

**EREWASH**



**EREWASH ECONOMIC  
REGENERATION STRATEGY  
2006 - 2011**

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## **EREWASH ECONOMIC REGENERATION STRATEGY**

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This Strategy has been prepared by Erewash Borough Council, in consultation with Erewash Partnership and other key stakeholders, to provide a framework for the delivery of its economic development service. It aims to raise the economic performance of Erewash and address the regeneration needs of local communities.

This document was adopted by Erewash Borough Council on July 2007 after extensive public and stakeholder consultation. The Action Plan will be reviewed and rolled forward on an annual basis to ensure that it remains up to date. Further copies of the strategy and action plan are available as follows:

- Download from the Council's website [www.erewash.gov.uk/business/economicdevelopment/](http://www.erewash.gov.uk/business/economicdevelopment/)
- Email [barrie.walford@erewash.gov.uk](mailto:barrie.walford@erewash.gov.uk)
- Write to Economic Development Officer, Erewash Borough Council, Development and Regulatory Services Directorate, Town Hall, Long Eaton, NG10 1HU.

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## Foreword

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### **Cllr Geoff Smith, Lead Member for Planning and Regeneration**

As Lead Member for Planning and Regeneration for Erewash Borough Council, I am delighted to present the Council's first Erewash Economic Regeneration Strategy (EERS). Economic development and regeneration is a high corporate priority within the Council as set out in the Corporate Plan.

The EERS is a visionary strategy that provides a framework for the delivery of the Council's economic development service over the next five years. It aims to raise the economic performance of Erewash and address the regeneration needs of local communities. A great deal of research, consultation and team work has been put into the preparation of this draft document to ensure that the strategy reflects the true economic position of Erewash.

The Strategy sets challenging objectives and highlights priorities for local action. By adopting a common vision we can work together with our partners to ensure our long term aspirations are achieved.

The EERS provides a comprehensive statement for the ambitions of Erewash Borough Council and its key stakeholders. It's production is the first step in showing how committed the Council is to ensuring that Erewash achieves its potential as an attractive location to live, work, invest and visit.



## **VISION – our long term economic aspiration for Erewash**

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'We want Erewash to achieve its potential as an attractive location to live, work, invest and visit through the creation of a diverse and competitive economy with a skilled and flexible workforce.'

This economic vision for Erewash has been formed through a series of stakeholder and consultation events and incorporates the ambitions of local businesses, local communities and key regeneration partners.



## **INTRODUCTION**

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### **→ Purpose**

The Erewash Economic Regeneration Strategy (EERS) has been prepared by Erewash Borough Council, to provide a framework for the delivery of economic development and regeneration services across the borough.

The EERS recognises the importance of sustainability as a key factor in achieving an overall positive effect on the quality of life throughout the Borough. Sustainability is a key element underpinning the strategy's activities at the policy development and implementation stages, addressing the social, economic and environmental strands of sustainable development.

Economic development and regeneration are high priorities as set out in key strategic documents, including the Community Strategy,

Corporate Plan, Local Plan and Local Development Framework.

Erewash has an important role to play in the economic aspirations of the East Midlands as a whole. The Erewash economy is facing an important transformation period. We have in the borough, a series of new opportunities that will shape the future growth of the economy.

To ensure that our objectives and initiatives are complimentary, the aspirations of the EERS have taken account of the economic aims and strategic objectives of the Government Office for the East Midlands (GOEM), the East Midlands Development Agency (EMDA) and the Derby and Derbyshire Economic Partnership (DDEP).

### **Role of the Council**

The Council has a recognised leadership role in promoting the economic, social and environmental well-being of the Borough. In fulfilling this role the Council will, in partnership with relevant key stakeholders, seek to influence the activities of other agencies and businesses in order to address the economic needs of the area, and where possible enable and deliver economic development and regeneration services directly. The Borough Council has established an Economic Development Officer to support economic development and regeneration across the Borough.

Economic development and regeneration projects are already being delivered in Erewash by some of our key stakeholders including Erewash Partnership. The EERS will build upon these existing initiatives and continue the momentum, whilst working closely with our partners to address the areas of need and seek out opportunity within the borough of Erewash.

## → Geographical position

Erewash Borough lies in the south east corner of the county of Derbyshire, extending from the Nottingham boundary to Derby City. It covers an area of 42.2 square miles and has a population 110,099.

The area is one of contrasts. In the East are the market towns of Ilkeston and Long Eaton which contain approximately 70% of the Borough's total population. Each of these towns has a central market and a wide range of shopping and recreational facilities. Westwards there is open countryside, which counts for approximately 80% of the land within the borough, with many

villages, rural industries and locations of tourism interest.

