South Derbyshire District Council

South Derbyshire Economic Development and Growth Strategy 2023-27

Our Environment | Our People | Our Future

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1.0 Contents

Acknowledgements

The Economic Development team at South Derbyshire District Council would like to thank all those who have participated in the development of this Strategy.

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2.0 Executive Summary

South Derbyshire District Council's Corporate Plan 2020-24 sets out the overall vision to make the District a 'great place to live, visit and invest'. This Economic Development and Growth Strategy will contribute to the achievement of the Plan's aims, in particular:

- working with residents, businesses and partners to reduce their carbon footprint;
- enhancing the appeal of Swadlincote town centre as a place to visit;
- supporting social mobility to ensure people have the opportunity to access skilled jobs, higher and further education;
- attracting and retaining skilled jobs in the District;
- supporting unemployed residents back into work; and,
- encouraging and supporting business development and new investment in the District.

As part of the development process for the new strategy the District Council commissioned Prospects Research (Cambridge) to conduct telephone interviews with 100 local businesses in order to identify key issues and local trends in the economy. The businesses were a mix of sectors/sizes/locations to reflect the business base of the District. Approximately 74% of the contacts were companies employing 0-9 people, 11% employed between 10–20 and 15% over 20 employees. In addition, eleven companies completed an online version of the questionnaire accessed via the District Council's website, and two of the largest employers in the District completed in depth interviews.

The findings of the interviews provide useful primary information on the state of the local economy. They reveal an economy significantly impacted by the pandemic, as is the case with all local economies in UK, but with some positive signs emerging. The key challenges faced, include:

- broadband connectivity;
- social mobility;
- town centre regeneration (in light of the pandemic);
- low carbon development; and,
- skills and employability.

These findings were combined with research and data analysis to establish a picture of the local economy. Dependent on future global influences including the pandemic, post-Brexit trade deals, geo-political energy issues and national policies towards, for example, the National Forest and Freeports, the local economy appears relatively robust and likely to benefit from the anticipated recovery.

The Economic Development and Growth Strategy sets out an economic vision for South Derbyshire:

"TO PROMOTE GREATER SUSTAINABLE ECONOMIC DEVELOPMENT AND GROWTH IN SOUTH DERBYSHIRE, IN ORDER THAT IT BECOMES A MORE PROSPEROUS PLACE TO LIVE, WITH BETTER JOBS AND PROSPECTS FOR ITS RESIDENTS AND BUSINESSES"

The Strategy is structured to reflect the D2N2 Economic Recovery Strategy - the replacement for the Local Industrial Strategy - with the following key themes:

BUSINESS SUPPORT AND PRODUCTIVITY
LOW CARBON / CLEAN GROWTH
CONNECTIVITY AND INCLUSION

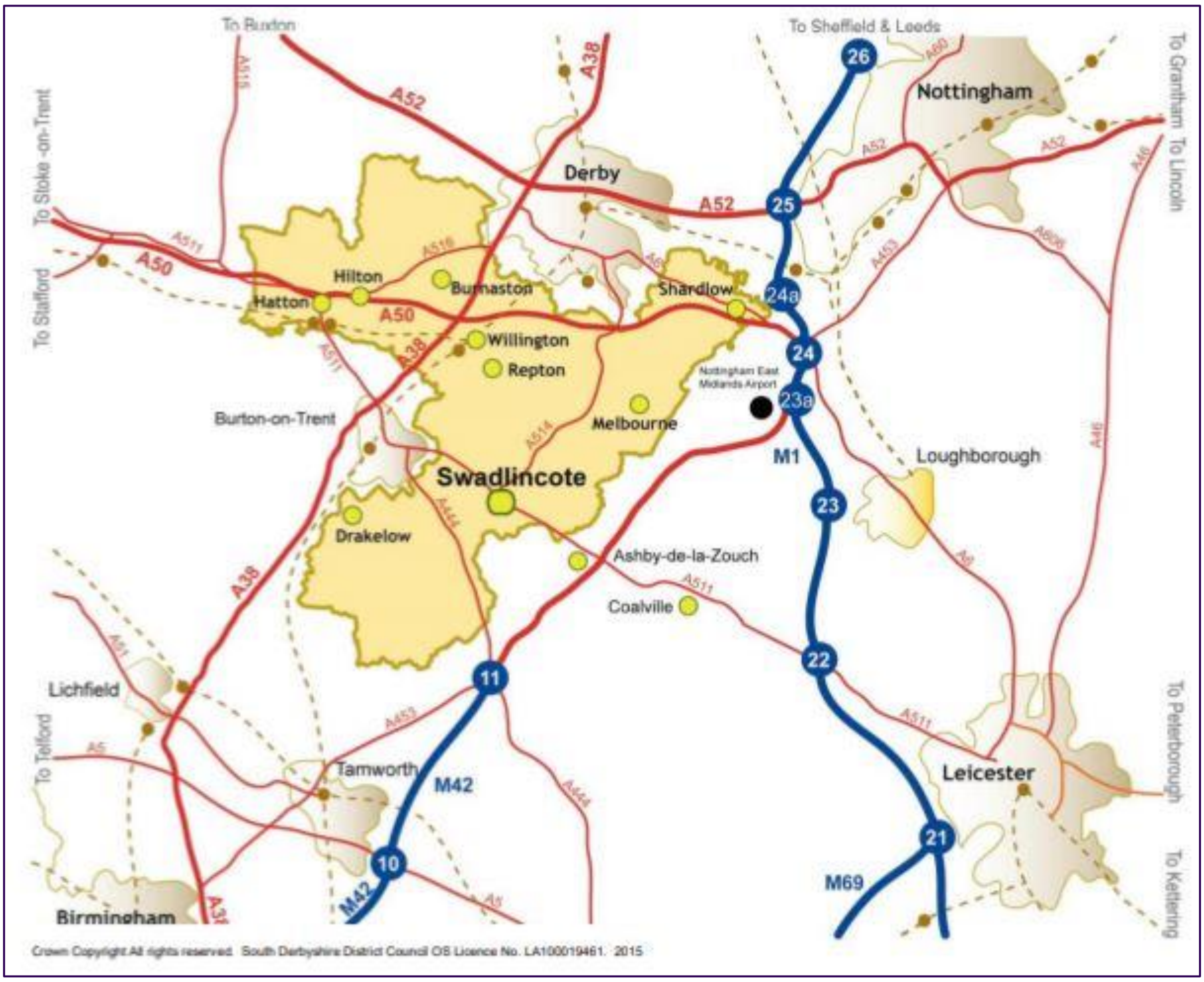
The key aims of the Economic Development and Growth Strategy are expressed as ambitions, reflecting the need for the joint commitment of the public, private and voluntary/community sector organisations operating in South Derbyshire and, in some instances, the availability of external funding.

Some of the actions envisaged are core activities of the District Council, but the majority will be undertaken in partnership with other organisations, with the key delivery vehicle being through the South Derbyshire Partnership and in particular its Sustainable Development Group.

3.0 Introduction

South Derbyshire, located in the centre of England, covers an area of 112 square miles, adjoining and influenced by the City of Derby to the north, Burton on Trent to the west and Ashby-de-la-Zouch to the east. It includes the rolling countryside to be found in the valleys of the Rivers Trent and Dove, with historic settlements, including Melbourne, Ticknall and Repton, and the market town of Swadlincote. A significant percentage of the District is rural, with a key asset being the natural capital of the area, which attracts visitors and people seeking relaxation or a better work-life balance.

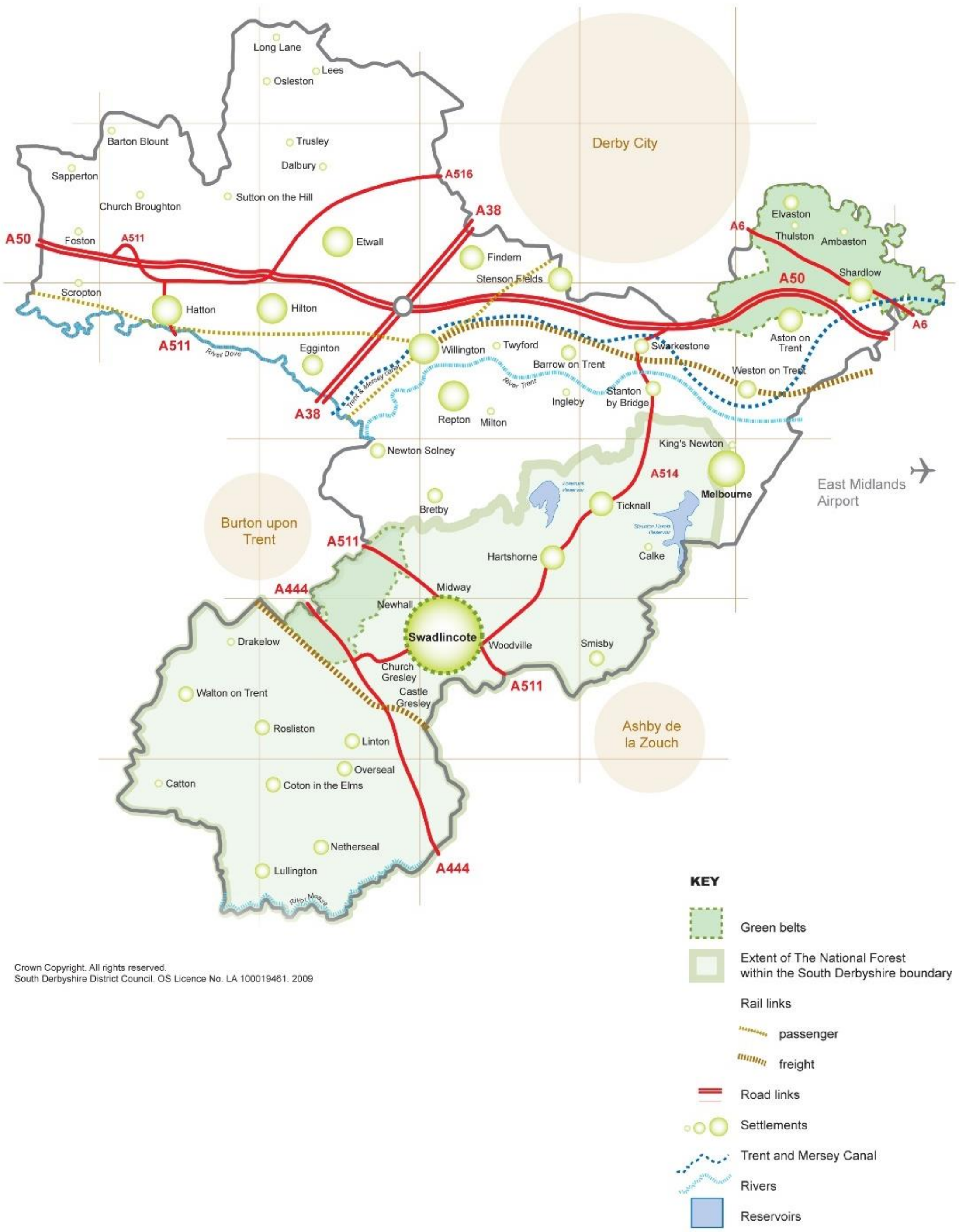
FIGURE 1: Map of South Derbyshire and Surrounding Areas



