



Broxtowe
Borough
COUNCIL

Economic Development and Regeneration Strategy



2022-2028

Foreword

from the Leader

A key priority for the Council is to encourage and support a strong and vibrant local economy that is resilient to changing economic circumstances. Economic Development and Regeneration initiatives are pivotal methods by which to ensure a strong local economy.

External funding from Government totalling over £40 million has been successfully secured by the Council. This includes Kimberley Means Business, Stapleford Town Deal and a UK Shared Prosperity Fund allocation. This has provided unprecedented opportunities for development and regeneration in areas of Broxtowe. The initiatives and projects being implemented are intended to provide sustainable and resilient economic changes in the Borough and to act as catalysts for future growth in years to come. However, it is also important to identify opportunities and investment to follow these projects when they have been completed.

This Economic Development and Regeneration Strategy provides an overview of the changes that have taken place in Broxtowe over recent years. It also provides strategic direction for future activity that will support the local economy to thrive sustainably and improve the prosperity and wellbeing of Broxtowe, without compromising our environment, for generations to come.



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Leader of Broxtowe Borough Council
Portfolio Holder for Economic Development and Regeneration*

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1 Introduction

There have been significant developments in Economic Development and Regeneration in Broxtowe in the last few years. The purpose of this document is to review the short and long-term changes in Broxtowe in order to provide strategy and direction for future activity that is evidence-based and appropriate for Broxtowe.

The Council has successfully secured £21.1 million for Stapleford from the Government's Town Fund, which involves six major projects that will support the regeneration of Stapleford and are due to complete in March 2026. This has included a £1 million Town Centre Recovery Fund to regenerate the High Street.

In August 2022, the Economic Development Section submitted bids to the Government's Levelling Up Fund for Eastwood and Kimberley. The Kimberley bid, 'Kimberley Means Business', was announced as successful in January 2023. As such, £16.5 million has been secured that will fund three ambitious projects to level-up Kimberley.

In addition to this, the Economic Development Section are managing the UK Shared Prosperity Fund (SPF), of which Broxtowe Borough Council has been awarded £2.58 million. The SPF succeeds EU structural funds and will be used to support local projects, businesses and communities in a variety of different ways.

This influx of funding is an exciting and new opportunity for Broxtowe. The attention of the team has had to shift towards project management to meet the ambitious demands of these large external funds. Prior to 2020, the Council did not have any of these large scale projects to manage, and so the demands on the team were very different. There are a range of 'business as usual' priorities independent from these funds that the team used to focus on solely and that continue to require focus to support the development and growth of the Borough. The demands on the team have grown significantly and resources have been under significant strain to meet these demands. Equally, once these projects have ended, there will be changes to the priorities of Economic Development in Broxtowe with a significant focus being on making the most of the new assets whilst also working towards further funding and development opportunities to secure investment for the Borough.

This Strategy outlines the key priorities for Economic Development and Regeneration in Broxtowe and reflects the changing priorities for the Borough. The 10-point plan has been devised to capture the essence of the development and regeneration work that will be undertaken. This is an exciting time for Broxtowe with an unprecedented availability of opportunities, and the Economic Development Section will be striving to ensure these opportunities are capitalised to the greatest extent possible.

2 Executive Summary

The **Economic Development and Regeneration Strategy** sets out the priorities for the next five years. It outlines key development within the Borough and the ambitions of the Council for addressing challenges and maximising opportunities. This document will draw on key aspects from local strategies and national policies to ensure that the Strategy is informed and successful.

The Strategy is based around a 10-point framework that identifies the ambitions and objectives that the Council's regeneration and development work will centre around.

The 10-Point Plan: Summary

1. Respond to the changing needs in the Borough caused by economic shocks and emerging trends.
2. Deliver place-making and sustainable town centres.
3. Attract new employers and support local employment sites.
4. Develop sustainable and active green travel around the Borough.
5. Support business retention and growth in the Borough.
6. Provide support for entrepreneurship and start-up businesses.
7. Ensure there is employment and skills support available for all who need it.
8. Deliver and support community-led regeneration.
9. Improve digital literacy and digital connectivity.
10. Support major opportunities for growth in Broxtowe.

The 10-point plan will be explored in more depth in [Section 7](#).

3 Background of Broxtowe

Location

Broxtowe Borough is one of 7 boroughs and districts within the county of Nottinghamshire and sits below Nottinghamshire County Council, these are:

- Broxtowe
- Gedling
- Rushcliffe
- Newark and Sherwood
- Ashfield
- Mansfield
- Bassetlaw

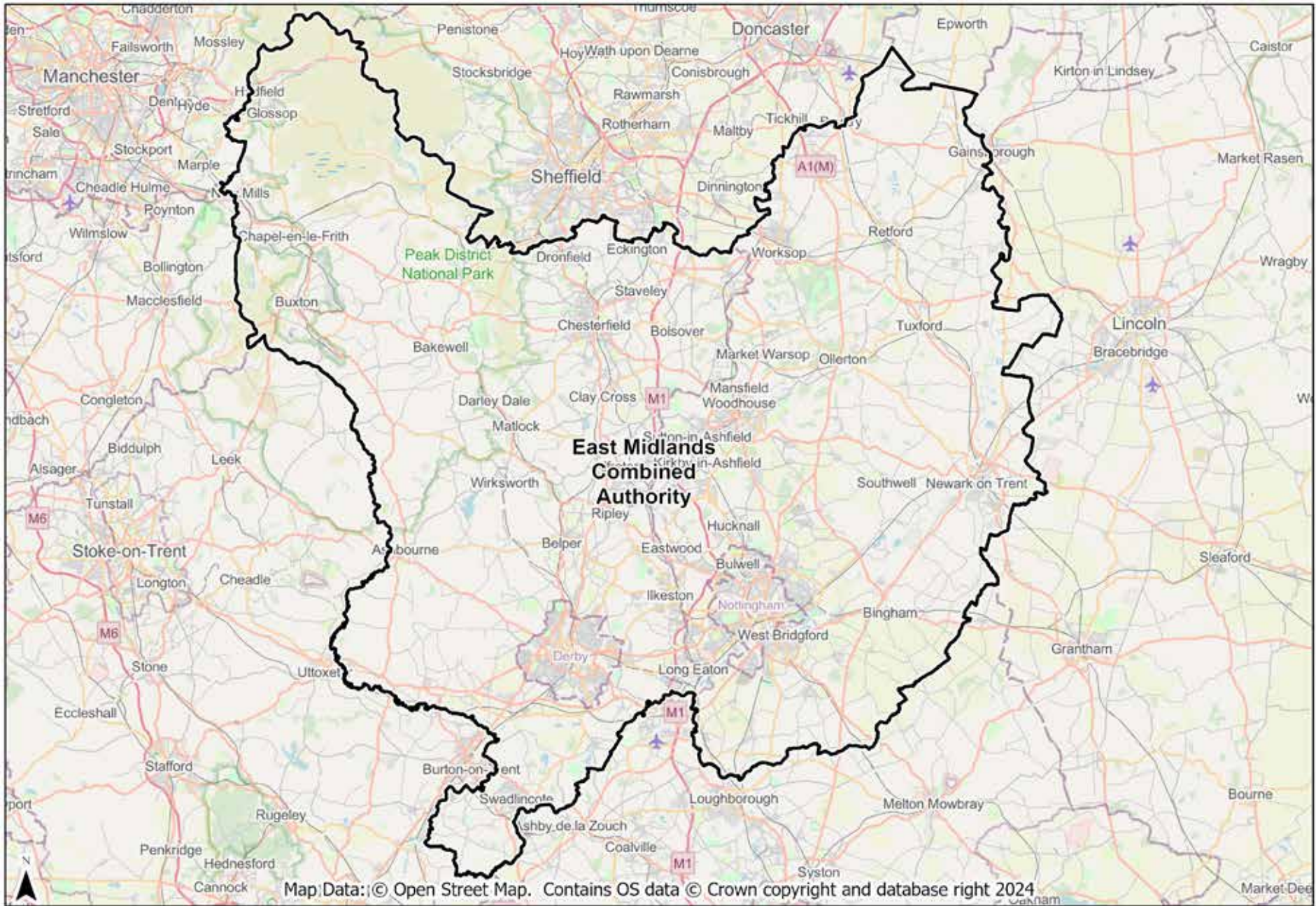
The unitary authority Nottingham City is also a significant part of the economic geography, especially in Broxtowe's context

Spatially Broxtowe sits between Nottingham City to the East and the Derbyshire districts of Erewash and Amber Valley to the West, with Nottinghamshire districts Ashfield and Rushcliffe to the North and South. Broxtowe has the East Midlands Airport to the south housing the only inland Freeport. Broxtowe is on the M1 corridor providing extensive links into the area.