The positioning of the borough adjacent to strategic national road networks, provides strategic advantages to Erewash businesses and significant opportunity to potential investors. The M1 runs along the far eastern boundary of the borough with junction 25 feeding Long Eaton and Junction 26 at Ilkeston. Between both junctions the M1 adjoins the Stanton Regeneration site which comprises of approximately 60 hectares of potential Brownfield development land. The M1 also connects Erewash to the Nottingham East Midlands Airport via Junction 24.

Erewash is well connected via rail and bus networks. The borough hosts direct rail services running from Long Eaton to the cities of Derby, Nottingham, Birmingham and London and frequent bus services from both Long Eaton and Ilkeston connecting across the East Midlands. The Borough also contains several green networks including the Erewash Canal, national cycle routes and bridleways. The canal runs through the borough connecting the towns of Ilkeston and Long Eaton and forms part of the rich industrial heritage of Erewash.

## → Economic position

The Restructure of the British industry during the past 30 years has had a significant impact upon the local economy of Erewash.

Historically, the Erewash economy was founded on coal mining, iron working, textiles and railways. Although the coal reserves still exist today, the last deep mine closed in the 1960s. In the 1970s the Stanton Ironworks, employed around 7000 people. The site, now owned by Saint Gobain Pipelines provides employment for 800 people. The lace and textiles industries have also undergone significant change, leaving an industrial legacy of former lace factories offering regeneration opportunities across the borough.

Past economic restructuring has also left large areas of derelict land, but there is still a shortage of land

available for immediate development particularly in the Long Eaton area..

The local economy has diversified, adopting a wide range of thriving industries, ranging from engineering to textile and furniture manufacturing. A wide range of skills are available in the local labour market, which also draws from the nearby cities of Derby and Nottingham. Manufacturing remains the dominant industry containing 26% of the workforce. Other highly represented industries within Erewash include; distribution and catering accounting for 21.4% and public administration, education and health which account for 20.5% of the workforce.

Continued economic diversification within Erewash means that unemployment levels are lower than

that of the East Midlands average, but earnings are significantly lower. To counteract this imbalance we need to promote the development of new skills and higher value and higher wage business sectors within the Borough.



## WORKING TOGETHER

### → Partnerships

Economic development and regeneration plays a key role in shaping the future prosperity of Erewash. The Borough Council has a leading responsibility to ensure a prosperous and inclusive economic environment where people want to live, work, invest and visit.

Erewash Borough Council is committed to enabling and facilitating economic development and regeneration across the borough by co-ordinating economic development activities, seeking external funding and promoting the Borough to attract new

inward investment. Yet we cannot deliver our economic aspirations for Erewash alone. Our actions and initiatives to ensure the health of our economy require partnership working with key stakeholders including governing bodies, local businesses and the support agencies operating across Erewash and the East Midlands. It is these organisations and partnerships which will determine the future economic vitality of Erewash.

We recognise and understand that the only way to ensure a holistic strategy for the economic regeneration of the borough is to collaborate with our

partners. By combining resources, knowledge and experience we can co-ordinate our actions and work together to promote economic development and regeneration within Erewash.



## → Partners

The following are a list of key partners who have contributed to the creation of this strategy.

Cotmanhay Enterprise Centre  
Derbyshire County Council  
English Heritage  
Groundwork Erewash Valley  
Ilkeston Chamber of Trade  
Ilkeston District Local History Society  
Long Eaton Chamber of Trade  
Long Eaton Community Forum  
Morley Parish Council  
Nottingham Trent University  
Sandiacre Liaison Group  
West Hallam Parish Council

Derby and Derbyshire Economic Partnership  
East Midlands Airport  
Erewash Partnership  
Home Builders Federation  
Ilkeston Town Centre Forum  
Inland Waterways  
Long Eaton Town Centre Marketing Group  
Market Traders Association  
National Farmers Union  
Petersham Community Forum  
The Theatre Trust  
Wilthorpe Business and Enterprise College

The Council also wish to recognise the numerous local businesses, service providers, support groups and stakeholders who have also supported the development of the strategy and continue to contribute to improving the economic development and the success of Erewash.

## → Working In Partnership

The successful delivery of the Erewash Economic Regeneration Strategy will only be achieved by a concerted effort by all stakeholders working within the Borough. Since the creation of the Erewash Borough Council Economic Development Service in late 2005, the Borough Council and the Erewash Partnership have been working closely with local businesses and external partners to ensure that the Economic Development service provision is as efficient as possible.