The main population and employment centre of the District is Swadlincote, with a population of some 40,000. New housing development has led to a rapid growth in the town in recent years, and the construction of further homes is anticipated. Other sizeable settlements include the attractive Georgian town of Melbourne and the villages of Hilton, Hatton, Repton and Willington.

South Derbyshire is at the heart of the National Forest, a unique national initiative to create a new forest in what was one of the least wooded areas of the country. In the last 25 years, over 9 million trees have been planted, creating an attractive environment and quality of life. Around one third of the National Forest is within South Derbyshire District.

FIGURE 2: Map of South Derbyshire District



The convergence of the A38 and A50 in the District provides easy access to a large population and workforce, at the heart of the national road network. A direct rail link from Derby to London takes less than 90 minutes.

South Derbyshire has one of the highest concentrations of employment in manufacturing in the UK (three times the national average) and, in contrast to many other areas in the country, has maintained a strong manufacturing sector. It also has an abundance of expertise in construction, logistics, tourism and food and drink. East Midlands Airport, the UK's largest dedicated air cargo operation and thus most important for express freight, is within minutes of large areas of the District, as is Birmingham International Airport.

The District is also home to nationally important infrastructure enablers, in the form of sand and gravel quarries that play a key role in facilitating construction and infrastructure projects.

For many years the District has been the fastest growing in Derbyshire and is currently one of the fastest growing in England outside of the South-East. There are 107,200 people living in the District (2021), compared to 94,611 in the 2011 Census – a 13% growth in population (2011-2021). The total population of the District is forecast to be 120,342 by 2028 (ONS).

ONS data reveals that the health of people in South Derbyshire is varied compared with the England average. About 13% (2,400) of children live in low-income families. Life expectancy for both men and women is similar to the England average. Life expectancy is 6.6 years lower for men and 5.7 years lower for women in the most deprived areas of South Derbyshire compared with the least deprived areas.

The 'Transforming the Trent Valley Landscape Partnership Scheme' which launched in April 2019 received £2.7 million funding from the National Lottery Heritage Fund over five years, which is enabling a £4.7 million scheme to be delivered. This will cover a 200 km^2 (19,995 Hectares) area of the River Trent valley from Rugeley, through Alrewas to Derby, the River Tame valley from just north of Tamworth to its confluence with the River Trent at Croxall, and the River Dove valley between Derby and Uttoxeter.

Impact of the Pandemic

The start of the global Covid-19 pandemic in 2020 led to unprecedented falls in economic activity in the UK and across the world. Britain's economy suffered the worst recession in 100 years as the initial wave of Covid-19 and late entry into a tight lockdown caused a sudden stop in activity across the country. UK GDP plunged by almost 20% in the second quarter of 2020, and by 9.4% for the year as a whole. The economy has since grown and returned to pre-pandemic levels in December 2021.

South Derbyshire shared with the rest of the country the challenges faced by the economic downturn resulting from the pandemic. The Office for Budget Responsibility Reference Scenario estimates that the East Midlands experienced a 15% loss of output in 2020, indicating that the area was more significantly affected than the UK economy as a whole.

The impact has been felt most heavily in those industries facing public health restrictions and the effects of social distancing, with the services sector falling by 20%.

Food and beverage services and wholesale and retail, two important sectors for South Derbyshire, fell by 85% and 63% respectively. Production dropped by 17%, driven by manufacturing which declined by 20% (most notably in transport equipment manufacture which fell by 49%) and construction which fell by 35%, with agriculture doing so by 5%.

The South Derbyshire business survey found that approximately 32% of companies in South Derbyshire had seen a significant impact on turnover as a result of Covid-19 restrictions, with approximately 36% seeing a fall of less than 50%. Approximately 18% of companies saw no impact and 14% saw a positive impact.

Possible Consequences

The pandemic led to predictions of short and longer-term changes in economic behaviour and issues, including:

- growth in online shopping with home shopping logistics companies struggling to cope with demand;
- staycation opportunities – combined with Brexit and the ongoing pandemic in other countries, a high level of pent-up demand for leisure activities and a greater desire to stay in the UK;
- a desire for reshoring with greater domestic manufacturing and food security;
- a dip in foreign and domestic inward investment;
- increased recognition of the importance of high-speed broadband services;
- interest in social distancing work-arounds, such as greater automation, larger space requirements, longer operating hours/more shift working and limiting numbers at tourist/leisure venues;
- increase in demand for household debt advice, including from the 'working poor';
- decline in the use of, and potential fear of, public transport;
- greater recognition of roles (skills, wages) in sectors such as transport, care and the gig economy;
- greater focus on more resilient local supply chains; and,
- new ways of working (flexible, mobile/home working) with associated changes in demand for office space/flexibility.

4.0 Overview

South Derbyshire Economic Profile

The following section provides an overview of South Derbyshire in terms of key economic indicators.

FIGURE 3: Public and Private Sector Employment for Derbyshire Districts (BRES ONS, 2017)

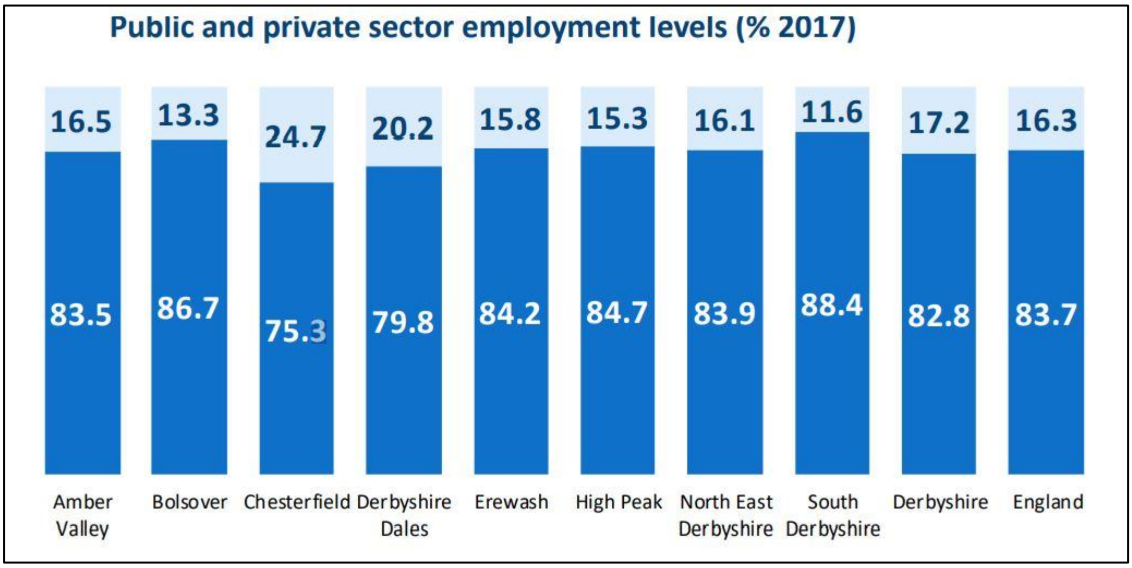


Figure 3 demonstrates that South Derbyshire has the highest percentage of private sector employment in the County, at 88.4%. This emphasises the manufacturing/ transport/logistics supply chain interdependence of the local economy.

Business Count

The vast majority of enterprises in South Derbyshire (approximately 90%) employ less than ten employees, reflecting the make up within the East Midlands economy as a whole. A small but significant number of larger enterprises, making up 0.3% of all enterprises, include household names such as Toyota, and firms linked to transport equipment manufacturing.

Small firms are critical to the overall vitality of the local economy, with the ability to pivot activity to align with new opportunities as they arise.