From March 2024 Broxtowe will be one of 17 constituent areas within the new EM Combined County Authority, EMCCA. The Mayor is elected for a 4 year term and the first Mayor elected is Claire Ward. QA Local Growth Plan will guide the decisions of EMCCA. This Strategy has been aligned to the Mayoral cycle and the Regional and National growth plans and strategies.

This Strategy sits alongside a companion document called Broxtowe Skills Quest. This provides a comprehensive analysis of the economic vitality of the Borough and particularly focuses on the skills the local economy needs to carry on growing.

Broxtowe is centrally located East Midlands County Combined Authority (EMCCA) area due to it bordering both Nottinghamshire and Derbyshire (see [Section 6](#) for more information about the EMCCA).



Town Centres

There are 4 town centres in Broxtowe:

1. Kimberley
2. Eastwood
3. Beeston
4. Stapleford

K.E.B.S.+

The 'KEBS+' (Kimberley, Eastwood, Beeston and Stapleford) approach encompasses the spatial objectives of the Strategy, and outlines the importance of providing support to the town centres as economic, social and cultural hubs. The towns are centres of hospitality, retail and housing and are important focal points within Broxtowe.



MGIE located between Eastwood and MG - Home to Caunton Engineering

The overarching aim of the KEBS+ approach is to keep our four towns vibrant, prosperous and adaptable. Modern high streets and town centres are facing new challenges and they require the right tools and support to adjust.

The '+' section indicates that spatial objectives must also reflect the challenges and opportunities in smaller areas and economic hinterlands of Broxtowe towns. These are Attenborough, Awsworth, Bramcote, Brinsley, Chilwell, Cossall, Greasley, Nuthall, Strelley, Trowell, Toton and Watnall.

Important ‘+’ Communities

Attenborough

Attenborough village sits on the A6005, between Chilwell and Long Eaton, with Toton and the A52 to the north west and the main railway line to the south east. There is a small station. It is best known for its Nature Reserve, flooded former gravel pits owned by Nottinghamshire Wildlife Trust. The main economic activity is focused beside the A6005 and the Eldon Road Industrial Estate. It is home to a number of construction, building services, electrical and engineering companies, including McCann’s and Peter James Homes as well as Sheetfabs.

Awsorth

Awsorth is a village to the south of Kimberley. The former Friargate line, including Bennerley Viaduct, runs through the north of the village, and the A6096, Shilo Way, provides a link between the A610, to the north, and Ilkeston and Trowell, to the south. It is 2 miles (3km) from the M1. Businesses are found on former railway workings at Gin Close Way and Awsorth Lane. A small number of units house transport businesses (e.g. van hire, car and motorhomes sales or repairs), and builders’ merchants Buildbase. Whitehead Concrete are also prominent.

Bramcote

Bramcote sits between the towns of Stapleford to the east and Beeston to the west, with the A52, Derby Road, running through the village. The main focus of the Bramcote area is on small-scale retail, but there is the Balloon Wood Industrial estate on Coventry Lane, with around half a dozen Transport/Logistics and construction/roofing businesses. The Borough’s main leisure centre is based there.

Brinsley and Greasley

Brinsley lies to the north of the Borough, the site of a former colliery. Church Lane is the site of some retail outlets. There are some pleasant pubs and eateries. To the north, of the parish are the remains of Beauvale Priory, founded in 1343, and one of only nine Carthusian monastic houses built in England.

Chilwell

Chilwell is part of the built up area between Beeston and Toton. The Chilwell Retail Park, on the partial site of the former army depot, is home to around a dozen major national retail outlets, including Marks and Spencer and Halfords, and a Village Hotel is also on the site. Other retail outlets are to be found on the High Road, that are largely local shops and restaurants. There are a number of SMEs based in the Chetwynd Buisness Park, the Chilwell Meadows Business Park and in small industrial units in the area around Holly Lane, Factory Lane and Foundry Close. These are typically in automotive repairs, electronics, small engineering solutions, finance and

office design, and include some long-established concerns. Whilst not as significant as in decades past the Chilwell Barracks is also a driver of economic activity. Nottinghamshire FA is also to be found here. Bartons PLC is an events venue on the site of the former Barton's Bus Depot on the High Road.

Cossall

Cossall is a village to the south of Awsworth, on the edge of Ilkeston, to the west. It is close to Ilkeston railway station, and the Cossall Industrial Estate. This houses around two dozen SMEs working in a variety of areas including auto services; commercial printers; building, glazing, plumbing, electrical flooring and construction; logistics and couriers; engineering; furnishings; graphic design; gardening; medical equipment; shop supplies; scrap merchants; and textiles.

Giltbrook

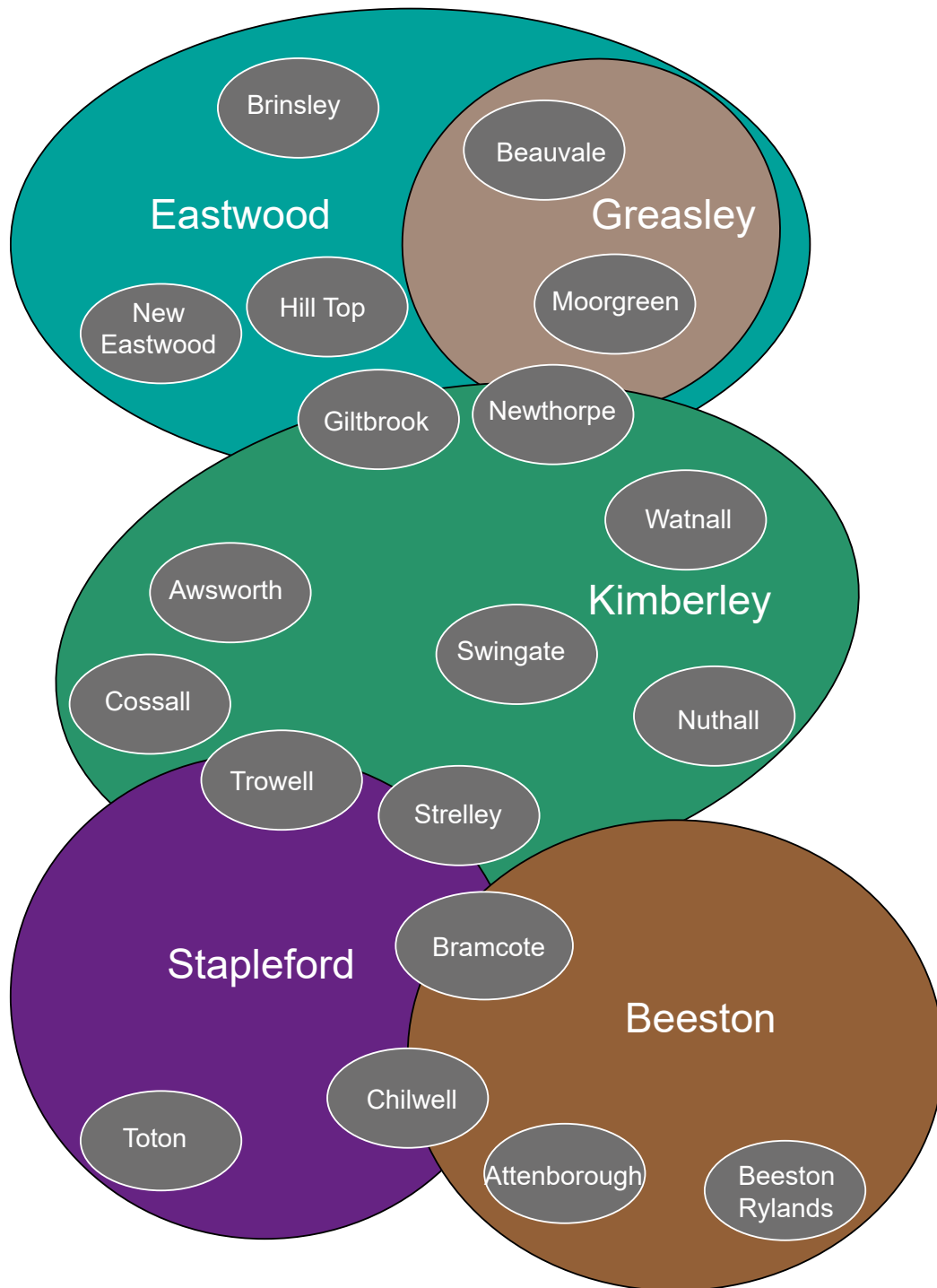
The main feature of Giltbrook, which lies just off the A610 and along the Nottingham Road into Eastwood, is the retail park housing IKEA and over a dozen national retail outlets. The adjacent Giltbrook Industrial Estate also houses a number of outlets for the general public (e.g. Eden tyres, Pickfords, Screwfix,) but it is also the location of established businesses supplying air ventilation systems, music equipment, railway seating, shop signs, telecommunications and a hair and beauty wholesaler.