The Erewash Local Strategic Partnership (LSP) brings together senior representatives from the public, private, voluntary and community sectors that are all committed to deliver economic prosperity and vitality across the Borough. The LSP has recently produced a revised **Community Strategy** and this contains economic and regeneration priorities. The Council is closely involved with the work of the LSP and this ensures a strategic fit between the community strategy's objectives and those contained within this strategy. The community strategy economic aims are to ensure a robust and varied local economy by: encourage investment in infrastructure, support the local labour market, ensure a diverse retail provision, training needs for enterprise, anti-poverty work to address deprivation.

Additionally Derbyshire County Council have an influential role in delivering and supporting economic and regeneration initiatives throughout Derbyshire, in particular Countryside Services, Cultural Services, Education and Transport Infrastructure. Erewash Borough Council and the Erewash Partnership will continue to work alongside the County Council to assist in the delivery of countywide regeneration initiatives and to seek support from Derbyshire County Council to help take forward the Erewash Economic Regeneration Strategy.

Through the delivery and evolution of the strategy we must maintain existing, and identify new working partnerships and continue to work together, sharing skills, knowledge and resources to allow Erewash to contribute to the growing economy of Derbyshire and the East Midlands.

## → Strategic fit

The Erewash Economic Regeneration Strategy will not work in isolation. The direction of the Strategy is and will continue to be influenced by local, regional and national strategies, such as the **Derby & Derbyshire Economic Partnership Business Plan, the East Midlands Regional Spatial Strategy, the East Midlands Development Agency (EMDA) Regional Economic Strategy – ‘A Flourishing Region’**.

The latest EMDA Regional Economic Strategy - ‘A Flourishing Region’ is underpinned by three main themes and ten strategic priorities:

- Raising Productivity** – Employment Learning & Skills, Enterprise & Business Support, Innovation
- Ensuring Sustainability** – Transport & Logistics, Energy & Resources, Environmental Protection, Land & Development
- Achieving Equality** – Cohesive Communities, Economic Renewal, Economic Inclusion

EMDA has also published ‘Destination East Midlands – The East Midlands Tourism Strategy 2003-2010’. This strategy provides a blueprint for the industry, with the ambition that by 2010, tourism will be playing a significantly greater role in the prosperity of the East Midlands.

By ensuring that the EERS links with the aspirations of these regional strategies the Borough Council will ensure that the economic development of Erewash accords with regional objectives. This will assist the procurement of additional funding to support the delivery of the Erewash Economic Regeneration Strategy.

The Council’s **Corporate Plan** sets out the Council’s vision to improve the lives of Erewash Communities. Economic and community regeneration is a high priority within the Plan and the Council is committed to delivering change within the Borough to improve

quality of life for its residents, businesses and visitors.

The Council works in partnership with groups and organisations to ensure strategic fit with local needs. For example, by working together with the Ilkeston Town Centre Forum and Chamber of Trade, opportunities and challenges for the economic development of Ilkeston Town Centre have been identified. This has influenced this Strategy and will be used to inform the development of the **Ilkeston Town Centre Masterplan** and help to ensure that the strategy outputs are a true reflection of local business needs and interests.

The Council is also working with strategic partners to produce visionary masterplans for the Erewash Town Centres and the Stanton Regeneration site. These masterplans are identified within the EERS as essential activities in helping identify the potential economic regeneration of these areas

## → Consultation

This Strategy has been produced in consultation with stakeholders, business and the public. Since July 2005 the Council's Economic Development Officer met with business, groups and support agencies to discuss key issues and priorities to be addressed within the EERS. Meeting with individual business and stakeholders has helped provide a platform for understanding the key economic issues faced within Erewash and has made an essential contribution in creating the EERS.

In December 2005 Erewash Borough Council organised an Erewash Economic Regeneration Strategy Stakeholder Workshop. The event was held as part of the first stage of the pre-production, scoping and evidence gathering needed for the production of the strategy. Its aims were to:

- Inform key local stakeholders of the importance of the Strategy.
- Invite local and regional stakeholders to comment on the key themes and issues to be addressed within the Strategy.
- Invite local and regional stakeholders to prioritise economic issues in terms of Borough wide importance.
- Generate ideas for new themes and priorities.
- Discover the consultation needs of key stakeholders and their preferred method of consultation.
- Build a closer working relationship with partners and key local and regional stakeholders.