The larger manufacturers include the following:

- Avara Foods - one of the UK's largest food businesses, supplying chicken and turkey to the nation's supermarkets and restaurants.
- Dellner – operating at the forefront of polymer technology - designing, manufacturing and delivering innovative flexible solutions for some of the most demanding environments, including rail gangways.

- Futaba Manufacturing - leading original equipment robotics welding assembly company, supplying parts to manufacturers including Toyota and Jaguar Land Rover.

- IVC Brunel Healthcare - the UK's number one vitamin manufacturer, also producing minerals and nutritional supplements.

- JCB Power Systems - global leader in the design, development and manufacture of world-beating diesel engine products for off-highway equipment applications.

- Keystone Group - the UK's largest steel lintel manufacturer and Europe's fastest growing roof window manufacturer, with a strong focus on innovation.

- MEG Group – bottling plant serving supermarket giant Lidl with mineral water and soft drinks.

- Naturex – a global leader in speciality plant-based natural ingredients for the food, health and personal care sectors.

- Nestlé - the world's largest food and beverage company manufacturing the iconic Nescafé coffee with brands including Nescafé Original, Gold and Dolce Gusto capsules.

- Roger Bullivant - the UK's leading ground engineering company specialising in the design and construction of foundations for all types of buildings and construction in all kinds of ground conditions.

- TopHat Industries - the UK's leader in technology-driven modular housing manufacturing offering an infinite range of home types that can be customised internally and externally.

- Toyota Motor Manufacturing UK – one of the world's largest vehicle manufacturers, producing the Corolla range of cars predominantly for export.

- Trelleborg Sealing Solutions - a world leader in engineered polymer solutions, including for the aerospace sector.

Economic Activity

Economic activity (i.e. the total number of people who are economically active as a percentage of the working age population aged 16-64) is a key measure of any local economy. The rate for South Derbyshire at 83% is above the Great Britain average, though was higher pre-pandemic at 90%, and is a good indication perhaps of the underlying strength of the local economy, its ability to cope with 'shocks to the system' and capitalise on future opportunities post pandemic.

TABLE 1: Economic Activity for Derbyshire Districts (ONS APS, 2022)

Area	%	Count
Amber Valley	77.6	60,200
Bolsover	70.6	35,700
Chesterfield	78.9	50,100
Derby City	76	121,900
Derbyshire Dales	71.8	28,900
Erewash	77.7	55,100
High Peak	84.1	48,600
North East Derbyshire	77	44,900
South Derbyshire	**83.2**	**52,300**
Derbyshire	78	375,900
D2N2 LEP	76.9	1,052,600
England	78.8	27,533,000

Enterprises

TABLE 2: Enterprises by Broad Industrial Group for South Derbyshire (ONS, 2020)

Industry	Total Enterprises	Micro Enterprise 0-9	Small Enterprise 10-49	Medium Enterprise 50-249	Large Enterprise 250+
Agriculture, forestry and fishing	305	295	10	0	0
Mining and quarrying	0	0	0	0	0
Manufacturing	240	195	35	5	0
Water supply; sewerage, waste management	15	10	0	0	0
Construction	520	505	10	0	0
Wholesale and retail trade	525	460	50	10	0
Transportation and storage	205	190	15	0	0
Accommodation and food service	210	165	45	0	0
Information and communication	220	215	5	0	0
Financial and insurance activities	65	65	0	0	0
Real estate activities	135	130	5	0	0
Professional, scientific and technical	595	575	15	5	0
Administrative and support service	305	280	15	5	0
Public administration	20	20	0	0	0
Education	75	65	10	0	0
Human health and social work	125	75	50	0	0
Arts, entertainment and recreation	75	65	10	0	0
Other service activities	130	120	10	0	0
Total	**3,775**	**3,435**	**295**	**35**	**10**

Whilst the manufacturing sector dominates in terms of employment, key sectors in terms of number of enterprises include Agriculture, Construction, Wholesale/Retail, Professional and Administrative.

Unemployment

Unemployment rates for the District compare favourably with East Midlands and Great Britain comparators. However, a significant percentage of new jobs will require higher skill levels which will limit the opportunities for a rapid reprofiling of the labour market. To get people back into work will require jobseekers to consider new roles, with new training/development packages to facilitate. The numbers of entry level roles in the County are expected to fall but within South Derbyshire vacancy levels have remained strong and apprenticeship numbers have been maintained.

TABLE 3: Claimant Count Unemployment (ONS, December 2022)

	South Derbyshire (numbers)	South Derbyshire (%)	East Midlands (%)	Great Britain (%)
Claimants	1,415	2.1	3.3	3.7

Evidence shows that during the Covid-19 restrictions unemployment in South Derbyshire increased significantly, peaking at 4.2% in May 2020 (2,910 people). Whilst unemployment has since halved it remains above pre-pandemic levels (1.6% in March 2020).

Self-Employment

This indicator shows the total number of people who are self-employed as a percentage of the working age population aged 16-64. The figures for South Derbyshire are below average, potentially as a result of the strong performance for overall employment and the strength of the local business base.

It is expected that self-employment will increase as a consequence of the pandemic. It is envisaged that new support packages will be introduced locally to foster growth in self-employment, offering more flexible working solutions for individuals and organisations.

TABLE 4: Self-Employment for Derbyshire Districts (ONS APS, June 2022)

Area	%
Amber Valley	8.1
Bolsover	7.3
Chesterfield	7.2
Derby City	8.0
Derbyshire Dales	14.0
Erewash	8.5
High Peak	13.8
North East Derbyshire	10.5
South Derbyshire	**5.2**
Derbyshire	9.1
D2N2 LEP	8.4
England	9.4

Business Birth Rates

This indicator shows the number of new businesses that have been created as a percentage of all active enterprises. There is evidence to show that new business start-ups have increased since the pandemic. This may suggest that individuals are taking the opportunity to start new enterprises as new opportunities emerge, or it could be a sign of workers unable to find jobs in affected sectors.

TABLE 5: Business Birth Rates for Derbyshire Districts (ONS IDBR, 2022)

Area	%	Number
Amber Valley	10	445
Bolsover	10	245
Chesterfield	9	350
Derby City	14	1,190
Derbyshire Dales	9	350
Erewash	16	675
High Peak	9	360
North East Derbyshire	13	450
South Derbyshire	12	460
Derbyshire	13	3,335
D2N2 LEP	12	9,640
England	13	324,485

Business Survival

This indicator shows the number of new businesses established in a particular year that survived for at least 3 years as a percentage of the total number of businesses established in that year (2017). The figures for South Derbyshire (63.2%) compare favourably, especially when compared to Derbyshire as a whole (60.3%) and may indicate a strong underlying business culture where entrepreneurship skills are clearly in evidence. It should be noted that this indicator does not yet pick up the impact of the pandemic.

TABLE 6: Business Survival for Derbyshire Districts – Enterprises Surviving 3 Years (Established in 2017) (ONS Business Demography, 2020)

Area	%	Number
Amber Valley	58.6	290
Bolsover	57.4	135
Chesterfield	62.1	205
Derby City	52.3	565
Derbyshire Dales	61.8	210
Erewash	52.3	225
High Peak	66.7	240
North East Derbyshire	61.5	200
South Derbyshire	**63.2**	**240**
Derbyshire	60.3	1,745
D2N2 LEP	56.2	4,960
England	53.0	177,860

Employee Jobs by Industry

The following Table details employment in key sectors in South Derbyshire compared to the East Midlands and England. By looking at the comparative data we can build a good picture of the sectors which are particularly significant for the area or are under-represented.

Manufacturing, construction and transport sectors are clearly important sectors, and the Strategy will focus on ways to support these sectors and the supply chains that link to them. It is also important to note the relatively low numbers employed in ICT jobs in South Derbyshire.

TABLE 7: Employee Jobs by Industry (Selected Sectors) (ONS BR & ES, 2022)

	South Derbyshire	South Derbyshire (%)	East Midlands (%)	England (%)
Manufacturing	**7,000**	20.6	12.0	7.6
Construction	**1,750**	5.1	4.7	4.9
Wholesale and Retail Trade; Repair of Motor Vehicles/Cycles	**4,500**	13.2	16.3	14.4
Transportation and Storage	**1,750**	5.1	6.5	5.1
Accommodation and Food Service	**2,250**	6.6	6.5	7.5
Information and Communication	**700**	2.1	3.0	4.5
Financial and Insurance	**225**	0.7	1.9	3.6
Real Estate Activities	**500**	1.5	1.4	1.8
Professional, Scientific and Technical	**3,000**	8.8	7.1	8.9

Earnings

Data for the gross annual pay of a full-time worker who lives in the area suggests that South Derbyshire (£33,404) compares favourably with other Districts in the county - higher also than the D2N2 (£30,165) and England average figures (£33,208). This may reflect the strong manufacturing base in the District, where salaries are typically higher than the average.

TABLE 8: Annual Earnings for Derbyshire Districts (ONS ASHE, 2022)

Area	£
Amber Valley	30,258
Bolsover	27,485
Chesterfield	30,502
Derby City	30,827
Derbyshire Dales	33,164
Erewash	32,006
High Peak	29,990
North East Derbyshire	30,820
South Derbyshire	**33,404**
Derbyshire	30,988
D2N2 LEP	30,165
England	33,208

Qualification Levels

The qualification levels of South Derbyshire's working age population (aged 16-64 years) have improved over the last ten years since 2012 when the proportion of people qualified to degree level or above was 27.4% and 10.2% of people had no qualifications.

