

Supporting Innovators, Entrepreneurs and Social Enterprise

Northampton will support entrepreneurs, innovators and social enterprises and will develop programmes and projects that ensure that our economy offers the conditions for businesses to thrive.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We will support local businesses by signposting business to SEMLEP's Growth Hub and other partners such as the Northamptonshire Chamber of Commerce.	We will signpost 100 businesses to the Growth Hub for support.	We will signpost 200 businesses to the Growth Hub for support	Over 500 Northampton businesses will have received growth advice.	NBC EG&R team
2.	We will support spaces and initiatives that incubate small creative businesses	The Vulcan Works will be open in 2020.	The Vulcan Works will be 60% occupied. With 25 businesses located in the Hub providing 35 jobs.	The Hub will be recognised as a regional centre for Creative businesses and will be 75% occupied. With 45 businesses operating from the Hub providing 90 jobs.	NBC EG&R team and Vulcan Operator Growth Hub
3.	We will review the amount of commercial workspace there is within the Borough and identify where we have shortage of good quality facilities	We will conduct a review of the current property market and identify where Northampton lacks commercial space and where there is currently unmet demand from businesses.	We will use the review to identify priorities and where appropriate develop business cases and funding applications which will assist in meeting business demands.	We will have received financial support and delivered the first new workspace premises to meet the local economic demands.	NBC EG&R
4.	We will work with the University of Northampton and other key partners to	We will develop a Social Enterprise Strategy with our partners	We will have delivered priorities set out within the Strategy and be	We will review the Social Enterprise Strategy and assess the impact our work	NBC EG&R, UoN

	develop a Social Enterprise Strategy to underpin further growth for the sector		working closely with the Social Enterprise Sector.	has had on the sector.	
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Creating a 21st Century Town Centre

Northampton Town Centre faces a number of challenges resulting from national retail trends. Tackling these challenges is an important priority for the Borough Council. Working closely with partners such as Northampton Town Centre BID and the private sector we will address these challenges.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We will transform the heart of the town by regenerating the current Market Square into a high-quality space that reflects the ambition and pride within the town.	We will have come up with a final design for the Market Square and we will be implementing the Town Centre Masterplan.	The Market Square will be a high-quality and flexible space. We will have made significant progress with delivering the Masterplan.	We will have delivered a number of improvements to the Town Centre.	NBC EG&R team
2.	Our approach will be proactive and will support the ethos of the Town Centre Masterplan and Enterprise Zone by seeking to bring high quality investments in retail, culture and housing to a number of sites, including: Four Waterside Horizon House Greyfriars Freeschool Street Railway Station Phase 2 Vulcan Works	We will have acquired key sites and premises to begin implementation of the Masterplan.	We will have attracted funding from both the public and private sector to deliver our key projects.	We will have begun to increase the amount of housing available within the Town Centre and built on the profile of the Cultural Quarter.	NBC EG&R team
3.	We will actively	We will continue to	We will be	We will have begun	NBC EG&R

	encourage and re-purpose vacant retail units and the space above retail into new residential, office and leisure opportunities.	progress key sites including: Market Square Four Waterside Horizon House Grey Friars	progressing the build of Four Waterside and Horizon House. While other key schemes such as Greyfriars will be progressing through planning and securing funds to support implementation.	the development of Four Waterside, Greyfriars, Horizon House and Railway Station Phase 2.	
4.	Working alongside SEMLEP we will continue to focus on delivering the Waterside Enterprise Zone Place marketing Move from 21 st Century TC into raising Nptons profile	We will continue to deliver the Enterprise Zone, repositioning the Zone through a new marketing campaign and website. We will then bring forward new sites that can attract new occupiers and inward investment.	Our marketing campaign will have raised the profile of the Enterprise Zone and lead to a 50% increase in investment enquiries and relocation of 10 additional businesses on to the Enterprise Zone.	The Enterprise Zone will have attracted businesses onto a further 8ha of the zone with a net new 500 jobs available.	NBC EG&R

Maximising the Economic Benefits of Culture and Heritage

Northampton has outstanding Cultural and Heritage assets. We will work with our partners to ensure that the sector is visible and attracts both residents and visitors into the Borough.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We will work with our local partners to ensure that we are promoting the sector and it's offer to the widest audience.	We will review current activity and design a new cultural and heritage programme.	A coordinated programme will be implemented which increases visitors' numbers to our cultural and heritage assets	All local assets report increased numbers year on year	NBC EG&R team
2.	We will deliver a new Museum and Art Gallery following a £6.7m refurbishment during 2020.	The new Museum and Art Gallery will be open to the public in 2020.	The Museum and Art Gallery will be attracting XXX visitors per annum	The Museum and Art Gallery will be attracting XXX visitors per annum	
3.	The Vulcan Works will be operational in 2020 and provide a focal point and stimulus for start-up businesses in the Creative sector.	Vulcan Works will be open as a new facility for creative businesses.	The Vulcan Works will be 60% occupied and home to 25 creative businesses.	The Vulcan Works will be 75% occupied and home to 45 creative businesses.	NBC EG&R