Moorgreen and Newthorpe

To the north of Giltbrook lies Newthorpe, which is all part of the built up area to the east of Eastwood. Moorgreen is a settlement to the north of Newthorpe with a small number of shops and a pub, and its main business community is found at the Moorgreen Industrial Park, with some of the businesses there having Newthorpe addresses. Over 50 businesses are located at this park including Caunton Engineering. Other businesses here are a mixture of small-scale engineering and construction, printing, wholesalers for retail producers, IT companies and engineers. Newthorpe has a printing business who also let space to engineering and haulage companies.

Nuthall

Basil Russell Park and playing fields is in the centre of Nuthall, with the village bounded by Watnall to the west and the M1 passing along its eastern edge. This, and the proximity of the A610 means it has excellent communication with both the city and national links. As well as a number of long-standing retail outlets (e.g. The Battery Shop) there are a small number of businesses connected to the construction industry. Separated from the rest of the village by the M1, industrial units in Collier's Way and Millennium Way provide a variety of opportunities.



Strelley

Strelley is a former opencast mining village bounded on western end by the M1, and the east by Bilborough Road, which provides the main link to both the city and motorway. The Nottingham Belfry Hotel sits to the north and the main economic hub is to be found at the Business Centre at Strelley Hall. A number of creative and digital businesses are to be found here, alongside function rooms, a café and specialist shops.

Toton

To the south of Stapleford, and separated from it by the A52, lies Toton. At its western extremity lies Toton railway sidings, the key economic site. The Nottingham tram service terminates in Toton with a major Park & Ride. It lies close to junction 25 of the M1. Bardills Garden Centre is a popular and established local business. Chetwynd Barracks lies at the boundary of Toton and Chilwell. Stepnell Construction can be found at the Chetwynd Business Park. With the correct balance between infrastructure and development the area could be a major beacon for economic growth in the future and is reflected in the Borough's planning policies.

Trowell

Trowell is a small community that is bisected by the M1. Cossall and Ilkeston are its north and west; Stapleford lies to its south. Trowell Park Industrial Estate houses around a dozen employers, focused on transport, logistics and salvage. Trowell Garden Centre is a focus for retail activity in the village. The Village Hall has a historic connection with the Festival of Britain.

Watnall

Watnall lies to the north of Kimberley, with Nuthall as an adjunct to the south. It is home to a number of employers in the area, including Hovis bakery, Aero Fabrications Ltd and the Fernwood Group, comprising Fernwood Transport and coal storage. A number of small industrial units have been built in Watnall in recent years, with a variety of businesses – often transport-based – attracted to this site, close to the M1.

Kimberley

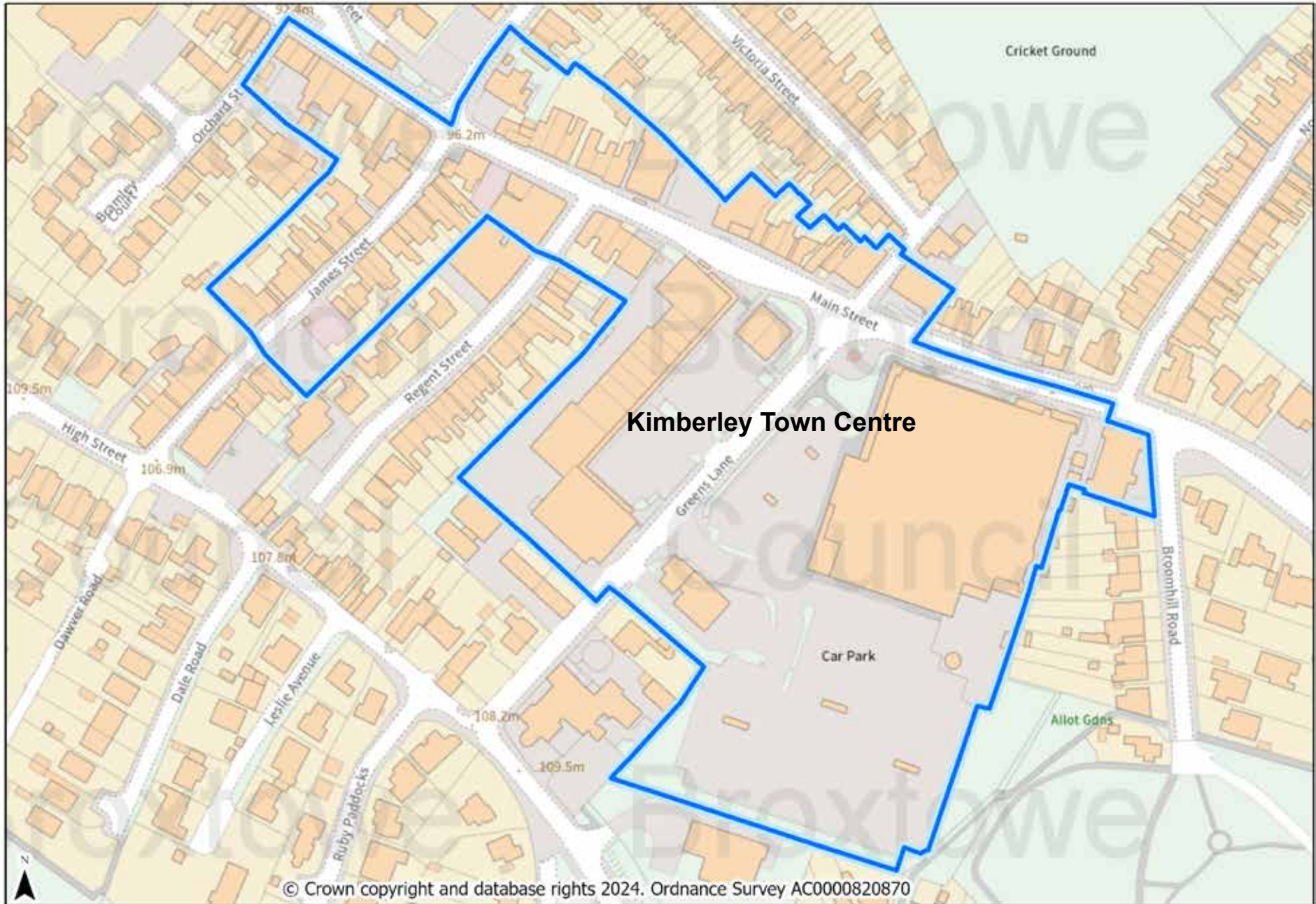


James Street,
Kimberley

KMB has installed high-tech feature lighting, screens and animatronics to give the Town a unique appeal

Kimberley is a small town with a resilient social and community enterprise centre. It lies close to Nottingham City, Eastwood, the Derbyshire boroughs of Erewash and Amber Valley, and is a short distance from Giltbrook Shopping Park, with its long-term resident IKEA. The town centre has some thriving independent and chain businesses with great occupancy rates.

In early 2023, Broxtowe Borough Council's bid for £16.5 million was successful. The funding has already started to be spent on several projects. This provides a unique opportunity to address some persistent problems, regenerate the town and encourage economic growth, and future-proof Kimberley against the modern challenges that town centres face. More information about the 'Kimberley Means Business' Levelling Up projects, such as completing the restoration of Bennerley Viaduct, can be found in [Section 4](#).



Kimberley Town Centre

Eastwood



Nottingham Road,
Eastwood

Craft
Workshops,
Eastwood

Eastwood is the northernmost town in Broxtowe with a rich history and strong community spirit. It is located in close proximity to the Derbyshire border, and has good links to high quality rural areas. It is a former coal-mining town, and is now home to a range of independent and chain retail shops on the high street with key employers within its boundaries, including Amazon, Caunton Engineering, Evri and Raleigh. Eastwood is also the birthplace of famous British author D.H. Lawrence and is home to the D.H. Lawrence Birthplace Museum, along with other local attractions including Beauvale Priory.