Currently 33% of South Derbyshire's residents hold a degree (or higher) and just 4.7% have no qualifications. There continues to be a skills gap at degree level with fewer South Derbyshire residents with higher level qualifications compared to the Derbyshire and England averages.

TABLE 9: Adult Qualifications for Derbyshire Districts (ONS APS, 2021)

Area	% of Working Population Qualified to Level 4 and Above
Amber Valley	30
Bolsover	41
Chesterfield	36.2
Derby City	42
Derbyshire Dales	44.7
Erewash	36.7
High Peak	35.6
North East Derbyshire	43.8
South Derbyshire	**33**
Derbyshire	36.9
D2N2 LEP	36.9
England	43.1

TABLE 10: Performance of South Derbyshire Schools (ONS, 2021/22)

School	Number of Pupils	Score Progress 8	Grade 5 or Above English and Maths GCSE	Score Attainment 8
The Pingle Academy	223	-0.12	47%	43.4
John Port Spencer Academy	329	0.01	61%	52.9
Granville Academy	159	0.13	51%	47.6
William Allitt School	118	-0.5	27%	38.7
Derbyshire Average	N/A	-0.14	47%	47.2
England Average	N/A	-0.03	50%	48.7

Progress 8 and Attainment 8

The Progress 8 score shows how much progress pupils at a school made across eight qualifications between the end of Key Stage 2 and the end of Key Stage 4. One of the District's four secondary schools is notably underperforming.

Attainment 8 measures a student's attainment level across eight subjects. Points are allocated according to grades the pupil achieves for all eight subjects added together. English and maths point scores are double weighted to signify their importance. The figures for South Derbyshire are mixed, and overall the District is below the County and England comparators.

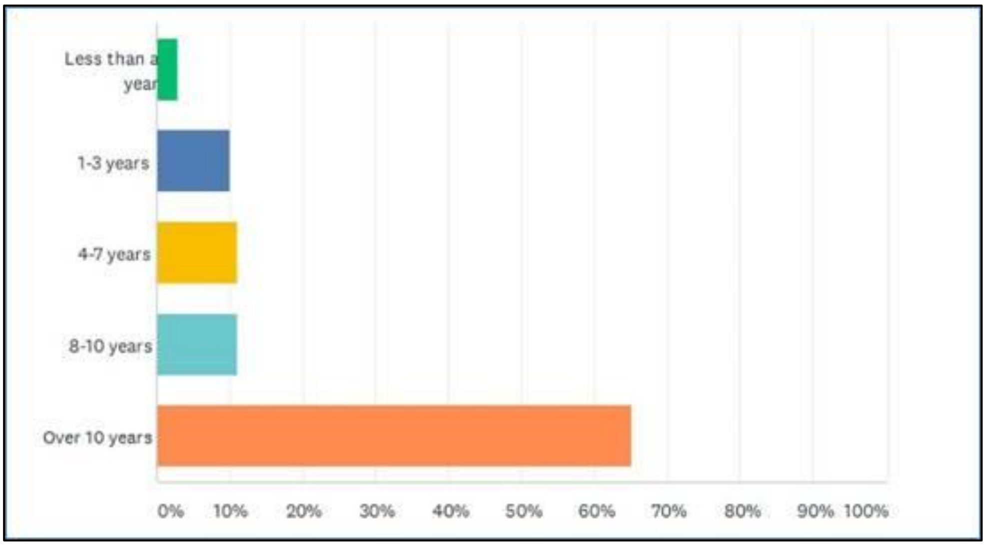
TABLE 11: Average Attainment 8 Score for Derbyshire Districts (DCC, 2019)

Area	%
Amber Valley	47.5
Bolsover	45.9
Chesterfield	44.4
Derbyshire Dales	51.2
Erewash	43.2
High Peak	46.3
North East Derbyshire	45.5
South Derbyshire	**45.4**
Derbyshire	46.2
England	50.2

How Long at Present Location

The majority of companies (65%) in South Derbyshire have been at their present location over ten years, with a further 11% between 8-10 years.

FIGURE 4: Length of Time at Present Location (SDDC Survey, 2020)



5.0 Business Support and Productivity

SWOT Analysis

Strengths

- Location at the heart of the UK transport network.
- Strong industrial base focused on transport equipment manufacturing, its supply chain and logistics.
- Prescence of world class businesses.
- Lesser dependence on public sector employment.
- Predominance of small businesses indicating potential for new employment creation.
- Available employment land and redevelopment sites.
- Proximity to international airports, including the UK's largest dedicated air cargo operation.
- Numerous physical and heritage assets, from historic settlements to rolling countryside, and canals to stately homes.
- Rapid population growth, with high levels of economic activity.

Weaknesses

- Social Mobility issues, with some evidence of limited expectations and aspirations, amongst some young people and some of working age.
- Limited availability of conference, meeting and business training facilities, plus range of overnight accommodation.
- Limited supply of small and 'grow on' workspace, including managed accommodation on flexible terms.
- Neighbourhoods with low Indices of Deprivation scores.
- Limited public transport services in most areas, especially off peak.
- Lower proportion of higher-level skills (Level 4 and above) compared to national benchmarks.
- Lower productivity (GVA per head) compared to national benchmarks.
- Out-commuting from the District is high especially to higher level skilled occupations, indicating a shortfall in knowledge occupations and knowledge intensive business activities.
- Connectivity issues especially fibre connectivity in more rural areas.
- Changing shopping patterns impacting on town centre vitality and associated businesses.

Opportunities

- Visitor economy growth in the District, based upon the National Forest.
- Training provision: developing further the links between what education and training providers are delivering and the skills required by employers.
- Sustainable development focus, developing the USP of the area as a destination for tourism and the enhancement of green economy opportunities.
- Potential East Midlands Freeport development.
- Large brownfield sites with potential for new business development/expansion, including the former power stations sites at Drakelow and Willington.
- Town centre redevelopment sites.

- Further education establishments in Swadlincote and neighbouring areas, and good links to local Universities.
- Attraction of inward investment from companies in the supply chains of large businesses.
- Proximity to initiatives such as Infinity Park, SmartParc, MIRA Technology Park and East Midlands Enterprise Gateway.

Threats

- The pandemic has weakened many particularly smaller businesses, leaving them less resilient to future events.
- Areas of the District are known to be at significant flood risk, with agricultural businesses, transport infrastructure and utility provision most vulnerable.
- Skills shortages given that much employment growth over the next five years is expected to take place outside the traditional industrial sectors, shifting towards such sectors as Health and Social Care.
- Three quarters of the District is in agricultural use but farmers and those in related businesses are facing increasing uncertainty.
- Infrastructure limitations, as continued commercial and residential growth puts pressure on key routes and intersections.

Key Sectors

A number of key sectors have been identified in South Derbyshire based on their current importance and future potential. They relate closely to the Local Enterprise Partnership's priority sectors and can be promoted as drivers of the local economy, working closely with key agencies.

Sectors 1-5 below reflect the largest sectors in the District in terms of overall employment, whilst low carbon and digital are significant as developing sectors with the potential to grow further over the next five years.

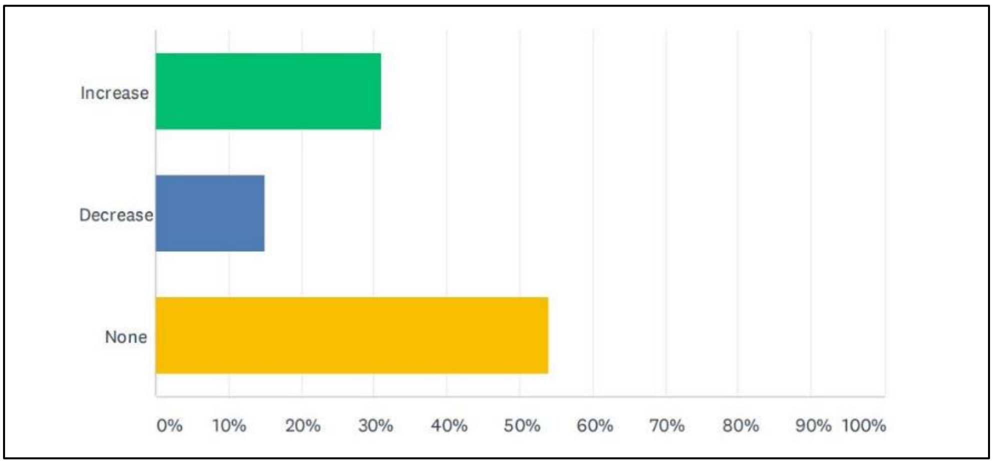
1. Transport equipment manufacturing.
2. Construction.
3. Food and drink manufacture.
4. Transport and logistics.
5. Visitor economy.
6. Low carbon/clean growth.
7. Digital.

Business Survey - Main Findings

As part of the development of the new strategy over 100 companies were contacted and asked a range of questions, including how public sector agencies can support businesses and develop the local economy. Data collected from the interviews with businesses highlight key strengths and challenges.