4.	We will develop the Cultural Quarter working with partners such as the Royal & Derngate, NN Contemporary and the local arts community to enhance the reputation and visibility of the Quarter and seek to attract inward investment in to the area.	We will work with our partners to explore how we can further develop Northampton as a cultural and heritage centre for both residents and visitors.	We will deliver a programme to increase the visibility of the Creative Quarter attracting new business investment and attracting new jobs.	We will have attracted 25 new creative businesses into the Creative Quarter and have an additional 50 new creative jobs operating within the Quarter.	NBC EG&R

Raising Northampton's Profile

We will work to improve the profile of Northampton, to market Northampton as an attractive environment for business and tourism, which in turn will boost inward investment.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We will develop a comprehensive Inward Investment Strategy and proposition, including strengthening links with London	We will start to implement our new inward investment marketing campaign	We will have attracted 50 new businesses into the Borough delivering 150 new jobs.	We will have attracted 75 new business and 225 new jobs.	NBC EG&R team
2.	We will continue to deliver the Waterside Enterprise Zone and develop a place marketing campaign to underpin this.	We will have started to implement our place marketing campaign which will market the Enterprise Zone as an attractive place to invest and do business.	We will have established an Enterprise Zone strategy, website and marketing material to gain investment into the area.	We will have seen a large amount of businesses locate in the Enterprise Zone with high value job growth.	NBC EG&R team
3.	Alongside our partners, such as Northamptonshire: Britain's Best surprise we will develop a strong Tourism proposition that will drive visitors to the Borough. We will draw upon our strengths, such as Culture and Heritage and Food and Drink.	We will work with partners to develop a strong Tourism programme.	We will have seen a 10% increase in the number of visitors to Northampton and a 10% increase in the amount of Tourism spend within the Borough.	We will have seen a 15% increase in the number of visitors to Northampton and a 15% increase in the amount of Tourism spend within the Borough.	NBC EG&R team
4.	We will work with	We will develop a	We will see an	We will see an	NBC EG&R team

	partners such as the University of Northampton and key employers to explore how we can attract and retain talented people within the Borough.	programme of activity with our partners which identifies how we can attract and retain talent within the Borough.	increase in the number graduates remaining in Northampton increase by 10%	increase in the number of graduates remaining in Northampton increase by 15%	
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Employers at the Heart of the Skills System

We want to ensure that businesses demand for skills are understood and acted upon within the education system.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We will work with the business community, schools, colleges, university and training providers to shape a Skills Strategy and action plan which sets out a system that meets the needs of our economy.	We will work with our partners to devise a strategy and programme that connects businesses with educational institutions.	Our programme will be working with schools (primary and secondary), colleges, the university and training providers all across Northampton.	By 2025, we will have a robust skills hub and network.	NBC EG&R team
2.	We will work closely with partners such as SEMLEP, the University of Northampton and Northampton College to develop programmes which bring employers and education providers together to develop and commission education and training providers to meet employer's needs and economic priorities.	Programmes will be developed which support our current and future workforce to be resilient to economic change, attract and retain talented people and tackle the skills gap at all levels.		The skills profile in Northampton will be above the national average and a smaller number of businesses will cite skills shortages as a barrier to their business.	NBC EG&R team SEMLEP UoN Northampton College
3.	We will work with partners such as the University of Northampton and key employers to explore how we can attract	We will develop a programme of activity with our partners which identifies how we can attract and retain	We will see an increase in the number of graduates remaining in Northampton by 10%	We will see an increase in the number of graduates remaining in Northampton by 15%	NBC EG&R team UoN

	and retain talented people within the Borough.	talent within the Borough.			
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Northampton as a Digital Town

We want to ensure that Northampton has a high-quality digital infrastructure that supports both business and resident ambitions.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We want Northampton to be a smart city and be at the forefront of technological change. We will work with City Fibre to develop a full fibre network across the Borough.	Fibre Cover within the Borough will be XXX%	Fibre Cover within the Borough will be XXX%	Fibre Cover within the Borough will be XXX%	City Fibre
2.	We will push for Northampton to be a testbed for 5G, in order to provide faster mobile connectivity for businesses and residents.	We will develop partnerships with the private sector in order to develop proposals which will use Northampton as a test bed.	We will have developed a programme to establish the Borough as a test bed.	We will have delivered a programme and be evaluating the impact and promoting Northampton as location to invest in for further testing.	NBC EG&R team
3.	We will explore the applications for new technology as it becomes available including Blockchain, artificial intelligence and machine learning	We will work with partners to assess the opportunities that exist for Northampton to benefit from new technology.	We will review options and where an opportunity presents, we will design a programme with our partners.	We will have developed a programme which has utilised new technology and benefitted local residents and	NBC EG&R team

	to see how Northampton and the local economy can benefit from new technology.			businesses.	
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Effective and Efficient Infrastructure