The workshop was attended by 40 local businesses, organisations, support agencies, community groups and stakeholders, representing various groups, agencies and professions of varying levels of involvement with economic development and regeneration across the Borough of Erewash.

A consultation report on the workshop is available on the Council's website [www.erewash.gov.uk](http://www.erewash.gov.uk).

A draft Erewash Economic Regeneration Strategy was made available for public consultation for a six week period commencing 27<sup>th</sup> September 2006. Relevant responses from this have been incorporated into this version of the Strategy and a table of representations is also available on the Council's website [www.erewash.gov.uk](http://www.erewash.gov.uk).

## SWOT ANALYSIS

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A SWOT Analysis is a strategic tool used to provide a snapshot of the key **Strengths, Weaknesses, Opportunities,** and **Threats** to the Erewash economy.

Strengths are attributes of the Erewash economy that assist the development of a competitive and diverse economy, whereas weaknesses act as the reverse. Opportunities are *external* conditions that if utilised assist the development of the Erewash economy whilst threats are *external* conditions that harm the economy and therefore need to be addressed in order to support the creation of a competitive and diverse economy.

<p style="text-align: center;"><u>Strengths of Erewash:</u></p> <ul style="list-style-type: none"> <li>• High levels of economically active people within the borough</li> <li>• Erewash is in a central location with large population and workforce catchments</li> <li>• Good accessibility to local, national and international transport infrastructures</li> <li>• Strong industrial heritage and scenic rural backdrop</li> </ul>	<p style="text-align: center;"><u>Weaknesses of Erewash:</u></p> <ul style="list-style-type: none"> <li>• Low skills and qualification levels of local workforce</li> <li>• Lack of available brownfield development sites in parts of the borough</li> <li>• Weak tourism profile</li> <li>• Shortage of quality industrial and commercial units for all levels of business investment</li> <li>• Isolation of rural communities</li> <li>• Shortage of affordable housing</li> </ul>
<p style="text-align: center;"><u>Opportunities within Erewash:</u></p> <ul style="list-style-type: none"> <li>• Derwent Valley Mills World Heritage Site as a beacon for tourism and culture</li> <li>• Stanton Regeneration site is key for regeneration led development</li> <li>• Development of new systems to promote and monitor investment and business movement trends</li> <li>• Drawing upon available regional, national and international funding to support development and regeneration</li> <li>• Utilising the proximity to Nottingham East Midlands international airport</li> <li>• Master planning exercises to develop Stanton Regeneration site and the main towns</li> <li>• Commitment of Partners</li> </ul>	<p style="text-align: center;"><u>Threats facing Erewash:</u></p> <ul style="list-style-type: none"> <li>• Lack of infrastructure to key development sites such as the Stanton Regeneration site</li> <li>• The national trend of declining town centres and markets</li> <li>• Lack of high value and high salary employment within the borough</li> <li>• Competition from the three cities for new investment. (Nottingham, Derby &amp; Leicester)</li> </ul>

## → STRATEGIC THEMES, OBJECTIVES AND PRIORITIES FOR LOCAL ACTION

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This section sets out the Council's economic objectives and priorities for local action under eight distinct themes. These objectives and priorities will be used to identify specific annual actions and targets which will form part of a separate Erewash Economic Regeneration Action Plan, to be produced and updated each year.

The 8 themes are:

- **Inward investment**
- **Land & property**
- **Transport, movement & connectivity**
- **Sustainable & diverse economy**
- **Rural Erewash**
- **Encouraging enterprise**
- **Towns, markets & local centres**
- **Skills development**

To determine the 8 strategic themes Erewash Borough Council and its key stakeholder Erewash Partnership together identified the needs of our local economy and the resources required to meet such economic need. The priorities and strategies already being delivered across the Borough and regionally across the East Midlands were reviewed, which assisted in the identification of those partners where good working relationships were required to ensure the delivery of the Erewash Economic Regeneration Strategy and also to make sure that the Council's own actions to deliver economic regeneration also complimented the aspirations for growth region-wide.

## Strategic Theme 1: INWARD INVESTMENT

→ Attracting new investment: If the Erewash economy is to expand it is essential that we encourage existing companies to grow and new business to relocate here. We must maximise the potential of existing employment sites by attracting investment that complements the region, not only high growth industries but those that also cater for a developing local labour market and physical infrastructure. It is important to have competitive, modern and sustainable infrastructure to support the borough, therefore the quality, not just the quantity, of infrastructure will remain key.

