machinery and computers throughout their processes will have numerous benefits, including increased efficiencies leading to lower production costs and potentially speeded up product development.



Also, by taking full advantage of the Worldwide Web, businesses can now actively promote themselves around the world, and through e-commerce technology, have a shopfront that is open for business 24 hours a day, 365 days a year.

It also means that to be able to gain employment, local residents, even those who are not looking for office-based employment, need to show good levels of IT literacy. This will also increasingly include being trained on very specific types of machinery for particular business sectors.

An increase in the use of digital solutions will also mean that businesses and organisations are better able to become more inclusive and diverse. For example, by being able to offer employment to a wider range of people for a wider variety of job types, and also by being able to provide their services to a wider variety of people.



Finally, it also means that to attract developers, businesses and visitors to the district, it is vital that the digital infrastructure of the district is as advanced as possible, able to provide connection speeds that compete with the rest of the country and the world.

As the change to a digitally-led way of living is something that is affecting every type of business across multiple sectors, the Digital Economy has been made a cross cutting theme for this strategy, meaning that every project or action undertaken through the strategy will need to ensure that the utilisation of digital technology is considered where possible.

Equality and Inclusivity

For economic growth to be truly beneficial to district, it is vital that all elements of the district need to be able to access the support provided, and be able to take advantage of any projects that are initiated.

This means that all people, regardless of their background or lifestyle, are able to own and operate a business in the district and gain support, gain meaningful employment that matches their skill and experience level, and access the training they require to obtain such employment.

It also means that everybody is able to access our businesses and their services, and is also easily able to access our town centres and attractions.



As a local authority, North East Derbyshire District Council has a key role to play in ensuring that equality and inclusivity are a key component of each priority and action undertaken through this strategy. It also has a key role to play in ensuring that equality and inclusivity practices are promoted to businesses and organisations within the district.



The Priorities

Business Support and Engagement

North East Derbyshire has approximately

4,700
businesses

(source: FAME online business database, January 2021)

64% of these are micro-enterprises who have

less than 10 employees



(including estimates).

When examining the sectors within the district, the largest sectors (in terms of number of businesses) are:

Financial and other Business Services
(approximately 24%)



Construction
(approximately 16%)



Wholesale and Retail Trade
(approximately 15%)



(Source: FAME Online Business Database January 21)

When looking at the people who work in the district, and which sector the business they work for is in, the largest sectors in North East Derbyshire are:

Manufacturing - 7,000 people

Public Admin, Education and Health - 6,350 people

Financial and Other Business Services - 4,175 people

(Source: NOMIS January 2021)



These figures show that North East Derbyshire has a vibrant and varied business base. The fact that the majority of businesses are micro (less than 10 employees) means that they are better able to adapt and change to meet changing circumstances in the economy. The number of people employed in the Manufacturing sector in our district is significant, accounting for approximately 24% of all employment in the district, compared with just 8% for Great Britain.

However, the fact that many of our businesses are small in size, means that they are likely to require additional support and guidance to survive and grow, particularly during the recovery period following the covid-19 pandemic.

Also, to enable businesses to grow whilst also remaining in our district, it is imperative that a range of modern facilities that cater for different business types and sectors.

Finally, in order to be able to grow, and compete in local, national and international markets, our businesses will need to be supported and encouraged to embrace both the digital and the low carbon agendas, to ensure that they are on the cutting edge of technology and working practices.

Whilst the Council will work to support all businesses in the district, particular priority will be given to businesses within our priority sectors, which are:

- Manufacturing
- Wholesale and Retail Trade
- Construction
- Financial and Other Business Services.

Employment and Skills

Figures show that for 2019, of the working age

16-64 years old population

in North East Derbyshire, approximately

88% had a qualification of NVQ1 or higher.

Of these, approximately 34% had an NVQ4 or higher qualification.

(source: NOMIS website February 2021).



When looking at the occupations of North East Derbyshire residents, it can be seen that the SOC 2010 Group

'Managers, Directors and Senior Officials'

North East Derbyshire accounts for

13.4% of all employed residents

for the period October 2019 to September 2020, as opposed to 11.5% for Great Britain.