Beeston

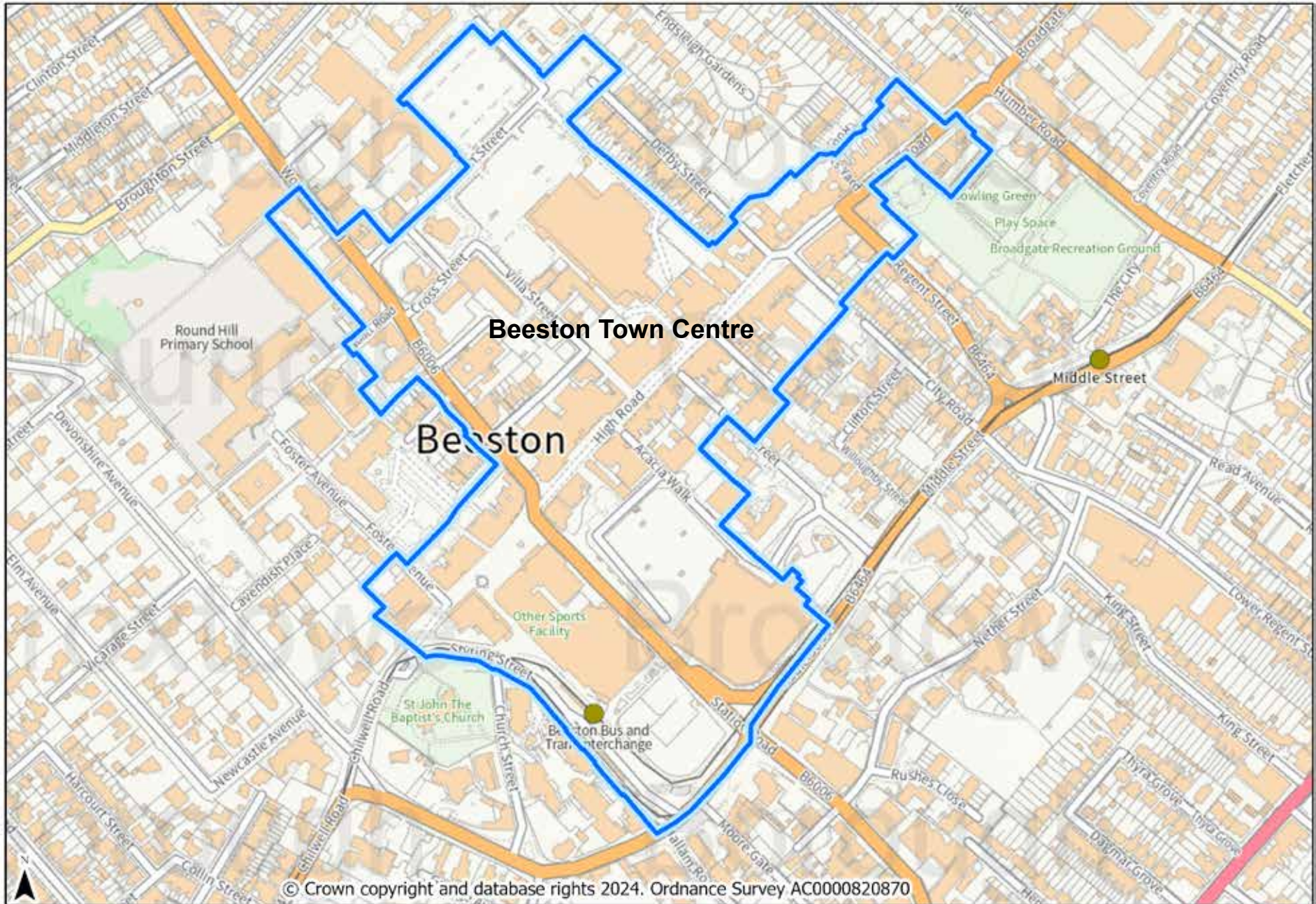


High Road, Beeston

Beeston Interchange

Beeston is a thriving mid-size town on the edge of Nottingham City with an expanding central retail district, growing night-time economy and hospitality culture. It is the largest town in Broxtowe. There is a significant student population due to Beeston's close proximity to the University of Nottingham. Beeston has good transport links into Nottingham City and onwards to our major towns and into Derbyshire. It has excellent public transport including the Bus and Tram Interchange and a railway link with regular trains to London and other major cities. Beeston also benefits from its close location to key employment sites, such as Boots head office, an Enterprise Zone, and the Queens Medical Centre.

Beeston has an active Civic Society that work closely with the Council to maintain the heritage and promote the history of Beeston and Broxtowe Borough.



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Stapleford



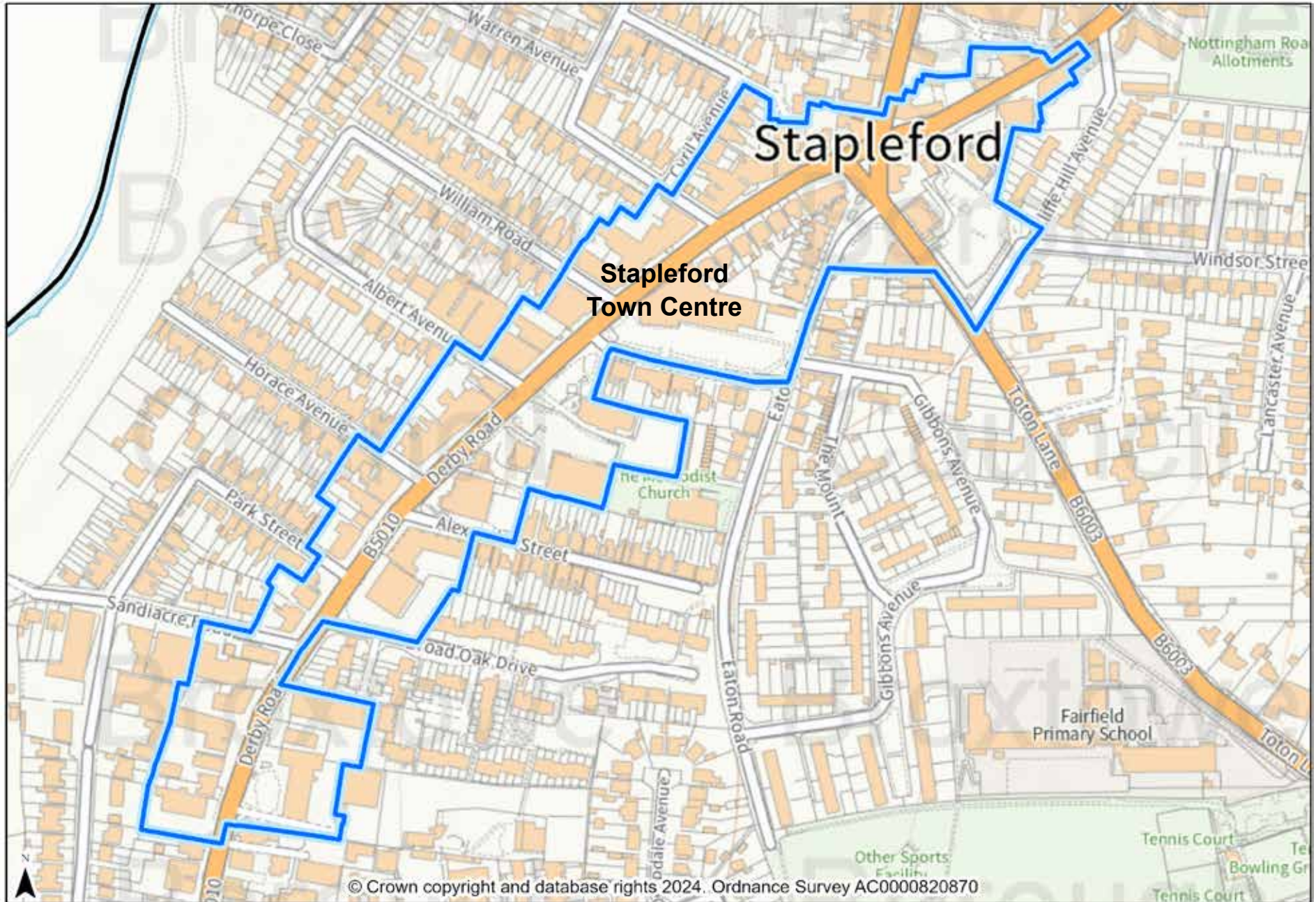
Derby Road,
Stapleford



Walter Park
Memorial Square,
Stapleford

Stapleford lies to the west of Beeston and Nottingham City, and is situated mid-way between Derby and Nottingham in the Erewash Valley. The High Street lies along the main road through Stapleford and is predominantly retail-based, with a mix of independent and chain stores. There is also a good choice of hospitality venues, including pubs, cafés and restaurants. There is good access to green spaces in Stapleford, such as Hickings Lane Recreation Ground and Queen Elizabeth Park, and the River Erewash runs along the west side of the town through the green belt. There is a strong sense of community spirit in Stapleford.

In 2021, the Council secured £21.1 million from the Towns Fund and developed 6 large projects to regenerate Stapleford. More information about the Stapleford Town Deal can be found in [Section 4](#).



Chilwell



High Road,
Chilwell

Attenborough
Nature Reserve Visitor Centre

Chilwell High Road offers a pleasant range of unique and independent shops, cafés, restaurants and pubs with the tram tracks running through the middle, making it easily accessible and convenient for locals and visitors. Further along the A6005 is Chilwell Retail Park is a key retail area in the Borough and is home to a range of retail outlets including Next, Sports Direct and Halfords. Alongside the Park is the large and successful independent Village Hotel. It is situated next to Attenborough Nature Reserve, a man-made Nature Reserve that is now a key green space for residents and tourists.

Giltbrook Shopping Park



IKEA, Giltbrook Shopping Park

Giltbrook Shopping Park

Giltbrook Shopping Park is a large and busy retail park between Kimberley and Eastwood, that is home to large stores including IKEA, Decathlon, Next, TK Maxx and many others. It also includes a pleasant range of eateries. It is easily accessible, situated just off the A610 and the M1.