Objective	Priorities for Local Action
<p>Promote Erewash as an attractive location for new investment and business growth.</p>	<ul style="list-style-type: none"> <li>• Develop a support and enquiry management system to monitor commercial demand, growth and investment trends</li> <li>• Improve the Erewash property management system to help locate new business, predict future trends in investor requirements and promote the borough to new investors</li> <li>• Determine what is restricting business growth and why businesses are choosing to relocate elsewhere.</li> <li>• Develop an Estate Management Scheme which supports and regenerate business estates</li> <li>• Support local environmental improvement schemes that contribute to economic development</li> <li>• Create networks of creative and innovation centres that attract new investment and knowledge to the borough</li> <li>• Develop existing business clusters and promote new network clusters in key growth sectors and the creative industries.</li> <li>• Support the Creative Industries sector, through promoting and encouraging take up of, targeted, specialist advice and training and studies to bring forward suitable workspace to enable this sector to grow</li> </ul>

## Strategic Theme 2: LAND & PROPERTY

→ The provision of physical Infrastructure is of strategic importance in identifying and bringing forward potential land and property development opportunities. It ensures quality developments by attracting appropriate new investment whilst also providing suitable accommodation for local enterprise and business growth within the borough.



Objective	Priorities for Local Action
<p>Enable and facilitate infrastructure provision to create a healthy and competitive economic environment</p>	<ul style="list-style-type: none"> <li>• Ensure the provision of affordable workspace for enterprise, inward investment and business growth.</li> <li>• Manage the provision and the re-use of brownfield sites and existing employment sites.</li> <li>• Retain and provide brownfield employment sites for the long term prosperity of the economy.</li> <li>• Ensure new commercial developments incorporate safe design and anti-crime measures.</li> <li>• Encourage the use of vacant premises and ensure the availability of suitable and affordable accommodation to allow for Incubation, start up, follow up and managed workspace.</li> <li>• Work with public transport providers and transportation authorities to improve access to employment sites and services.</li> <li>• Support the preservation of the natural and built heritage of land and property to help maintain the borough's identity.</li> <li>• Promote good environmental design in new developments and transport so that it enriches existing areas and makes a positive environmental statement to new and potential investors.</li> <li>• Support efforts by local communities to revitalise their areas, attract new investment and stimulate business and employment creation.</li> <li>• To support opportunities for biodiversity gain in the redevelopment of areas of Brownfield land.</li> </ul>

### Strategic Theme 3: TRANSPORT, MOVEMENT & CONNECTIVITY

→ Transport is a vital factor in assisting social and economic regeneration. The transport infrastructure of Erewash will play an important role in determining the success of the Borough as an economic contributor to the prosperity of the region. Erewash towns and rural areas need to be well connected, but also good accessibility throughout the East Midlands and beyond is crucial. Geographically we are well positioned to utilise the M1, National Rail Networks and have availability of the Nottingham East Midlands Airport in close proximity.

Objective	Priorities for Local Action
<p>Improve the infrastructure within Erewash and that supporting the Borough</p>	<ul style="list-style-type: none"> <li>• Work with local public transport providers to maintain reliable and efficient services across the borough and ensure that public transport facilities such as bus shelters are properly maintained</li> <li>• Ensure a regular public transport service to and from rural areas to improve accessibility to jobs and services</li> <li>• Encourage the take up of public transport as an alternative to private car use and means of reducing road congestion</li> <li>• Sustain public transport as means of combating social exclusion by ensuring links between areas of need and areas of opportunity</li> <li>• Support improvements to the public transport network operating within and supporting Erewash</li> <li>• Explore the benefits to be obtained through the resolution of the road access constraints at the Stanton Regeneration Site and Toton Sidings</li> <li>• Work with rail providers' to maintain the Erewash rail links to Long Eaton with frequent services to Nottingham, Derby, London &amp; Birmingham and secure a new station to serve Ilkeston</li> <li>• Explore the opportunities to revitalise Erewash Valley Line services</li> <li>• Investigate the possibilities of freight and commercial rail links to serve the area</li> <li>• Explore the opportunities of improving and expanding public transport provision connecting Erewash residents too employment opportunities at the East Midlands Airport</li> <li>• Promoting and maintaining cycle tracks and footpaths, utilising and promoting the availability of the canals</li> </ul>

## Strategic Theme 4: SUSTAINABLE & DIVERSE ECONOMY

→ Sustainable Development: Economic and social regeneration must achieve clean, safe and healthy local environments. The environmental impact of economic development must be monitored in order to ensure that the EERS delivers sustainable development. We want to encourage increasingly sustainable and inclusive business communities across Erewash. This will increase the resourcefulness and productivity of Erewash businesses and improve quality of life.