Also the SOC 2010 Major Group 4-5

'Administrative & Secretarial' and 'Skilled Trade Occupations'

accounts for approximately

32% of all NED

employed residents,

as opposed to approximately 20% for Great Britain

(source: NOMIS website February 2021).



The gross weekly pay for residents of North East Derbyshire was £542 in 2020.

Gross weekly pay for people who work in North East Derbyshire was **£460 in 2020**

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



(source: NOMIS website February 2021).

The claimant count for the district in August 2020 was **4.6%**.

Although this is high, and shows the beginnings of the effect of the covid-19 pandemic, the figure is lower than the figure for Great Britain (6.6%).

These figures show that a sizeable proportion of North East Derbyshire residents do have higher level skills and qualifications, and are working in higher skilled occupations. However, this figure could be much higher. Also, the skill level of people who work in North East Derbyshire does not appear to be as high, with the wage levels significantly lower than for North East Derbyshire residents.

Therefore, to ensure that the district experiences economic growth, it is important that the Council utilises its position as a strategic lead to work with partner organisations to develop and improve the training and skill levels of both its residents and also its work based population, including both the upskilling and potential re-skilling of both.



The Council will also work with local schools, to ensure that school leavers are prepared and have the necessary skills required by local businesses.

Also, the Council will work with partners to develop entrepreneurial skills within the district, to ensure that those residents who have an idea for a product or service are able to develop it into a fully-fledged business.

As the skill level of both North East Derbyshire residents and workforce is such a key element of sustainable economic growth, the Council will develop a separate Employment and Skills Strategy that will analyse these issues in more detail.

The Visitor Economy

North East Derbyshire is noted as a picturesque, rural district, with a number of areas of natural beauty and also historic towns and villages. It sits on the border of the Peak District National Park and is also close to major towns and cities, such as Chesterfield, Sheffield, Nottingham and Derby.

Figures show that approximately

3 million visitors

came to the district in 2017.

Also, figures show that in 2017, approximately **1,950 people** were employed in the visitor economy within the district.

(source: NED STEAM report).



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

£147million

with approximately **£109 million** of this being made up of direct expenditure.



(source: NED STEAM report).

The biggest sectors that contributed to this economic impact were:

Retail shopping approx.

£44million



Food and Drink sectors approx.

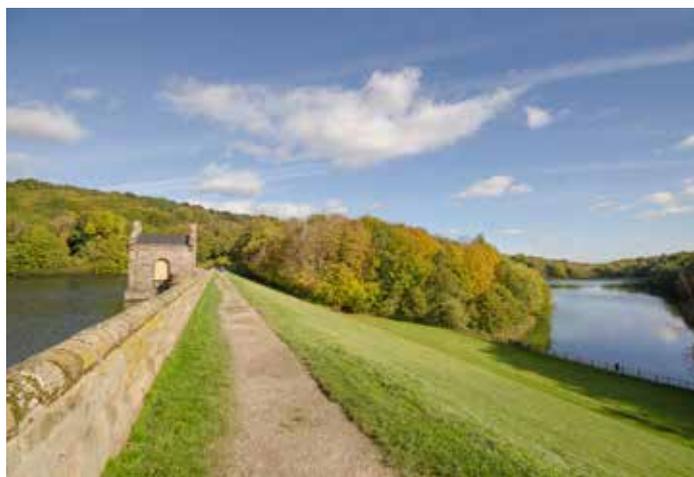
£31million



(source: NED STEAM report).

However, the visitor economy is also one of the worst sectors to be hit by the effects of the Covid-19 pandemic, with pubs, restaurants, attractions and accommodation all forced to shut for large parts of 2020-21 and events cancelled throughout the year. This means that those businesses will need additional support to enable them to both survive and then grow. This includes providing them with access to financial support, and also providing training for them to improve elements of their business, such as e-commerce and use of social media promotion etc.

Also, the Council needs to work with partners to undertake more promotion of the district and its offer to potential visitors. This includes both visitors from outside the district, and also within the district.