Connectivity

Broxtowe has great transport links to Nottingham, London, Birmingham, Sheffield, Manchester, Leeds, and the south. All of its 4 settlements are 10 minutes or less from the M1 motorway. Beeston Station provides access to Nottingham and Derby and the wider rail network in just minutes and in less than 3 hours with East Midlands Mainline taking freight, commuters, and holiday makers across the channel.



With access to the M1, A50 and A42 Broxtowe is a Borough with rapid access to some of the country's most strategic logistics routes such as the A1, M69, M18, and the train service gives access to the above major cities.

Panatoni Park on the A610. A strategic corridor of growth for Broxtowe



The East Midlands Airport is very close and the freight ports on the coasts are easily reached by road or rail, as seen in the map.

Broxtowe Skills Quest

Further background and key statistics about Broxtowe can be found in the 'Broxtowe Skills Quest', a comprehensive audit of skills levels and need in the Borough. This includes information relating to:

- Population
- Health
- Economic Inactivity
- Education
- Social Mobility
- Further and Higher Education Provision
- Jobs
- Future jobs and growing industries
- Earning
- Impact of cost of living
- Unemployment
- Apprenticeships and traineeships
- Employment and skills landscape prior to April 2023
- Business landscape and needs
- People and skills priorities

Skills Quest and future updates of it provide the analysis to inform strategic decisions and ensure delivery is effectively targeted.

The Broxtowe Skills Quest can be found on our website - <https://www.broxtowe.gov.uk/for-you/investing-in-our-area/economic-development-and-regeneration>

4 Major Projects

Project	Investment	Start Date	End Date
Hickings Lane, Stapleford (Steven Gerrard Academy) Football Foundation	£1.41m	September 2024	October 2025
Stapleford Town Deal	£21.1m	2021	March 2026
Levelling Up Fund – Kimberley	£16.5m	January 2023	March 2025 (estimated)
UK Shared Prosperity Fund	£2.58m	December 2022	March 2025
Beeston Square Redevelopment inc. Beeston Business Hub	£50m (long-term plan)	2019	Ongoing
Stapleford Business Hubs	£175,000 (inc. £92,135 from D2N2 Local Growth Fund)	2020	2022
Mushroom Farm Court	£115,000 from D2N2 Local Growth Fund	2020	2021

Stapleford Town Deal



Demolition of old Community Pavilion

In 2021, Broxtowe Borough Council successfully secured £21.1 million for Stapleford from the UK Government's Towns Fund. Following this, work commenced on developing Business Plans for each of the projects which were submitted to the Government for review, and in 2022, the Council received confirmation of approval for the projects.

The Stapleford Town Deal comprises of 6 projects:

1. Town Centre Recovery Grant Scheme
2. Community Pavilion
3. The Pencil Works
4. Library Learning Facility
5. Active Travel Network and Associated Infrastructures
6. Street Improvement Scheme

The grant scheme received early approval and is now nearly complete, with £1 million allocated to support businesses in the town centre in Stapleford. This has been a highly successful scheme and has helped many businesses in Stapleford to transform their services and future-proof themselves against the challenges of the modern high street. The Library Learning Centre finished in the Summer of 2024. The remaining 4 projects are in the delivery stage and are due to complete in 2026.

This is a resource intensive and demanding programme of work that requires a great deal of project and stakeholder management to deliver successfully, adhering to deadline and budgetary constraints.

More information about the Stapleford Town Deal can be found on our website - <https://www.broxtowe.gov.uk/for-business/town-centres/stapleford/stapleford-towns-fund/>



Stapleford Cycle Hub and training track



Rowell's before and after

Funded by Government 'Kimberley Means Business'



Toll Bar Square,
Kimberley

The Council successfully won a bid for £16.5 million for Kimberley from the UK Government's Levelling Up Fund in January 2023. The bid was produced by Broxtowe Borough Council in collaboration and consultation with Kimberley Town Council and local groups and residents.

This investment will fund a range of interventions that come under 3 main projects that will 'level up' the area:

1. Town Centre Regeneration Project
2. New Industrial Units and Sports Facilities
3. Cycle Path Network and Bennerley Viaduct Eastern Ramp

The Town Centre Project involves the construction of a new Business and Community Hub in place of the current Kimberley Parish Hall, which will offer modern space for community activities and co-working and office space for start-up and small businesses. It also involves a series of business grants business to regenerate the town centre, improved public realm and a lighting and VR events project to encourage visitor footfall.

New sports facilities for cricket and football will help to strengthen local clubs and reinforce the Town's historic sporting identity.

The Council successfully applied to the Government to change the location of the industrial units and badly needed start up space will be available on the edge of Kimberley. A new active travel route will be developed that links Kimberley to Giltbrook, Eastwood, Phoenix Park Tram Stop and Bennerley Viaduct. This will reduce reliance on cars and support low-cost methods of transport. This project will also fund the construction of an Eastern Ramp at Bennerley Viaduct, a Grade 2* listed railway viaduct of great historical and cultural significance and an important tourist attraction. Working to improve the Eastern end of the viaduct's Eastern access and build a new £1.4



Bennerley Viaduct

Million Visitor Centre, Cafe, Car Park and and Cycle Facility will increase the visitor draw of the whole area. As a cycling and walking route with access to public transport and the A610 and M1 there is a real opportunity to create and harvest tourism potential.

The £16.5m must be spent by March 2026, so there is a relatively short timescale in which to complete this ambitious programme of works.

UK Shared Prosperity Fund

The Shared Prosperity Fund (SPF) is a £2.6 billion fund that is part of the Government's Levelling Up agenda. It allocates funding to local authorities through a funding formula, rather than a competitive national bidding process. Broxtowe Borough Council was allocated £2.58 million and required to submit an Investment Plan in 2022, which was approved in December 2022. One of the first such National Allocations for Economic Development since the Urban Programme in the 1990's. The SPF programme must be completed by March 2025. When future allocations will in all likelihood come via the EMCCA.

There are three strands of funding within the SPF:

- Community and Place
- People and Skills
- Supporting Local Business

A range of projects and programmes across the Borough have been identified to support with the SPF across the 3 strands. SPF offers the opportunity of a substantial economic development budget to improve prosperity for local residents, businesses and community groups alike, where the Council would otherwise be lacking funding to support. For example, a Communities and Place grant scheme is taking place in Year 3 of SPF offering grants to community groups in need. Beyond the initial lifespan of SPF and the transition into the Combined Mayoral Authority, the Council will be looking to continue drawing down funding for similar projects based upon a strong evidence-base of effective working.



SPF Food Bank Project

Beeston Square Redevelopment – Phase Two

In May 2021, phase two of the Beeston Square Redevelopment was launched with the official opening of the Arc Cinema complex. There are four food and drink outlets located below the cinema, which includes Beeston Social, a popular modern bar and restaurant, and Rassams Creamery, a dessert parlour. This multi-purpose complex has transformed the town centre and has been a major step forward in improving the visitor and night-time economy in Beeston. It also supports business growth and employment opportunities in Beeston and encourages local residents to stay local for leisure purposes. The Tram and bus interchange gives the Arc and its restaurants offers a wide catchment area for those seeking a friendly evening entertainment environment.



Beeston Square

This development is part of the long-term £50 million plan to boost the town centre in Beeston, which has also included the introduction of the NET tram into and through Beeston and the redesign of the bus and tram terminal. Beeston is not immune from the recent restructures and difficulties being experienced and some long term occupants have been lost. Modern units like that occupied by Wilko's are in demand but spaces occupied by banks such as Lloyds Bank, Barclays and NatWest, and so the long-term plan for Beeston is more important than ever.



Beeston Interchange

Business Hubs – Beeston and Stapleford

The Beeston Business Hub opened in 2018, offering shared office space for start-ups and small businesses in Beeston Square in the town centre. The offices are fully serviced with an outdoor terrace, and are a two-minute walk from the tram and bus stop. The offices have been relatively successful and have helped re-inforce the confidence of private sector investors to bring additional small business space into Beeston such as the Quad. The next phase at Beeston Business Centre will add value to the visitor economy.



The Quad,
Beeston

The Stapleford Business Hub opened in May 2022, making affordable space for nine businesses. Broxtowe Borough Council, supported by funding from the D2N2 Local Growth Fund, redeveloped and refurbished the old Police Station which had been vacant for several years. Similar to the Beeston Business Hub, the Stapleford Hub is aimed at supporting start-up and small businesses to grow and increase availability of small office space in the town centres. The Stapleford Business Hub was supported with £92,135 of funding from the D2N2 Local Growth Fund. The success of the Police Station has also led the Town's Deal partnership to prioritise investment in the Pencil Works which will provide additional offices for SMEs as well as craft workshops, retails and a makers space



Stapleford
Business Hub

Mushroom Farm Court



Mushroom Farm Court, Eastwood

Two new light industrial units at Council-owned Mushroom Farm Court in Eastwood were completed in 2021. They are similar to the existing seven units already on site and improve the offer in Broxtowe for SMEs looking for space to grow and expand. These units were quickly occupied, fully tenanted prior to completion, and have been very successful. They informed the plan to include industrial units in the Kimberley Levelling Up project. This project was supported with £115,000 of funding from the D2N2 Local Growth Fund.