We will work with our partners to identify where improvements need to be made to our roads, where we can influence our rail services and where we can utilise technology effectively to address current blockages.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We will work with Northamptonshire County Council to develop a Transport Strategy to address congestion in the Town Centre and tackle existing pinch points which hinder journeys across the Borough.	Working with partners we will develop out the business cases required to secure funding to make the identified improvements.	We will have addressed the key pinch points in line with progress we are making with the Town Centre Masterplan.	We will have addressed all pinch points within the Town Centre and be delivering improvements that support alternative means of transport.	
2.	We will work with partners to bring forward the following priority improvements; Brackmills & Castle Station Corridor, the North West Bypass, the Northern Orbital Road, the Northampton Growth Management Scheme affecting the A45 and the dualling of the A43 from Northampton to Kettering.	Working with partners we will design the business cases required to secure funding to make the improvements	We will have secured funds for a number of schemes and be commencing delivery of the schemes	We will be delivering improvements to a number of priority schemes	

Supporting Our Key Sectors

We will develop a detailed approach to engaging with our businesses to encourage growth and resolve issues that may be impacting upon growth opportunities.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We will work with existing local networks and clusters to provide support to local businesses.	We will work our partners to identify how NBC can work with local networks to assist in tackling existing issues and blockages that impact on business operation across Northampton. We will identify gaps in networking and aim to fill these.	We will be supporting local networks which meet regularly to discuss issues and opportunities facing local businesses.	Our work with local networks will have secured additional funds for local initiatives and have supported 25 businesses to secure funds for new innovative products.	
2.	We will review the availability of employment space and work with the developer community to establish the demand space across the Borough.	We will conduct a review to assess current demand and the condition of existing vacant premises.	We will have used the outcome of the review to deliver a programme which delivers new employment space and facilities with the Borough.	We will have developed new facilities with support from external funds to meet the needs of businesses.	
3.	Working with SEMLEP and the Growth Hub we will identify opportunities to support local sectors through the Government's Sector Deals as they are announced.	We will work closely with the Growth Hub to understand the opportunities available to local businesses through Government support, including the current Sector Deals which are available.	We will have secured support through the Growth Deal for our key sectors.	We will be working closely with our local sectors to support their growth, with key outcomes relating to 250 new jobs and 20 businesses moving to new expanded facilities within the Borough.	

4.	To ensure that measures are in place to address future economic shocks	We will develop an Economic Recovery Strategy in partnership with our stakeholders.	An agreed Economic Growth Strategy and Action Plan will be agreed and implemented.	The strategy will be held in reserve to enhance economic resilience should it be required.	
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Tackling the Climate Emergency

The Council have declared a Climate Emergency and has agreed that by 2030 Northampton will become a zero carbon, zero waste and climate resilient town, playing it's part in limiting the impacts of climate change, both locally and globally, where residents, businesses and partners all benefit from the improved environment.

No.	Key Actions	Year 1 Impact	Year 3 Impact	Impact by 2025	Lead
1.	We will work with our business community to educate them on climate change and encourage green infrastructure.	We will devise a programme of activity to work with businesses and residents to develop low carbon awareness.	We will have encouraged low carbon businesses to invest and grow in the Borough.	We will have seen the economic benefits that cutting carbon presents for Northampton and we would have encouraged innovative clean growth.	NBC EG&R Team and Planning
2.	We will contribute and work with our partners to develop a Climate Emergency Action Plan.	We will have identified a plan that develops our long-term approach to tackling the Climate Emergency and address the need to reduce carbon emissions effectively.	We will have started to implement our action plan and developed approaches to address Transport, Buildings, Waste, Energy, Procurement and Green Infrastructure.	We will have noticed a significant reduction in carbon emissions and will be able to see progress in becoming a net zero emission economy.	NBC EG&R Team and Planning
3.	We will ensure that any interventions support improvements to air quality and health across Northampton.	We will review the work being undertook as part of the Town Centre Masterplan and Enterprise Zone to ensure that all work meets the sustainability requirements.	We will continue to deliver our priority sites in line with the climate emergency policy and work with businesses to support large scale energy efficiency programmes such as insulating homes and renewable energy,	We will have supported local initiatives that mitigate climate change and demonstrate Northampton's commitment to carbon reduction and adaption.	NBC EG&R Team and Planning