Finally, the Council has a role to play as a strategic lead to encourage the improvement of the visitor attraction offer within the district. This includes the improvement of existing attractions, accommodation and events, as well as the development of new, high quality, attractions, accommodation and events. It also includes the improvement and development of the walking and cycling infrastructure within the district, which acts to connect many of our other attractions and accommodation, but also acts as an attraction in itself.

As the visitor economy is such a vital component of economic growth within the district, the Council will develop a separate Visitor Economy Strategy for the district, which will examine these points in more detail.



Town Centre Regeneration

The district of North East Derbyshire has four market towns - Clay Cross, Dronfield, Eckington and Killamarsh. Clay Cross is located in the south of the district, whilst Dronfield, Eckington and Killamarsh are all located in the north. All four are broadly the same size and act as service centres for their respective communities.

Town centres are the lifeblood of their communities. They provide access to services, such as finances, hairdressers, post offices etc as well as retail shops that provide not only everyday items such as bread and milk, but also more non-essential items as well. They also act as community and social hubs for the local community - a place for people to meet with friends and relatives, and to access leisure activities. Finally, they are key employment centres for their localities, with many businesses located there.

However, town centres have begun to struggle recently. The rise of first out of town and then online shopping has had an impact on the retail businesses in town centres, with a lack of footfall forcing businesses to close.

Town centres are now needing to change and adapt to 21st century life. This means moving increasingly away from relying solely on retail businesses as the focus of the town to other uses, such as culture/leisure and residential to generate footfall within the town centre.



This is especially true in our town centres, which often have very little in the way of a cultural offer, or an evening economy offer (such as bars, cafes and restaurants) to attract additional footfall. It also means ensuring that our town centres are accessible to all, to ensure that all members of the community are able to travel to the town centres and access their businesses and services safely and easily.

The government recognises this and has begun to provide resources towards enabling towns to modernise and adapt. This includes the Town Deals and the Future High Streets Fund, amongst others. In order to be able to access these resources, the Council and its partners need to ensure that all the required evidence and plans are in place to enable strong applications to be submitted. This has begun to happen recently, with One Public Estate (OPE) projects being undertaken in the towns of Clay Cross, Eckington and Killamarsh, which look at the public sector land and property in those areas and the potential for alternative uses for surplus land/property.

These have begun to provide strong evidence for future bids and has led to Clay Cross being shortlisted to become part of the Town Deal project. The Council will continue to develop and push forward these projects, both to bring forward the improvements to Clay Cross through the Town Deal funding, and also to ensure that Dronfield, Eckington and Killamarsh and in a strong position to obtain government funding for transformational changes, such as through the 'Levelling Up' agenda.

Inward Investment

In order for the economy of North East Derbyshire to grow, not only does the current business community need to be supported and any barriers to their growth removed, but also work needs to be done to attract new businesses and development to the district.

By doing this, an influx of new investment will mean new employment opportunities to the district for local residents. It will also mean new supply chain opportunities for existing businesses.

These will both lead to growth in the economy. More jobs in the local economy and more jobs for local residents will mean that they have an increased disposable income, which means that they are more able to spend money on non-essential items, particularly with local businesses. This will particularly be the case if those jobs are of a high quality with a significant income.



Increased supply chain opportunities for local businesses will mean that there will be opportunities for them to obtain new contracts for their products and services. This will increase their potential turnover and will potentially lead to other increases in employment with those businesses as well.

The Council has a key role to play, with other partners, in promoting the district and its offer to businesses and developers outside the district to encourage them to relocate to the district.

Major Site Development

North East Derbyshire is home to a number of major development sites. These include mixed use sites, such as the Avenue in Wingerworth, Egstow Park in Clay Cross and the former Coalite site. It also includes solely employment sites, such as Callywhite Lane in Dronfield.

These sites are all of a large size, and provide the district and its economy with the opportunity to expand and grow, both in terms of the number of residents within the district, and also the number and types of businesses in the district. This will obviously help to grow the local economy as it will provide an influx of new income and expenditure within the district - new residents will mean a new workforce for local businesses, as well as new customers for them too. It will also mean new space for businesses to locate to, allowing existing local businesses to grow, as well as provide space for new start businesses to locate, and also for businesses based outside the district to locate to.