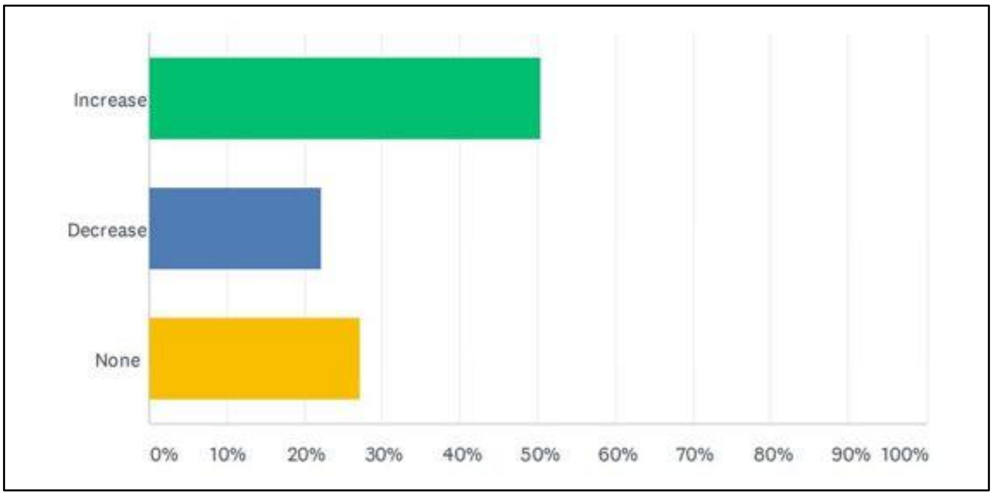
The survey revealed that 30% of companies expected to see an increase in their employment in the next 12 months. The majority (approx. 54%) expected to see no change.

FIGURE 5: Expectation of Employment Change Over Next 12 Months (SDDC Survey, 2020)



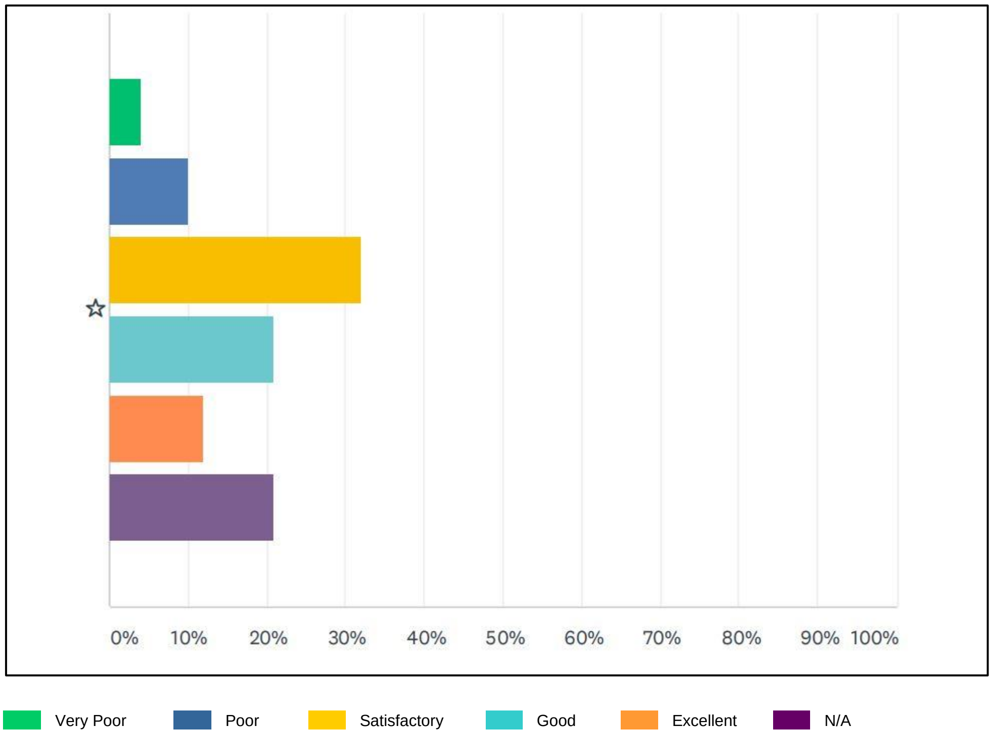
Approximately 50% of companies expected their turnover to increase in the next 12 months, compared to around 22% expecting to see a decrease.

FIGURE 6: Expectation of Turnover Change in Next 12 Months (SDDC Survey, 2020)



Access to business support in the area is rated as either satisfactory, good or excellent by approximately 64% of all respondents, with approximately 12% rating it as poor.

FIGURE 7: Access to Business Support (SDDC Survey, 2020)



The majority of companies (60%) have accessed financial support including grants and loans, with an equal proportion seeking advice through digital resources/channels. Approximately 18% have sought advice/support relating to training, 8% have used South Derbyshire Business Advice Service, with 4% using the D2N2 Local Enterprise Partnership's business advice services.

Looking forward, approximately 58% of companies plan to access business support using digital channels, 32% plan to access grants/loans, 22% plan to access advice on training support (eg. apprenticeships), 11% planning advice and 11% intend to use South Derbyshire Business Advice Service.

As could have been expected following the pandemic, approximately 54% of companies are looking for some form of financial support/advice moving forward. This is followed by advice on marketing (24%), supply chain development (22%), developing new skills (18%), business planning advice (18%), and finally 12% looking for advice on recruitment.

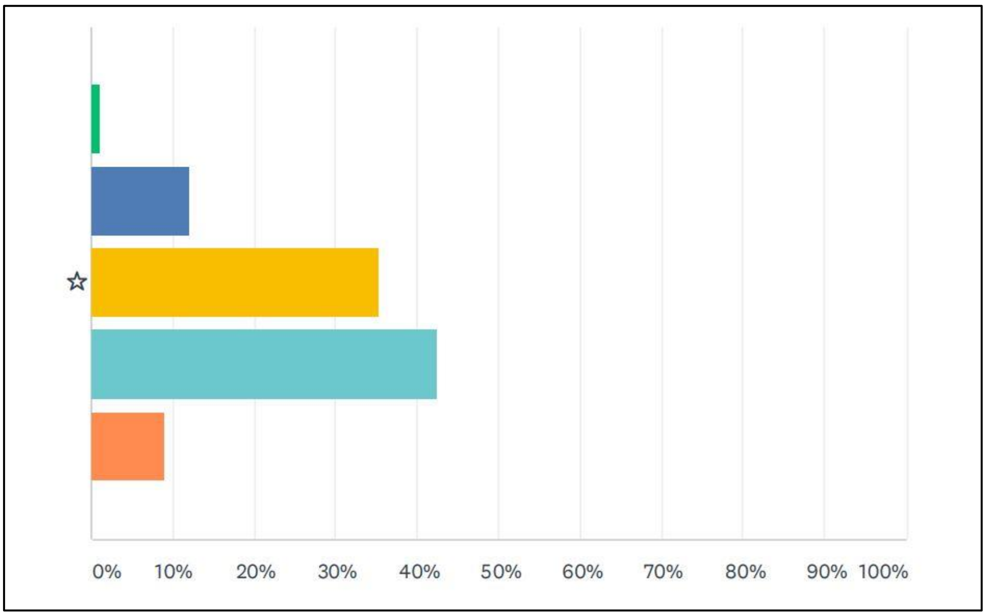
A range of comments were recorded which included:

- the importance of supply chains to the local economy (including more opportunities to bid for local work);
- town centre regeneration;
- better link roads;
- better broadband access;
- more support for promoting local businesses/opportunities;

- more advice and support on the net zero agenda and how businesses can be involved in its roll out in the District; and,
- more technical training provision and joint ventures with local business, and more advice on training provision.

The quality of the physical infrastructure was assessed generally in the survey, and is seen as a key strength, with approximately 85% rating it as either satisfactory, good or excellent.

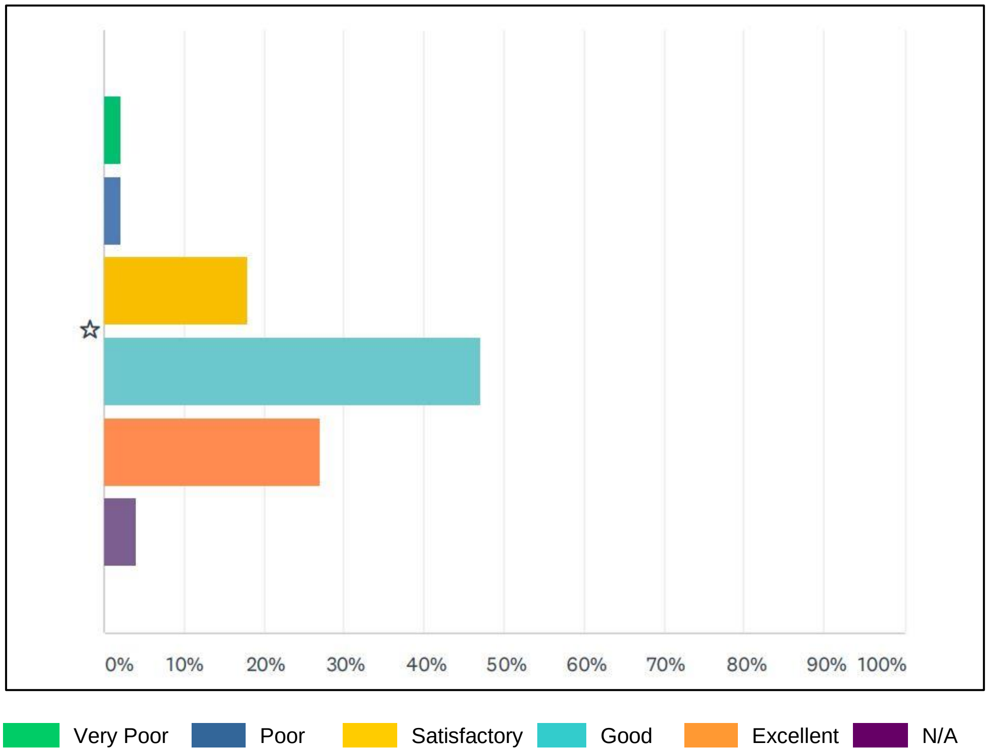
FIGURE 8: Quality of Physical Infrastructure (SDDC Survey, 2020)