5 SWOT Analysis of Broxtowe

Strengths

- Broxtowe is in a central location in the UK, and on the borders of both Nottinghamshire and Derbyshire benefiting from connections, services and attractions from both Counties.
- Good transport connections make Broxtowe easily accessible – the M1, A1, M69, M18, A52, M42, A50 and East Midlands Airport are all nearby and there is good railway, bus and tram links. This includes the Toton – Hucknall tram line that passes through Nottingham City Centre, Beeston and Chilwell, and terminates at the Toton Park and Ride. There is a train station in Beeston via a short distance from the town centre and Toton Sidings is one of the largest rail depots in the country.
- Two large retail centres – Giltbrook Shopping Park and Chilwell Retail Park – contribute significantly to a strong retail sector in Broxtowe and bring in footfall and economic prosperity to the Borough.
- Just over the border and adjacent to Beeston is the University of Nottingham, whose students contribute significantly to Beeston’s prosperity and also provide opportunities for local businesses and organisations to capitalise on graduate talent. The University is also a large recruiter, providing job opportunities for local residents.
- Nottingham Enterprise Zone is located at the edge of Beeston and encapsulates the Boots site and MediCity, an incubator hub for life science companies. This brings prosperity, jobs and skills into the Borough.



Beeston Train Station

- Broxtowe has good visitor and tourism assets, such as Beauvale Priory, the Erewash Valley Trail, Attenborough Nature Reserve, Beeston Marina, DH Lawrence Birthplace and novel settings and a range of parks and green spaces.
- There is a strong culture of independent business in Broxtowe and in small pockets within Stapleford, with all four of the towns displaying a good range of independent retailers and hospitality venues that is a draw for residents and visitors.
- There is a good range of large employers and employment sites spread out across the Borough that offer jobs for residents. For example, Caunton Engineering in Eastwood, the retail parks in Giltbrook and Chilwell and Beeston Business Park.
- There is a strong food manufacturing industry in the area. There are Hovis and Warburtons bakeries located in Broxtowe and a large food manufacturing facility in Eastwood (Food Innovations Baking Group). A significant cluster of smaller food manufacturers and supply chain operations has emerged.

Weaknesses

- Public transport provision within the Borough is patchy, making it hard to travel within Broxtowe without a car.
- There are some areas with poor cycling and non-motorised user infrastructure in Broxtowe, which makes it hard to cycle or walk around the Borough efficiently and safely and increases reliance on cars.
- The high streets are facing challenges from unprecedented economic changes and changes to spending habits, following a national trend of declining town centres.
- There are persistent areas of significant deprivation in the Borough, e.g. Eastwood St Mary's.
- The majority of workers living in Broxtowe commute out of the Borough to work, reducing their economic contribution to the area.
- There is low job density in Broxtowe, meaning it can be challenging to find jobs for non commuters.
- The general levels of education and qualification attainment are low, which reduces earning capacity for residents and may affect inward investment.
- There are inequalities between the north and the south of the Borough that need to be addressed. For example, public transport connections in Beeston are far better than in the north of Broxtowe.
- There are significant health inequalities, particularly in the north of Broxtowe. Better health facilities and infrastructure are needed, and leisure opportunities are limited and also need improving to boost health and community outcomes.
- Graduate retention is low in Broxtowe, despite the large numbers of students in Nottingham and surrounding areas.

- Antisocial behaviour is an issue in the Borough, particularly in the north of Broxtowe. Across the borough, violent and sexual offences constitute the highest number of offences, followed by shoplifting.

Opportunities

- There has been an influx of time limited external funding into Broxtowe for regenerative/development projects (Stapleford Town Fund, Kimberley Means Business and the UK Shared Prosperity Fund). This has allowed for a range of projects to take place to support growth and improvements that would not have otherwise been possible.
- Capitalising on the on the assets developed and momentum created will be important. Toton and Chetwynd as a Hub for significant regeneration work, to create jobs, housing and transport links. Investment in significant transport infrastructure is both an ask and an opportunity.
- There is a wealth of green tourism opportunities in Broxtowe, such as the Erewash Valley Trail, Bennerley Viaduct and Attenborough Nature Reserve, that draw in visitors and could be developed further.
- The close proximity to East Midlands Airport offers an enhanced international connections to residents, visitors and businesses as well as local jobs. Investment in the DH Lawrence visitor appeal in Eastwood through UKSPF and signage can be built upon.

- The East Midlands Freeport, once operational, will drive development and regeneration by bringing investment, sustainable jobs, improved infrastructure and a range of other opportunities into the region. Broxtowe will benefit from being a very close neighbour to the Freeport, which will be based across three sites – East Midlands Airport and Gateway Industrial Cluster (EMAGIC), East Midlands Intermodal Park (EMIP), and Ratcliffe-on-Soar. DB Schenker has one of the largest rail freight hubs in the country at Toton sidings which could provide a growth stimulus if more freight moves from road to rail.



DB Schenker,
Toton

- East Midlands Hydrogen is a new initiative that plans to develop the largest inland hydrogen cluster. Broxtowe is conveniently located to benefit from the job opportunities, training facilities and investment that this project will bring to the region.
- The West Burton power station site has been selected as the site for a new STEP fusion energy programme, aiming to produce safe, sustainable and low-carbon energy. This programme will generate thousands of skilled jobs, training opportunities and investment into the region. The programme is committed to implementing apprenticeship training centres in Nottinghamshire to create skilled workers to run the programme.
- The close proximity of the University of Nottingham and Nottingham Trent University in the city centre offer a wealth of graduates that can benefit businesses and other local organisations.
- Apprenticeship opportunities in Broxtowe can be improved to raise the skills level of the population and support business growth.
- The leisure and night-time economy is growing and can be developed further to attract footfall and visitor spend to the town centres.
- The creation and development of the East Midlands Mayoral Combined County Authority is imminent which should bring a range of regenerative and development opportunities. These could include opportunities to improve health services, regeneration and development projects, tourism, education and skills provision.
- There are good cultural attractions in Broxtowe that could be built upon to develop cultural tourism. For example, Beeston is a vibrant cultural hub, with events such as the Beeston Film Festival, that could be grown further.
- The mining heritage of Broxtowe can be embraced and promoted further to improve the cultural offer for residents and businesses and especially the significance of it to DH Lawrence's Country of My Heart, an asset unique to Broxtowe.
- Hickings Lane Recreation Ground in Stapleford is soon going to be home to a new Community Pavilion, and is also receiving support from the Football Foundation and the Steven Gerrard Football Academy will be based here. These developments will bring a range of sports, leisure and community opportunities.
- Graduate and postgraduate retention could be improved and businesses, residents and community groups in Broxtowe could benefit further from skilled individuals remaining in the area. Graduates bring a range of expertise and knowledge to the local economy.
- There are vibrant migrant communities in Broxtowe that enhance the diversity and cultural make-up of the Borough.

Threats

- The prosperity and diversity of high streets and town centres are at risk from rising energy costs, reduced footfall and reduced spending; there is a national trend of declining town centres.
- The cost of living crisis is placing additional pressures on businesses and residents, affecting disposable income and increasing the number of households experiencing financial difficulties.
- There is a lack of affordable and sustainable transport to some business parks and other centres making commuting difficult and maintaining reliance on cars. Electric vehicle charging infrastructure is lacking across Broxtowe, which may limit visitor tourism and restrict residents from swapping to electric vehicles.
- In certain areas there is a lack of active travel infrastructure, limiting walking and cycling for leisure and commuting purposes. This can have consequences on health, tourism, disposable income and the environment.
- There is a lack of space for new businesses to develop and grow, including co-working, office and industrial space, industrial starter units, in particular are vitally important to the business creation journey and their scarcity could limit economic growth and job creation.
- Broxtowe has experienced several large employers leaving the area or going into administration, such as Wilko and Tomlinsons, which affects employment rates and wealth generation. It is likely that there will be further closures in the future. Fareva have also documented a withdrawal from the Boots site.
- Traditional business models are becoming less successful and there is a lack of readiness among existing businesses, threatening their long-term sustainability.
- There are challenges with attracting sufficient footfall into the town centres, including additional costs of travel and shopping, which threatens the prosperity of the high streets.
- Global factors and market disrupter's are relevant even tot he local economy of Broxtowe. The rise of AI and digital technologies could have impacts on traditional forms of employment and the distribution of jobs.
- Climate change and its costs including carbonisation investment as well as mitigating the impacts of events such as flooding have implications for businesses.