However, these sites are not all currently in a developable state. Many of them need infrastructure, such as new roads, utilities or digital connectivity. In order to attract inward investment for these sites, they will need to be in a developable state, and in order for that to happen, public sector intervention will be necessary.

As a strategic lead for the district, the Council has an integral part to play in working with partners and land owners to bring forward externally funded large scale infrastructure projects on these sites, including ensuring that the necessary background and preparation works are in place to enable those projects to proceed (e.g. site investigations, land assemblage etc).

Rural and Agricultural Economy

North East Derbyshire is a rural district, with much of the district countryside. This means that the Agricultural sector is more sizeable in North East Derbyshire than it is in other districts, with a number of farms in the area.

Figures from the Department for Environment, Food and Rural Affairs (DEFRA) show that for the period 2013-2016,

the total area of farm land for the Chesterfield and North East Derbyshire area

rose from 20,183ha to **22,277ha**, a 10% positive change. There were a total of

434 holdings covering this area.

(source: DEFRA Local Authority Breakdown for key crop areas and livestock numbers on agricultural holdings).



Figures from DEFRA also show that during the same period, **the total number of people employed by those farm holdings** rose from 820 in 2013 to

871 in 2016
a positive change of 6%.

(source: DEFRA Local Authority Breakdown for the agricultural labour force on commercial holdings).



The Agricultural sector has seen significant changes in recent years. Many farmers are looking to diversify due to needing to gain additional income. This has led to many farmers converting farm buildings into alternate uses, such as bed and breakfast accommodation etc.

Also, farmers are increasingly looking into how they can modernise their farms, with an increased use of technology to undertake their tasks, in order to maximise returns on their investments. This is likely to continue and increase over the coming years.



Brexit will also likely have a significant impact on the agricultural sector. As import duties will rise on produce from the EU area after Brexit, it is likely to make homegrown produce cheaper and therefore more attractive to British producers. However, there will also be the potential same impact on British producers exporting to the EU. This may lead to agricultural businesses looking to change their markets to ensure that their income is not adversely impacted, and therefore a requirement for additional support.

Finally, of all the different sectors of business in the district, the Agricultural sector is possible the one that has most been affected by climate change, with extremes in heat, cold and rain having a massive effect on crops.

The Council, as a strategic lead for the district, has an important role to play in ensuring the agricultural and rural economy of the district is supported to enable it to grow and contribute to the wider economic growth. For example, for several years, the district has benefitted from being a part of a LEADER area (BNED LEADER), which meant that many agricultural and rural small businesses were able to access funding to enable them to undertake projects to allow them to grow (for example farm diversification projects, purchase of new equipment etc). However, this funding ended in 2020 and has not as yet been replaced. Therefore, the Council should use its position to lobby both the Government and the LEP to introduce additional support to this sector.



Action Plan

Business Support and Engagement

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS1	The Council to examine the creation of a separately branded business support model, similar in principal to the Destination Chesterfield service, working with key representatives from the business community to develop and promote the service.	KA			<ul style="list-style-type: none"> Financial allocation for creation of brand and portal and annual maintenance costs. Staff time 	Unsecured
GS2	The Council to fund a business adviser for the district to support existing and new businesses.	KA	Feb 2021		Financial allocation for consultancy costs.	Secured for 2021. Unsecured thereafter.
GS3	Undertake a bi-annual review of the North East Derbyshire business sectors, including business numbers, analysis of growth etc to provide a picture of the local business economy to help inform future initiatives.	MH	2021	2024	<ul style="list-style-type: none"> Staff time Yearly subscription to online business database. 	Secured
GS4	Undertake an annual survey of the needs and requirements of the district's business community - their views of the current business support provided and also what they require in terms of support to help their business grow and be successful.	KA	2021	2024	Staff time	Secured