→ Tourism & Events: Tourism is a developing, yet under resourced sector. Erewash potentially has a strong tourism offer through our industrial heritage, canals and rural countryside. Additionally the borough acts as a gateway for the Peak District and to the Three Cities. We need to exploit the natural and built heritage of the borough and areas on the periphery such as the World Heritage Site and ensure that tourism is sufficiently resourced and promoted as contributing factor to the local economy.

Objectives	Priorities for Local Action
Encourage an environmentally sustainable economy that supports existing and future trends	<ul style="list-style-type: none"> <li>• Seek new greener ways in which Erewash businesses generate and use energy.</li> <li>• Encourage businesses to become more efficient with regards to waste, energy and water.</li> <li>• Raise awareness of energy efficient practices.</li> <li>• Develop resource business clusters across the Borough.</li> <li>• Address poor quality natural environments that act as barriers to investment.</li> <li>• Help business to realise the benefits of good environmental practices.</li> <li>• Help to tackle the growing problem of business-related crime.</li> <li>• To maintain and enhance biodiversity to ensure that the borough benefits from a more attractive and healthy environment which can encourage business investment in the area.</li> </ul>
Embrace Tourism as a contributing factor to the development of the Erewash economy	<ul style="list-style-type: none"> <li>• Support the Destination Management Partnership to develop tourism in Erewash.</li> <li>• Develop tourism in niche markets in the borough, such as cultural tourism and business tourism.</li> <li>• Increase the Boroughs capacity to accommodate major, regional and local events.</li> <li>• Promote the Borough's natural and built heritage sites and those on the periphery of the area such as the Derwent Valley Mills World Heritage Site.</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Ensure tourism is prioritised and resourced to contribute to the local economy.</li><li>• Produce a guide that highlights tourism and cultural events in towns and rural areas</li></ul> |
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## Strategic Theme 5: RURAL EREWASH

→ Rural Business: Supporting the rural economy is crucial for the economic success of the whole region. However, this must be achieved in a way so as not to damage the rural character. To be sustainable, our rural communities need access to services, opportunities and support for rural businesses. We must aim to improve the overall productivity of our rural economy, encourage diversification of rural activities into tourism and other business ventures as a means of creating new income.



Objective	Priorities for Local Action
<p>Promote and support the growth of Erewash's rural economy</p>	<ul style="list-style-type: none"> <li>• Provide wider access to ICT through initiatives such as 'broadband for all' and the East Midlands Broadband consortium.</li> <li>• Encourage good environmental practises such as waste management and energy consumption to ensure a sustainable rural economy.</li> <li>• Create awareness and encourage the take up of available support and advice to rural businesses in Erewash.</li> <li>• Monitor the availability of funding opportunities available to rural enterprise and communities.</li> <li>• Promote strategic road and rail improvements and facilitate improvements in public transport facilities, cycle ways, footpaths, bridleways and waterways.</li> <li>• Encourage farm business diversification, by encouraging alternative use of redundant buildings and under used and derelict sites for economic purposes.</li> <li>• Improve rural communication and promotion of rural goods and services through new mediums.</li> <li>• Support and expand farmers markets in our towns, encouraging local producers to use the markets as a platform to sell their products.</li> <li>• Support the start-up, diversification and development of businesses in the rural areas of Erewash.</li> </ul>

## Strategic Theme 6: ENCOURAGING ENTERPRISE

→ It is essential that we work with our partners to create an environment, where enterprise is not only encouraged but also supported. To achieve our ambitions for an adopted enterprise culture we must facilitate and promote existing business support services within Erewash. The Erewash Partnership offers local hands-on support, practical advice and training for business in all stages of growth.

Objective	Priorities for Local Action
<p>Create an environment where enterprise is encouraged and supported</p>	<ul style="list-style-type: none"> <li>• Create awareness and encourage take up of the available business support and advice available.</li> <li>• Support social enterprise development, providing aftercare for inward investment and new business.</li> <li>• Encourage women into enterprise and address barriers to inclusion for under represented groups and ethnic minorities.</li> <li>• Develop more sustainable and inclusive business communities across Erewash.</li> <li>• Ensure the provision of suitable, affordable workspace to encourage commercial and social enterprise.</li> <li>• Ensure the availability of a suitable infrastructure to meet the needs of new and expanding businesses.</li> <li>• Create business clusters, networks and linkages between local enterprises to enhance competitiveness.</li> <li>• Monitor the availability of funding opportunities available to new enterprise and growing businesses.</li> </ul>

## Strategic Theme 7: TOWNS, MARKETS & LOCAL CENTRES

→ The prosperity of the town centres of Long Eaton and Ilkeston, as well as the local centres of Sandiacre and Borrowash are key components of this strategy. Through the continued regeneration and promotion of town centres, markets and local centres, new investment will be encouraged, which will in turn attract new residents and visitors. This will also contribute to the improvement of the image of the Borough and the Erewash brand.