Very Poor | Poor | Satisfactory | Good | Excellent | N/A

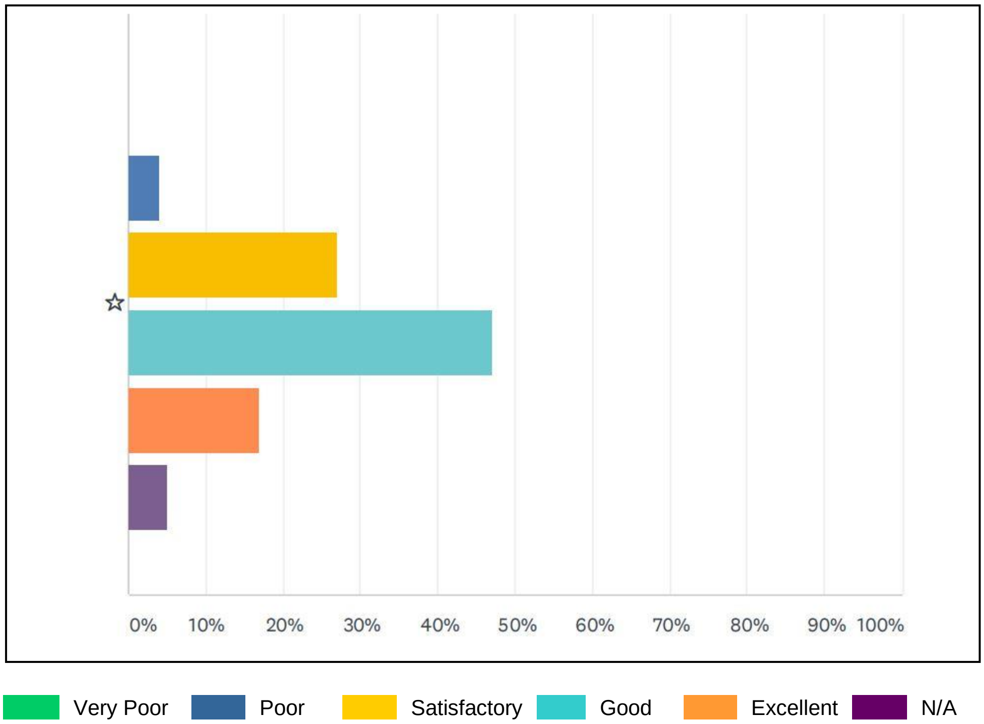
Transport within the area is rated as either satisfactory, good or excellent by approximately 94% of respondents, reflecting the central position of the District at the heart of the UK transport network.

FIGURE 9: Rating of Transport Within the Area (SDDC Survey, 2020)



Access to markets is rated either satisfactory, good or excellent by approximately 90% of respondents, with less than 5% rating it as poor.

FIGURE 10: Access to Markets (SDDC Survey, 2020)

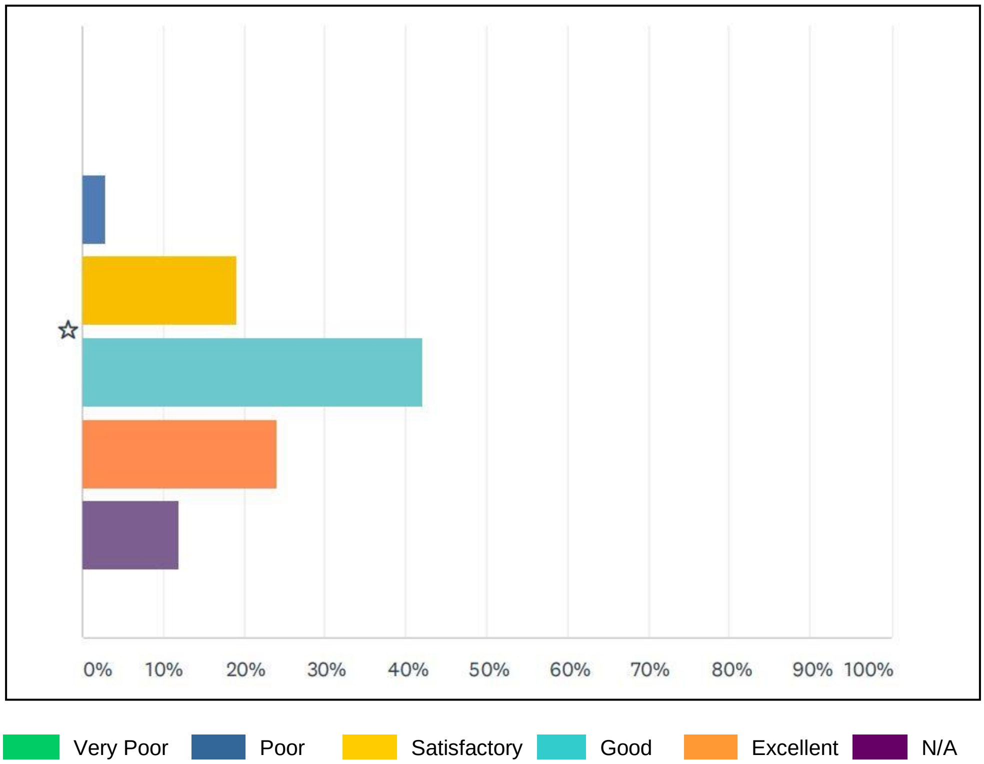


Linked to the transport agenda, the pandemic highlighted the importance of maintaining bus and train services in the local area. Bus services in particular provide vital connectivity with employment sites and are essential for the vitality of town centres as normality returns to the High Street.

Feedback from operators across the County suggest it will be some time before patronage returns to pre pandemic levels. The District Council will continue to encourage enhancements to public transport provision and innovative transport solutions which fit with and respond to consumer demand more appropriately.

Access to supply chain is rated either satisfactory, good or excellent by approximately 83% of all respondents, with less than 5% rating it as poor. Derbyshire County Council has signalled a renewed focus on public sector institutions making the 'Derbyshire pound' go further, by retaining and recirculating wealth within the County. The drive to explore how procurement strategies can benefit local businesses can also be supported in South Derbyshire.

FIGURE 11: Access to Supply Chain (SDDC Survey, 2020)



The South Derbyshire economy is notable in that it depends to a large degree on sectors which facilitate supply chain management solutions. As such any initiative designed to further enhance this could drive significant growth in GVA, attract inward investment and create new higher paid employment opportunities for the local workforce.

The development of supply chains centred around local SMEs can have a positive economic, social and environmental impact on an area. It ensures that money spent is reinvested in the area, by providing work to local businesses or by paying wages to local employees. It also brings the providers closer to their end customers, enabling better feedback, commissioning and delivery of services. In industries such as construction, local engagement can also reduce the environmental impact of a project by sourcing materials nearer to the site and ensuring travel and transport is optimised for local infrastructure.

Employment Land

South Derbyshire has a diverse range of business parks, from new developments on the A50 offering 24-hour operations for international logistics operators, to traditional industrial estates home to the area's many small and medium-sized enterprises.

In recent years, business parks such as Dove Valley Park at Foston and Tetron Point in Swadlincote have developed to accommodate numerous UK and international businesses. Outside of Swadlincote, clusters of established business activity can be found in Melbourne, Hilton, Hatton and Shardlow.

Following the completion of the Woodville Regeneration Route, it is anticipated that mixed use development will take place on approximately 35 Hectares of adjoining vacant and underused land within the Woodville Regeneration Area.

The former Drakelow power station site is expected to be a major focus for development in the District. The site extends to 282 Hectares including the 110 Hectare Drakelow Park scheme where a new settlement is under construction. Following the River Trent valley north, a further 34 Hectares of brownfield land is available on the former Willington power station site.

Elsewhere, a 30 Hectare extension to Infinity Park Derby to the south of the city is envisaged, together with additional employment land allocations expected to made in the next South Derbyshire Local Plan. It will be important that these are geographically spread across the District and meet the needs of a range of commercial activities, including enabling the expansion of existing businesses.

Proposals exist for an East Midlands Freeport, focused upon East Midlands Airport and including sites in surrounding areas where occupiers would benefit from tax and customs advantages.

Aggregates

It is anticipated that land will continue to be identified for mineral extraction in the area through the Derbyshire and Derby Minerals Local Plan. The river valleys of the Trent and Dove in South Derbyshire are important locations for sand and gravel extraction. The aggregates sector contributes to the South Derbyshire economy, as a key link in the supply chain for the construction sector, including infrastructure development and house building.

Business Advice

In addition to the D2N2 Growth Hub service and associated support programmes offered across the Local Enterprise Partnership area, the District Council funds a Business Adviser service and start-up programme.

The South Derbyshire Business Advice Service offers a confidential, impartial, one-to-one advice service available to all types and sizes of business, supporting over 200 businesses each year. The Service provides direct advice on any business matter and a signposting service to other specialist business support programmes. It also operates 'Thinking of Starting a Business' workshops as an introduction for prospective entrepreneurs.

During the pandemic there was a growth in interest in self-employment. In response, the District Council created Swadlincote Innovation Centre, offering serviced office suites on flexible terms, and jointly funded a county-wide start-up programme. The programme offers specialist advisers who can work with clients to develop a business plan, alongside a grant scheme available to businesses in their first year of trading.