6 Alignment to Local Strategies

Combined Mayoral Authority



The East Midlands Devolution Deal was agreed in April 2023 and Nottingham, Nottinghamshire, Derby and Derbyshire will form the first Mayoral Combined County Authority (MCCA). As Broxtowe Borough Council sits under Nottinghamshire County Council, it will be part of the new combined authority. This historic deal, as part of the Levelling Up and Regeneration Bill, empowers local leaders to level up the two counties and unleash their economic potential.

The deal ensures that over 2.2 million people across the East Midlands will have a directly elected mayor to provide dynamic leadership and to make the decisions which matter for their sub-regions, on transport, skills, and housing, with a new long-term investment fund totalling £1.14 billion over 30 years. This deal also includes over £17 million funding to support brownfield development, and further investment of £18 million in this spending round period to support local housing and Net Zero priorities.



Other than transport, local authority functions are remaining as they are to ensure that joined-up, integrated approaches are taken to ensure local people can access opportunities across the whole area.

Nottingham Canal Walking Trail, Cossall

On the 2nd May 2024, Claire Ward was elected as the first Mayor of the East Midlands. The Mayor's term of office will run for four years, with the next election being held in 2028. Further announcements relating to projects, developments and funding are expected shortly as the new Mayor begins her post. The development of a Local Growth Plan with an Inclusive Growth Commission, together with links to the new National Industrial Strategy are discussed below.

National Industrial Strategy

The Government has recently launched a consultation on a National Industrial Strategy which aims to:

- Rebuild Britain;
- Support good jobs;
- Unlock investment; and
- Improve living standards

Whilst this strategy comes ahead of the published strategy it is clear that this will be a major tranche of policy driving economic growth. Regional Mayors and the Local Growth Plans will be expected to identify sectors with resonance to their region's. It is quite likely that some of the Government's national priorities will be reflected locally. These are :

- Advanced Manufacturing;
- Clean energy Industries;
- Creative Industries;
- Defence;
- Digital Technologies;
- Financial Services;
- Life Sciences;
- Professional Business Services

EMCCA have already identified that the tourism and visitor economy will be one of the sectors that the area needs to grow. Policies in the strategy will concentrate on supply chains, technology transfer, R&D, regulatory reform, skills and productivity, talent and net zero. Many of these attributes are also required to strengthen the Broxtowe Local Economy and a key feature of future action plans will be the further integration with these important policies.

The East Midlands Combined County Authority (EMCCA) has recently launched its Digital Investment Prospectus which highlights the key investment opportunities in the East Midlands and provides direction for future growth and development. EMCCA has begun to set out its priorities for the region and as well as looking to support some large areas through Investment Zones it has quickly established that there are other ways to promote growth than through "trickle down" of wealth emanating from major business and infrastructure investment. Instead EMCCA is exploring What does inclusive growth mean for the region? What will communities feel is different in ten years' time from a successful inclusive growth strategy

More information about the work of the EMCCA can be found on their website - <https://www.investeastmidlands.com/emcca>

Broxtowe Borough Council – Corporate Plan



Business Growth is one six corporate priorities. Within Business Growth there is a strong spatial and area focus with the following identified priorities:

- Attract regeneration resources to implement development plans for Eastwood.
- Implement Towns Fund and Government Funding plans for Stapleford and Kimberley.
- Continue to support growth and business prosperity in key development sites across the Borough, including investment in Beeston, Toton and A610.
- Develop a good partnership with the East Midlands County Combined Authority to attract investment resources to Broxtowe.
- Help increase the employment rate by supporting employment initiatives and the growth of apprenticeships.
- Support for people to gain the skills they require, including the use of UK Shared Prosperity Funding (UKSPF) and partnership initiatives.
- Help for businesses to grow, flourish and invest in Broxtowe.

The **Economic Development & Regeneration Strategy** primarily supports the 'Business Growth' priority of the Corporate Plan. The main aim of Business Growth in the Corporate Plan is to invest in Broxtowe's towns and people, by developing and implementing area regeneration and supporting business employment and skills. The 10-Point plan of the Strategy complements this aim as it focusses on:

- Responding to the changing needs in the Borough caused by economic shocks and emerging trends (Point 1).
- Delivering place-making and sustainable town centres. (Point 2).
- Attracting new employers and supporting local employment sites (Point 3).
- Supporting business and retention and growth in the Borough (Point 5).
- Supporting entrepreneurship and start-up businesses (Point 6).
- Ensuring there is employment and skills support available for all who need it (Point 7).
- Delivering and supporting community-led regeneration (Point 8).
- Supporting major opportunities for growth in Broxtowe (Point 10).

The Strategy also aligns to the 'Environment' priority of the Corporate Plan, which aims to bring down carbon emissions and improve air quality. Point 4 of the 10-Point Plan aims to develop sustainable and active green travel around Broxtowe through encouraging the uptake of sustainable transports methods, such as public transport, cycling and walking.

<https://www.broxtowe.gov.uk/media/enobj4b/corporate-plan-2024-2029.pdf>

Broxtowe Borough Council – Skills Quest



The Broxtowe Skills Quest has been produced by Economic Development to inform people and skills activity in Broxtowe by providing knowledge about current and planned activity and levels of education, skills and future needs for residents and businesses.

The 10-Point Plan has been developed in coordination with the Skills Quest to complement one another. The Action Plan for this Strategy and the Skills Quest have been aligned to ensure that both are achieved and duplication is avoided.

The Skills Quest can be found on our website - <https://www.broxtowe.gov.uk/for-you/investing-in-our-area/economic-development-and-regeneration>

Broxtowe Borough Council – Cost of Living Working Group



The Cost of Living Working Group collectively work together to help Broxtowe residents and Council employees manage the cost of living crisis by coordinating and reviewing services and support available, as well as delivering services for staff and residents directly.

The **Economic Development & Regeneration Strategy** aligns to the work of the Cost of Living Group as it aims to encourage economic growth and prosperity in Broxtowe through supporting and encouraging existing and new businesses to flourish in the area, which brings jobs and opportunities. The Strategy also aims to support start-up, small and micro businesses which will improve wealth and job opportunities, as well as ensuring there is employability support available for everyone to bring them closer to the labour market.

Broxtowe Borough Partnership



The Broxtowe Borough Partnership is the Local Strategic Partnership for Broxtowe. This Partnership brings together people from public, private, voluntary and community organisations who work collectively to improve quality of life in Broxtowe. The aims of the Partnership are to:

- Improve quality of life for everyone.
- Reduce local inequalities and create a more inclusive Borough.
- Improve service delivery and efficiency to better meet local demand.

The **Economic Development & Regeneration Strategy** aligns to the work of the Partnership as it aims to improve quality of life in Broxtowe through a variety of targeted and broad interventions addressing the needs of residents and businesses. The Strategy will guide the development of interventions and projects that provide support for local impacts of economic shocks and changes caused by wider circumstances, e.g. the pandemic, wars, and the cost of living crisis. The Strategy will also guide business support that will encourage new and existing businesses in Broxtowe to flourish, bringing employment and economic growth. The Strategy also stipulates that employability support will be available for all, to support those facing barriers to employment to move towards the labour market.

Broxtowe Employment and Skills Partnership



The Broxtowe Employment and Skills Partnership brings together a range of stakeholders from the public, private, voluntary and community sectors to improve the employment and skills/training provision in Broxtowe, improving partnership working, knowledge sharing and opportunities for residents and businesses. As the partnership matures consideration is being given to widening the remit to cover South Nottinghamshire, linking our work to that of neighbouring Boroughs and Districts.

The **Economic Development & Regeneration Strategy** aligns to the Employment and Skills Partnership as Point 7 of the Strategy specifically refers to ensuring there is employability support available for all, which complements the aims of the Partnership. Additionally, part of the work of the Partnership is employer engagement and there is a large focus in the Strategy on supporting businesses of all sizes to flourish in Broxtowe, which can encourage greater opportunities for employment and skills training for residents.

Broxtowe Borough Council – Cultural Strategy 2023-2026



The Cultural Strategy sets out how the Council can enrich cultural life in Broxtowe for the whole community. The Culture Strategy aims to:

- Increase volunteering opportunities through cultural activity.
- Develop partnerships that help realise the benefits of culture on health and wellbeing, as well as skills and training.
- Create new commercial opportunities.
- Increase number of new businesses which have cultural links.

The **Economic Development & Regeneration Strategy** aligns to the Cultural Strategy as it aims to deliver place-making in the Borough to improve footfall and encourage the visitor economy and drive tourism. It also aims to delivery community-led regeneration which can include cultural projects and activities.

Nottinghamshire County Council – The Nottinghamshire Plan 2021-2031



The Nottinghamshire Plan sets out the County Council's commitments and vision for Nottinghamshire over this 10-year period.