Objective	Priorities for Local Action
<p>Regenerate and promote Erewash town centres, markets and local centres</p>	<ul style="list-style-type: none"> <li>• Work with local Chamber of Trades and forums to identify innovative approaches to improve, manage and promote Erewash town centres.</li> <li>• Actively attract new investment to the towns and improve occupancy rates of retail premises.</li> <li>• Ensure clear directional signage on all arterial routes to town centres and car parks.</li> <li>• Utilise town centre marketplaces for commercial and community activities to encourage visitors and generate income for re-investment.</li> <li>• Encourage a diverse provision of shops and services that support safe and attractive day and night economies.</li> <li>• Seek to maintain and improve the street scene, public realm and town centre gateways.</li> <li>• Secure and improve premises and environments to reduce vulnerability and crime.</li> <li>• Promote and support the importance of the markets.</li> <li>• Promote the town centres to encourage investment and attract residents &amp; visitors.</li> <li>• Support an annual business survey on the future of our town centres.</li> <li>• Encourage take up of the available town centre business support.</li> <li>• Support the activities of the Long Eaton Town Centre Coordinator and the Ilkeston Town forum as means of supporting and promoting the markets and towns.</li> <li>• Secure role of our towns as providers of services to support the local economy and serve the wider rural area.</li> </ul>

## Strategic Theme 8: SKILLS DEVELOPMENT

→ Employment: In comparison to the UK average, Erewash has low unemployment levels. It would therefore be difficult to add value to our economy solely by introducing new jobs. We must instead encourage businesses and residents to continuously improve and develop new skills, therefore increasing the skills of the current labour market and allowing for increased competitiveness of local business and employability of residents. Ensuring a highly skilled local workforce that compliments the regional skills demand is a vital aspect of encouraging economic development and creating a prosperous region. It is important to recognise that regeneration is not only physical. Improving the quality of life for the residents of Erewash is essential for inclusive societies where people are happy to live and work.

Objective	Priorities for Local Action
Encourage businesses and residents to continuously improve and develop new skills	<ul style="list-style-type: none"> <li>• Work with local business, business support agencies and potential investors to help identify training and skills most in demand gaps and identify skills gaps amongst the labour market.</li> <li>• Ensure that there is a skills base, which is compatible and flexible enough to adapt to changes in local and regional labour demands.</li> <li>• Encourage new training courses that can fill the skills gaps in the local labour market.</li> <li>• Raise awareness of and support the provision of ICT as a means of opening up new markets and providing access to services across rural and less accessible areas of the Borough.</li> <li>• Forge closer working relationships with local schools and education providers as a means of improving the planning and coordination of training and education provision to match current and future skills demand.</li> <li>• Help small business to develop their management skills and promote skills for enterprise.</li> <li>• Promote and support the training, advice and support available to business through the Erewash Partnership.</li> <li>• Promote take up of available training to assist unemployed people back into work</li> <li>• Support the provision of affordable childcare to reduce barriers to employment and training.</li> <li>• Identify economic initiatives to help improve the quality of life and prosperity of people in the most deprived communities to ensure economic inclusion and equality of opportunity.</li> <li>• Raise basic skills competencies in local communities.</li> <li>• Encourage the retention of graduates from the East Midlands universities through placements and employment programmes.</li> </ul>

## **DELIVERY**

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This strategy is deliberately an ambitious document. It has reflected upon the areas of need and opportunity within the borough and sets out a series of actions that will help support economic development and regeneration across Erewash. The resources available to secure Economic Development are limited. To this end we must be realistic on what can be achieved, but by no means should resources prevent the Borough from achieving its economic potential. To deliver the EERS strategic aspirations will require partnership working across not just Erewash, but the East Midlands as a whole.

The Council must work closely with partners from the public, private, voluntary and community sectors in order to utilise the experience and knowledge of Erewash to its maximum potential. Therefore we will continue to create and support relations with partners and stakeholders from these sectors to deliver economic projects identified within the EERS.