Skills and Training

The availability of a skilled workforce in the District is a key enabler for future economic development, whilst higher skilled residents have greater access to employment opportunities.

The D2N2 Local Enterprise Partnership Local Skills Report (2021) highlights the key focus regionally to improve the flexibility and responsiveness of the skills ecosystem – the identified challenges include:

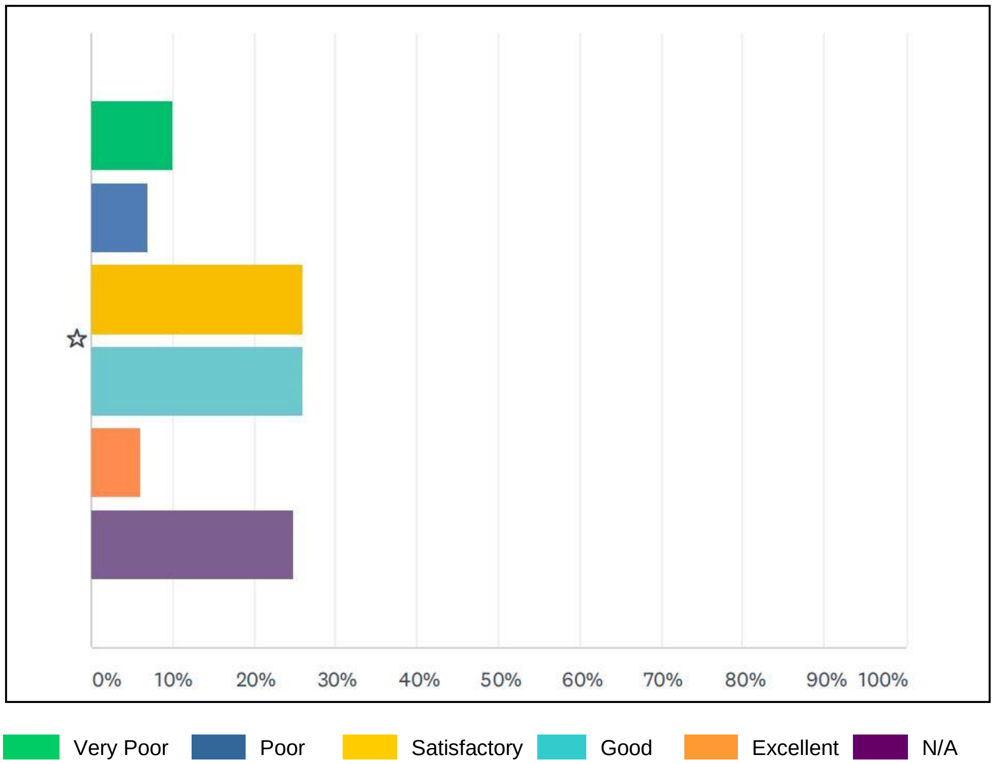
- strengthening relationships between skills providers and businesses;
- increasing employer participation in training;
- preparing for future skills needs, including low carbon growth and digital skills;
- improving access to learning (digital and transport), including in rural areas;
- developing workforce resilience to adapt to economic change and skills demand;
- boosting leadership, management and higher level skills; and,
- ensuring equity of skills offer and developing skills that improve career/social mobility.

Business Survey – Main Findings

- 90% of all respondents have provided training for their workforce;
- 52% of companies in the area assess the cost of labour faced as either good or excellent;
- Over 80% of all roles which are to be recruited in the future are at an operator level, with approximately 32% technical and 8% supervisory;
- Most training undertaken has covered operator level skills (approximately 78%), broadly corresponding to NVQ Level 2 and below. Approximately 60% covers technical and 27% supervisory; Management level provision accounts for 30% of the total;

- The vast majority of respondents, approximately 85%, train at the workplace, with 65% training at a training provider's premises and 18% at a local college;
- 52% of companies have a training plan; and,
- Recruitment difficulties are beginning to emerge particularly for STEM (Science, Technology, Engineering and Mathematics) skills, IT and e-commerce, technician level engineers and some transport and logistics roles.
- Skills gaps within the current workforce are also emerging, in particular middle management skills and project management.

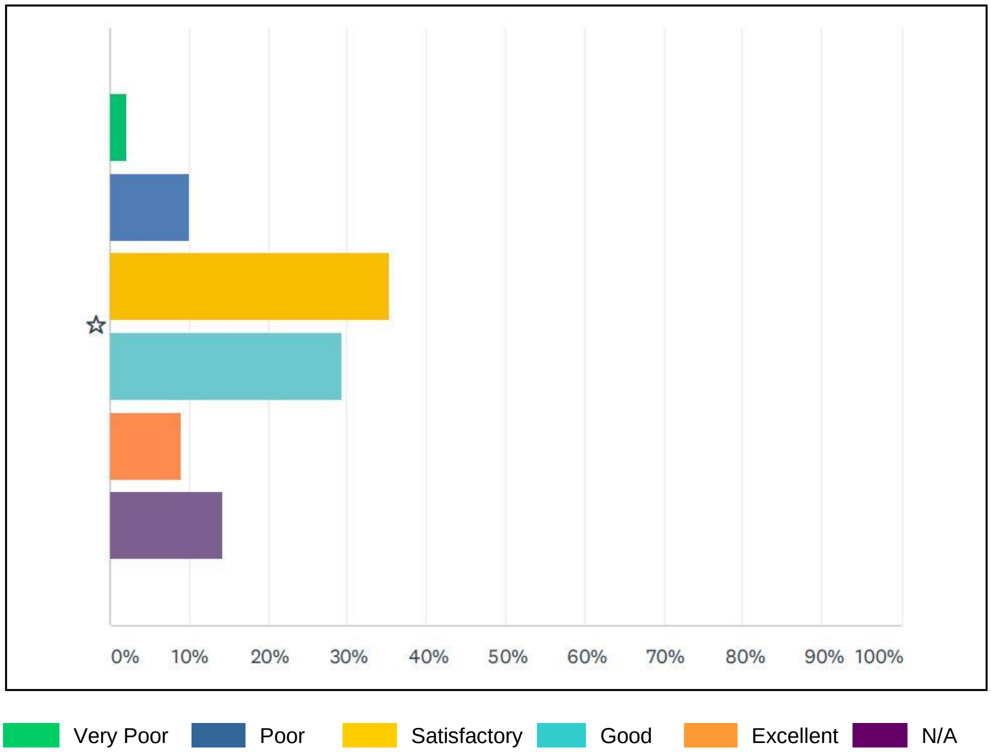
FIGURE 12: Access to Training Provision (SDDC Survey, 2020)



Businesses in the area rate the access to training provision strongly, with 60% rating it as either satisfactory, good or excellent. However, a minority (16%) rate it as poor.

Approximately 73% of companies rate the availability of a skilled workforce as either good or excellent, with approximately 12% rating it as poor.

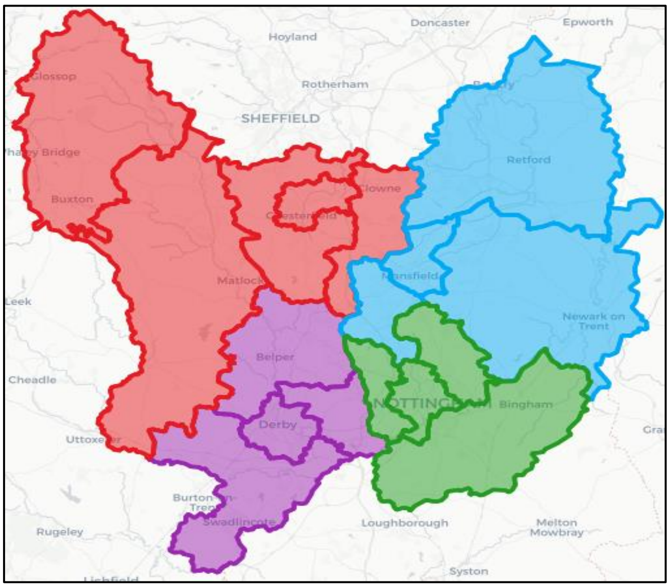
FIGURE 13: Availability of Skilled Workforce (SDDC Survey, 2020)



Careers

The provision of effective careers guidance in schools and colleges is a key priority to ensure young people are aware of local opportunities. D2N2 has recently established four Careers Hubs covering the Local Enterprise Partnership area, including a Derbyshire South Careers Hub, co-ordinated by D2N2 and covering four local authority areas.

FIGURE 14: Careers Hubs in Derbyshire and Nottinghamshire (D2N2, 2021)



Working through a partnership approach with schools, colleges, employers, the Local Enterprise Partnerships and other local organisations, Careers Hubs aim to accelerate levels of support and improvement in young people's career development. They focus on enhanced support for schools to deliver locally-designed solutions to address the local labour market.

At present approximately 40% of all respondents from the 100 interviews work with local schools. Approximately 48% of the sample would like to develop links with schools in the future. Companies were asked to rate the importance of various personal characteristics in recruitment, with reliability being seen as the most important (72% of companies), closely followed by motivation and being a team player (SDDC Survey, 2020).

Enterprise Coordinators work with clusters of schools and colleges to build careers plans and make connections to local and national employers. They also recruit volunteer Enterprise Advisers from local businesses, with one allocated to each secondary school.