Business Support and Engagement...continued

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS5	Work with key strategic partners to help to develop and implement a number of business support initiatives aimed at directly supporting the growth of the district's businesses (for example webinars and workshop on a range of subjects including e-commerce etc).	KA	2021	2024	<ul style="list-style-type: none"> • Staff time • Financial contributions to individual projects as match funding on an ad-hoc basis. 	Unsecured
GS6	Continue to develop the Council's Key Account Management scheme, which aims to provide one to one business support with a named contact from the Council's Economic Development team, to a number of key local businesses.	BH and JW	2021	2024	Staff time	Secured
GS7	Continue to ensure that North East Derbyshire and its business community are well represented with key strategic partners, including the D2N2 LEP, BEIS.	GC	2021	2024	Staff time	Secured
GS8	Council to work to ensure that a wide range and sizes of high quality business spaces are provided within the district.	KA	2021	2031	<ul style="list-style-type: none"> • Staff time • Financial contributions for pre-development consultancy work. • Financial contribution and/or in-kind contribution as match funding (e.g. land). 	Unsecured

Skills

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS9	Undertake a North East Derbyshire Business Skills Audit to ascertain the skills requirements of our businesses	JW	April 2021	December 2021	<ul style="list-style-type: none"> • Staff time • Financial Contribution for consultancy support. 	Secured
GS10	Identify gaps in the current training provision in the district, and work with providers to find ways to plug those gaps.	JW	Nov 2021	March 2022	Staff time	Secured
GS11	Organise two jobs fairs within the district per year and develop an on line platform for events to include job fairs subject to funding available.	JW	April 2021	December 2021	<ul style="list-style-type: none"> • Staff time • Financial contribution if a physical fair. 	Secured. Virtual platform being researched, including costs.
GS12	Continue to develop the NED Construction Skills Hub Hubs to support 184 unemployed / inactive people into construction related jobs and training.	JW	April 2021	December 2023	<ul style="list-style-type: none"> • Staff time • Match funding for project. 	Secured (not yet)
GS13	Work with partners to ensure businesses have access to support from relevant organisations, such as Universities (as part of the skills audit).	JW	April 2020	March 2022	• Staff time	Secured
GS14	Work on the development of the Clay Cross Town Deal Training and Skills Hub.	JW and BH	2020	2024	<ul style="list-style-type: none"> • Staff time • Financial allocation for Hub activities. 	Secured
GS15	Ensure the provision of employment support to NED residents through the Working Communities Project.	JW and MS	2021	2024	<ul style="list-style-type: none"> • Staff time • Financial allocation for resident support. 	Secured

Skills...continued

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS16	Work with partners on the development of other employment support provision.	JW	2020	2024	<ul style="list-style-type: none"> • Staff time • Potential match funding for programmes. 	Unsecured
GS17	Promote the apprenticeship programme to businesses and residents in the district.	JW	2021	2024	<ul style="list-style-type: none"> • Staff time 	Secured
GS18	Work with partners to support the ongoing development of the North Derbyshire Careers Hub.	JW	2020	2024	<ul style="list-style-type: none"> • Staff time 	Secured
GS19	Work to link developments to schools through planning employment conditions.	JW	2021	2024	<ul style="list-style-type: none"> • Staff time 	Secured

Visitor Economy

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS20	The Council to employ a Tourism Officer to support the Visitor Economy.	KA	March 2021	Not agreed	• Financial contribution for salary costs etc.	Unsecured
GS21	The Council to undertake a review of the Visitor Economy of the district, to inform the development of support programmes etc.	MH	April 2021	December 2021	• Staff time	Secured
GS22	The Council to create a North East Derbyshire Visitor Economy Strategy.	MH	April 2021	April 2021	• Staff time	Secured
GS23	The Council to help provide support to the businesses in the Visitor Economy sector to enable them to grow, and to work through any barriers to growth that they may have.	KA	April 2021	2024	• Staff time	Secured
GS24	The Council to work with key partners, such as Marketing Peak District and Derbyshire to promote the district as a place to visit and stay.	KA	April 2021	2024	• Staff time	Secured
GS25	The Council to continue to work with neighbouring local authorities to promote the wider North Derbyshire area.	KA	April 2021	2024	• Staff time	Secured