The **Economic Development & Regeneration Strategy** aligns to the Plan's Objectives in several ways:

Objective: Growing our economy and improving living standards.

- Responding to changing needs caused by economic shocks and developments (Point 1).
- Shaping public spaces and developing sustainable town centres (Point 2).
- Attracting new employers and supporting existing employment sites (Point 3).
- Supporting business retention and growth (Point 5).
- Supporting entrepreneurship and start-up businesses (Point 6).
- Delivering community-led regeneration (Point 8).
- Supporting growth opportunities (Point 10).

Objective: Reducing the County’s impact on the environment.

- Developing sustainable, active travel (Point 4).

Objective: Helping everyone access the best of Nottinghamshire.

- Place-making, pedestrian improvement and expansion of markets to drive tourism and the visitor economy (Point 2).
- Encourage greater uptake of sustainable methods of transport, e.g. public transport, cycling and walking (Point 4).

The Nottinghamshire Plan can be found on Nottinghamshire County Council’s website - <https://plan.nottinghamshire.gov.uk/background/introduction/>

Nottinghamshire County Council – Inward Investment Framework



The Inward Investment Framework sets out a vision for future inward investment in Nottinghamshire and is closely aligned to The Nottinghamshire Plan. It revolves around the themes of people, business, visitor economy, infrastructure, digital connectivity and place.

The **Economic Development & Regeneration Strategy** aligns to the Framework’s Objectives of:

Objective: Growth – Develop our local business growth offer in context of changing markets.

- Responding to changing needs caused by economic shocks and developments (Point 1).
- Helping town centre businesses and services adapt to changing consumer demands and patterns (Point 2).
- Attracting new employers and supporting local employment sites (Point 3).
- Supporting business retention and growth (Point 5).
- Supporting entrepreneurship and start-up businesses (Point 6).
- Improving digital literacy and digital connectivity (Point 9).

Objective: Talent – Actualise potential, align skills to employers’ needs, avoid job displacement.

- Supporting our major employment sites (Point 5).

- Ensuring employment support is available to support residents to gain employment (Point 7).
- Improving digital literacy in Broxtowe for employment purposes (Point 9).

The Inward Investment Framework can be found on Nottinghamshire County Council's website - <https://www.nottinghamshire.gov.uk/business-community/inward-investment>

Nottinghamshire County Council – Visitor Economy Framework



The purpose of the Visitor Economy Framework is to outline what measures the County will take to support the tourism sector in Nottinghamshire to flourish and recover from the effects of the pandemic. The **Economic Development & Regeneration Strategy** aligns to this framework as it aims to:

- Respond to changing needs caused by economic shocks and developments (Point 1).
- Shape public spaces and develop sustainable town centres (Point 2).
- Support business retention and growth, which can include tourism businesses (Point 5).
- Support entrepreneurs and start-up businesses, which can include tourism businesses and ventures (Point 6).

The Visitor Economy Framework can be found on Nottinghamshire County Council's website - <https://www.nottinghamshire.gov.uk/business-community/visitor-economy-framework-for-nottinghamshire>

Nottinghamshire County Council – Nottinghamshire Joint Health and Wellbeing Strategy 2022- 2026



The Health and Wellbeing Board developed the Strategy to improve health and wellbeing in Nottinghamshire. The Board is made up of County Councillors, representatives from Adult Social Care, Children's Services and Public Health, Clinical Commissioning Groups and the local Healthwatch. Representatives from District Councils, the Police and Crime Commissioner and NHS England are also included. The four ambitions of the Strategy are:

- Give every child the best chance of maximising their potential.
- Create healthy and sustainable places.
- Everyone can access the right support to improve their health.
- Keep our communities safe and healthy.

The **Economic Development & Regeneration Strategy** aligns to the Health and Wellbeing Strategy as it aims to:

- Deliver sustainable town centres (Point 2).
- Develop sustainable and active green travel (Point 4).
- Ensure there is employment and skills support available for all (Point 7).
- Improve digital literacy and digital connectivity (Point 9).

The Health and Wellbeing Strategy can be found on Nottinghamshire County Council's website - <https://www.nottinghamshire.gov.uk/policy-library/38815/the-joint-health-and-wellbeing-strategy-for-2022-2026>

East Midlands Chamber – Manifesto for Business



East Midlands Chamber (EMC) is the largest chamber of commerce in the UK. In 2022, they launched their Manifesto for Business, which outlines their approach to business growth in the region and highlights issues that require attention to overcome. The manifesto identifies the main opportunities and challenges for businesses in the East Midlands and is a useful resource for understanding in greater depth the local, national and international contexts that influence day-to-day life for businesses.

The **Economic Development & Regeneration Strategy** aligns to the work of EMC as it aims to:

- Respond to changing needs in the Borough caused by economic shocks and unexpected economic developments (Point 1)
- Deliver place-making and sustainable town centres (Point 2)
- Attract new employers and support local business sites (Point 3)
- Support business retention and growth in the Borough (Point 5)
- Provide support for entrepreneurship and start-up businesses (Point 6)
- Support major opportunities for growth in Broxtowe (Point 10)

Broxtowe Local Plan and Neighbourhood Plans



Local Plans guide decisions on future developments and provide detailed development management policies and site allocations. They aim to provide a clear local framework for positive development, which includes town centres, increasing access to open spaces and protecting the historical and natural environments. They intend to provide a clear policy framework for neighbourhood plans.

More information about the Broxtowe Local Plan can be found on our website - <https://www.broxtowe.gov.uk/planningpolicy>

Neighbourhood Planning give communities direct power to shape the development and growth of their local area. It provides local people with tools to ensure that they get the right development for their communities that align with strategic needs and priorities of the wider locality.

More information about the Neighbourhood Plans in Broxtowe can be found on our website - <https://www.broxtowe.gov.uk/neighbourhoodplans>

The **Economic Development & Regeneration Strategy** aligns with these Local and Neighbourhood Plans by encouraging growth and development in the Borough in alignment with the strategic aims and priorities outlined in these policies. It does this by supporting business retention and growth, encouraging inward investment to areas of growth identified in the Local Plan and working with key external and internal stakeholders to promote major growth opportunities such as Enterprise and Investment Zones.



Beauvale Priory, Eastwood

7 The 10-Point Plan

1. Respond to the changing needs in the Borough caused by economic shocks and emerging trends.

Offer interventions throughout the Borough that will provide support for localised impacts of changing global, national and local economic circumstances. For example, the impact of the war in Ukraine, the ongoing impact of the Covid-19 pandemic, and changes to policies and procedures from Brexit. This action is advanced through promoting the interests of local businesses, disseminating information and always being alert to the impact of new economic growth trends and threats. It could include work to lobby and advance the cause of local businesses and seizing the opportunities to give local businesses the best chances to adapt and grow.

2. Deliver place-making and sustainable town centres.

Help town centre businesses and services adapt to changing consumer demands and patterns, alongside the need for digital transformation. Place-making, pedestrian improvements and the expansion of markets across the Borough are part of this aim to maintain and improve footfall, improve perceptions of Broxtowe, and drive tourism and the visitor economy.

3. Attract new employers and support local business sites.

Encourage more employers to move into Broxtowe and support employers by providing them with information and connections to new and emerging sites and locations.

4. Develop sustainable and active green travel around the Borough.

Work with residents, businesses and specialised organisations to encourage greater uptake of sustainable methods of transport, such as public transport, cycling, other forms of non-motorised users and walking.

5. Support business retention and growth in the Borough.

Provide support to our major business and retail parks to maintain their presence in Broxtowe and identify emerging issues. Identify fast-growing businesses and support their growth in the face of external markets forces and market disruptors.

6. Provide support for entrepreneurship and start-up businesses.

Start-ups, micro and small businesses are a major part of the economic make-up of Broxtowe, Support will be provided for them to flourish and contribute to economic growth in the Borough through financial profit and employment.

7. Ensure there is employment and skills support available for all who need it.

Continue engagement with, and support provision of, programmes supporting people into work who face barriers to employment and to improve employment retention. This should also include supporting people back into work after having significant periods of time away from employment. Continue to support and improve partnership working across the region, such as through the Broxtowe Employment and Skills Partnership.

8. Deliver and support community-led regeneration.

Focus on areas of deprivation in Broxtowe with a data-driven approach to support community-led programmes and initiatives. This should also include planning for future projects and supporting long-term projects, identifying grant and funding options, and supporting or delivering bid submissions.

9. Improve digital literacy and digital connectivity.

Ensure there is support for people in Broxtowe to improve their digital literacy for their employability, health, finance and general wellbeing, alongside working to improve digital connectivity across the Borough.

10. Support major opportunities for growth in Broxtowe.

Support short and long-term plans for key investment sites and major economic growth opportunities, such as the East Midlands Freeport, neighbouring areas and their sites, work of the EMCCA and Beeston Square Redevelopment.



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