The EERS is primarily focused on improving the economy for local business and residents. However, it is important to recognise that Erewash contributes and is influenced by the wider economy beyond the authority's boundary. With this in mind we will continue to work with our neighbouring local authorities, sub regional partners, Derbyshire County Council and the Derby & Derbyshire Economic Partnership, at a regional level with the East Midlands Development Agency and the Government Office for the East Midlands and identify National and European bodies that can help to support and resource our activities set out in the Erewash Economic Regeneration Strategy.

The next section sets out the way we will measure our achievements. It is clear that successful delivery of this Strategy will only be achieved through working with our partners to help resource the aspirations of the EERS. In terms of specific targets, the section highlights the DDEP targets, as these echo EMDA's priorities across the region, which determine economic resource availability and therefore project delivery.

## **MEASURING ACHIEVEMENT**

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It is important that this strategy is a working document, and is being used to deliver our economic aspirations. We need to ensure that we are achieving the goals identified within this strategy and that our resources are being used in the most effective way.

Activities to achieve the objectives are set out in the attached appendix which contains the Action Plan, and these will be monitored on an annual basis.

Reports on the progress of the strategy will be made available in public areas such as Council offices and libraries and will also be available on the Council's website [www.erewash.gov.uk](http://www.erewash.gov.uk).

The strategy itself will be reviewed every five years to ensure that it continues to reflect the economic aspirations for the borough.

### **Derby & Derbyshire Economic Partnership Targets**

In terms of measuring against targets, the Derby & Derbyshire Economic Partnership series of core and supplementary targets are used within this Strategy, as these echo EMDA's priorities across the region, which determine economic resource availability and therefore project delivery (refer to table overleaf).



## DDEP Core and supplementary targets

<b>Employment Opportunities</b> The net jobs created or safeguarded	<b>Business performance</b> The number of creation and attraction of new businesses
<b>Brownfield land</b> The remediation and/or recycle hectares of Brownfield land	<b>Education and skills</b> The take up of learning opportunities
<b>External funding</b> The amount of funding leveraged through RDA funding and private sector investment activity	<b>Expansion investment</b> The number of businesses influenced to expand in the region as a result of business support services
<b>Social enterprises</b> The number of new social enterprises	<b>New or refurbished space</b> A workspace, new or refurbished sq m
<b>Community facilities</b> The number of additional community facilities including access centres	<b>Science and technology spin outs</b> The number of science and technology based spin out companies
<b>Cluster activity</b> The number of businesses engaged in cluster activity	<b>Access to finance</b> The number of enterprises assisted by regional investment funds
<b>Graduate recruitment</b> The number of graduates newly employed in small businesses	<b>Mature workforce development</b> The number of people over 45 receiving advice and guidance support to return to the labour market
<b>Tourism</b> Number of companies achieving tourism standards for the first time	

## GETTING INVOLVED

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If you would like to know more about the Erewash Economic Regeneration Strategy please contact:

Economic Development Officer  
Erewash Borough Council  
Town Hall  
Long Eaton  
NG10 4GA

Tel: 0115 907 2246

Email: [barrie.walford@erewash.gov.uk](mailto:barrie.walford@erewash.gov.uk)

Web: [www.Erewash.gov.uk](http://www.Erewash.gov.uk)



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OF ALL OR ANY PART OF THIS LEAFLET CAN  
BE MADE AVAILABLE ON REQUEST**

**PLEASE TELEPHONE 0845 907 2244**

If you require this information in your language, please contact the Council using one of the below methods.

“જો તમને આ માહિતીની તમારી પોતાની ભાષામાં જરૂર હોય, તો નીચેની પદ્ધતિઓમાંથી એકનો ઉપયોગ કરીને કાઉન્સિલનો સંપર્ક સાધો.”

如果您需要您自己语言的此信息，请通过以下方法之一与委员会联系。

“ਜੇ ਇਹ ਜਾਣਕਾਰੀ ਤੁਹਾਨੂੰ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੋਵੇ, ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਹੇਠ ਲਿਖਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ ਤਰੀਕੇ ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋਏ ਕੌਂਸਲ ਨਾਲ ਸੰਪਰਕ ਕਰੋ।”

اگر آپ یہ معلومات اپنی زبان میں چاہتے ہیں تو براہ مہربانی نیچے دیئے گئے طریقوں میں کسی ایک کا استعمال کرتے ہوئے کونسل سے رابطہ کیجئے۔



**0845 907 22 44**



**communications@erewash.gov.uk**



**Ilkeston Town Hall, Wharncliffe Road, Ilkeston, Derbyshire DE7 5RP**

**Long Eaton Town Hall, Derby Road, Long Eaton, Derbyshire NG10 1HU**