Town Centre Regeneration

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS26	The Council to continue to work with partners to gather evidence and background information and to develop projects within each town centre, through initiatives such as One Public Estate.	KA, BH, MH	April 2021	2024	<ul style="list-style-type: none"> • Staff time • Financial Contributions to consultancy work. 	Unsecured
GS27	The Council to continue to work with other public and private sector partners to bring forward the Clay Cross Town Deal.	BH	Not agreed	Not agreed	<ul style="list-style-type: none"> • Staff time • Match funding, both in kind and financial, to Town Deal projects. 	Unsecured
GS28	The Council to work with partners to develop the evening economy (that is bars, cafes, restaurants etc) within each town centre.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time • Financial contributions towards potential redevelopment costs. 	Unsecured
GS29	The Council to develop the cultural and leisure offers within each town centre.	KA	April 2021	Not agreed	<ul style="list-style-type: none"> • Financial contributions and potential in-kind contributions towards development costs. 	Unsecured
GS30	The Council to work to develop town centre business groups within each town.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time 	Secured
GS31	The Council to work with partners, such as Derbyshire County Council, to bring forward infrastructure development projects within each town centre.	KA	April 2021	Not agreed	<ul style="list-style-type: none"> • Staff time • Financial contributions towards potential projects. 	Unsecured

Town Centre Regeneration... continued

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS32	The Council to work with partners and developers to encourage and develop green space within each town centre.	KA	April 2021	Not agreed	<ul style="list-style-type: none"> • Staff time • Potential financial contributions and in-kind contributions towards projects. 	Unsecured
GS33	The Council to work with partners and developers to encourage and develop cycling and public footpath development and usage within each town centre.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time • Potential financial contributions and in-kind contributions towards projects. 	Unsecured

Inward Investment

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS34	The Council to continue to develop relationships with the inward investment teams of the D2N2 LEP and SCR to ensure that North East Derbyshire is featured prominently in their discussions etc with potential investors.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time 	Secured
GS35	The Council to work with key partners, such as the inward investment teams of both LEPs to promote the benefits of locating in North East Derbyshire.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time • Potential financial contributions towards promotion costs. 	Unsecured
GS36	The Council to keep a regularly updated list of available sites and premises within the district, and make enquirers aware of any suitable sites.	MH	April 2021	2024	<ul style="list-style-type: none"> • Staff time 	Secured
GS37	The Council to develop a package of support, advice and guidance for potential investors.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time • Promotional material costs. 	Unsecured

Major Sites Development

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS38	The Council and its partners to undertake a review of each site and the barriers to development it faces.	KA	April 2021	December 2021	<ul style="list-style-type: none"> • Staff time 	Secured
GS39	The Council and its partners to, where necessary, employ external consultants to undertake the site and market research necessary to understand the sites, the costs to remove the barriers to development, and the benefits of bringing the site forward for development.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time • Financial cost of consultancy. 	Unsecured
GS40	The Council and its partners to obtain, where required, infrastructure development funding for each site to work to remove the barriers to development.	KA	April 2021	2024	<ul style="list-style-type: none"> • Financial and potential in-kind contributions towards individual projects. 	Unsecured
GS41	The Council and its partners to continue to work to promote the sites to private developers, to seek to obtain development partners for each site.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time • Potential promotional material costs. 	Unsecured

Rural and Agricultural Economy

ID	Action	Lead Officer	Start Date	End Date	Resources Required	Resource Status
GS42	The Council to undertake a thorough review of the rural economy of the district to get a good understanding of its make-up and its needs.	MH	April 2021	December 2021	<ul style="list-style-type: none"> • Staff time 	Secured
GS43	The Council to examine the possibility of creating a rural economy business network.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time • Potential promotion costs. 	Unsecured
GS44	The Council to develop and strengthen relationships with relevant partner organisations, such as the National Farmers' Union and D2N2 to ensure that the farmers and other rural economy businesses in the district are supported to enable them to grow.	KA	April 2021	2024	<ul style="list-style-type: none"> • Staff time 	Secured



North East
Derbyshire
District Council

We speak your language

Polish

Mówimy Twoim językiem

French

Nous parlons votre langue

Spanish

Hablamos su idioma

Slovak

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