This activity is co-ordinated around the achievement of the Gatsby Benchmarks of Good Careers Guidance, particularly No.s 5 and 6 which focus on encounters with employers and employees, and experiences of workplaces. Through this support for effective careers development, there has been a steady improvement in performance across the eight Gatsby Benchmarks:

1. A stable careers programme.
2. Learning from career and labour market information.
3. Addressing the needs of each pupil.
4. Linking curriculum learning to careers.
5. Encounters with employers and employees.
6. Experiences of workplaces.
7. Encounters with further and higher education.
8. Personal guidance.

TABLE 12: Gatsby Benchmark Performance – Proportion of Institutions in South Derbyshire Fully Meeting Each Benchmark (D2N2, 2022)

	GB1	GB2	GB3	GB4	GB5	GB6	GB7	GB8
South Derbyshire	67%	100%	33%	67%	67%	100%	33%	100%

Performance amongst secondary schools in South Derbyshire is improving, with 3 of the benchmarks being fully achieved by all institutions. Further stimulus should be provided by the impetus of the Careers Hub approach. Across the D2N2 area institutions are on average fully achieving 4.40 of the benchmarks, whilst the average is 4.92 nationally.

There is scope for the District Council, local businesses and partner organisations to support schools in improving their performance against the Benchmarks, in particular No.s 2, 4, 5 and 6. This can include supporting the development and roll out of a centralised Careers Education, Information, Advice and Guidance (CEIAG) online portal (known as ‘Start in D2N2’) providing labour market information, 16-24 training opportunities, employer profiles and contact points for further support.

6.0 Low Carbon / Clean Growth

Climate Change

It is important that this strategy recognises the urgency of climate change. The growth in jobs and prosperity over the coming years needs to be linked to an enhanced natural environment to support clean growth.

Businesses will need support to enhance their productivity and competitiveness whilst improving energy efficiency, reducing carbon emissions and making the most of the District's natural capital.

Derbyshire CO2 emissions have fallen by around a quarter over the last decade, slightly slower than the national average but still significant.

FIGURE 15: Climate Change Progress to Net Zero (DCC LEA, 2019)

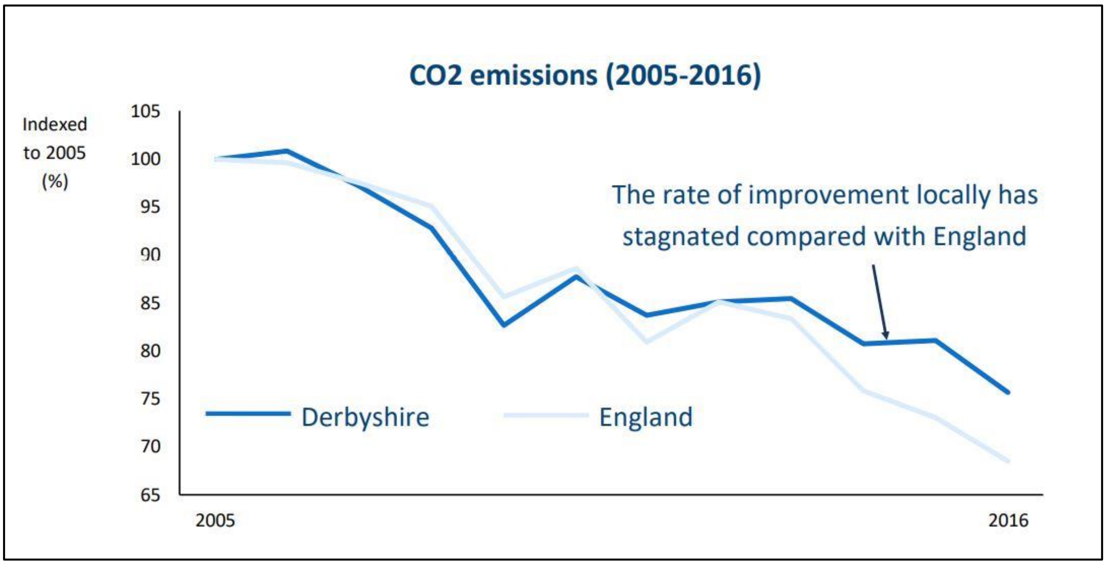


TABLE 13: CO2 Emissions (Tonnes) Per Head of Population for Derbyshire Districts (DCC, 2020)

Area	Rate	Count
Amber Valley	4.4	567.1
Bolsover	3.9	320.7
Chesterfield	3.6	374.5
Derby City	3.8	973.6
Derbyshire Dales	6.5	470.9
Erewash	3.4	387.6
High Peak	6	556.7
North East Derbyshire	3.8	386.9
South Derbyshire	**5**	**545.6**
Derbyshire	4.5	3,609.9
D2N2 LEP	4.1	9,100.8
England	3.7	207,248.4

South Derbyshire Climate Emergency

Sustainability is at the core of the District Council's Corporate Plan. The Council has been accredited to the prestigious ISO14001 environmental management standard since 2008. In June 2019, the District Council declared a Climate Emergency, with a commitment to:

- strive to make all South Derbyshire District Council owned activities carbon neutral by 2030 and achieve carbon neutrality across the District before the Government target of 2050;
- call on the UK Government to provide the powers and resources to make the 2030 target realistic; and,
- work with partners across the District and region to deliver this goal through all relevant strategies.

To respond to the climate emergency appropriately, it is critical that all Council decisions consider and respond to the potential impact that they will have on the climate and wider environment. Through procurement and partnership this responsibility will be extended to suppliers and partners engaged in activities with the Council.

Following the Climate Emergency declaration, the Council has developed an in-house method of calculating emissions from its direct and indirect sources. The Council's emissions have been estimated as 2,500 tonnes of CO_2 equivalent (based on 2018/19 data). On a similar basis District-wide emissions are estimated as 695,100 tonnes of CO_2 equivalent. The breakdown of emissions within South Derbyshire is illustrated below. A significant proportion of Carbon emissions in South Derbyshire derive from industry and commercial activities, along with transport.

TABLE 14: Carbon Emissions by Sector for South Derbyshire (BEIS, 2019)

Sectors	Carbon emissions $ktCO_2e$	% of Total
Industry (Business)	126.5	19.2
Commercial (Business)	44.3	6.7
Public Sector	11.7	1.2
Domestic (Residential)	163.3	24.7
Transport (Road, Rail)	327.1	49.5
Land use (forestry, amenity, etc)	-12.5	-1.9
Total	**660.5**	

Low Carbon Sector

The Government has signalled a more prominent focus for low carbon growth with the publication of its Ten Point Plan for a Green Industrial Revolution (2020). The Government's Ten Point Plan focuses on ambition in the following areas:

- advancing offshore wind;
- driving the growth of low carbon hydrogen;
- delivering new and advanced nuclear power;

- accelerating the shift to zero emission vehicles;
- green public transport, cycling and walking;
- 'jet zero' and green ships;
- greener buildings;
- investing in carbon capture, usage and storage;
- protecting our natural environment; and,
- green finance and innovation.

The low carbon sector is one of the fastest growing in the UK, employing several hundred thousand people directly and indirectly across the supply chain. The low carbon sector includes: offshore wind; onshore wind; solar photovoltaic; hydropower; other renewable energy; bioenergy; alternative fuels; renewable heat; renewable combined heat and power; energy efficient lighting; energy efficient products; energy monitoring; saving or control systems; low carbon financial and advisory services; low emission vehicles and infrastructure; carbon capture and storage; nuclear power; fuel cells; and, energy storage systems. South Derbyshire is well placed to take advantage of the opportunities to develop technologies associated with the low carbon sector.

Key Developments

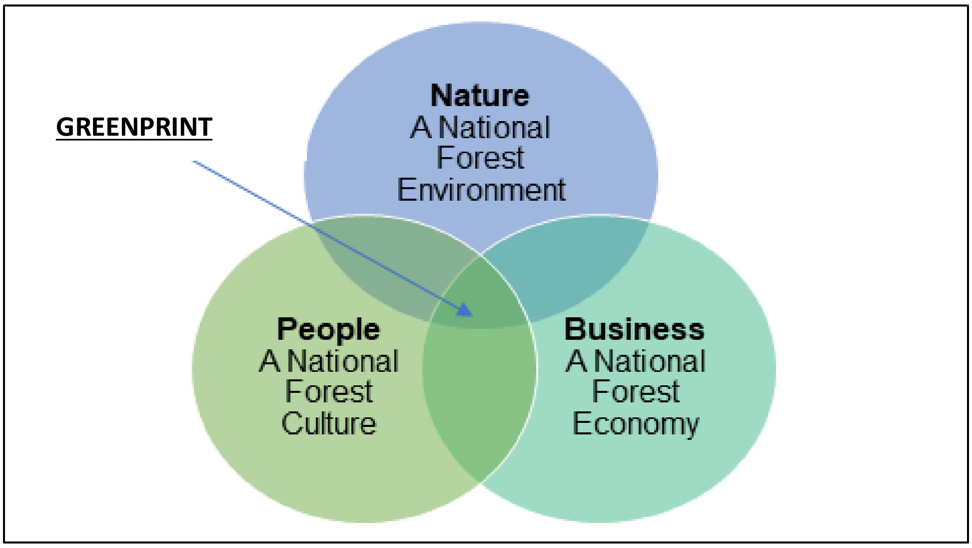
Alongside mainstream carbon reduction activities, there are a number of opportunities that are more unique to South Derbyshire, including:

Heat Recovery: The legacy of the area's industrial past could be exploited to tap into geothermal heat in mineshafts, recirculating water and bringing it to the surface at a higher temperature. Derbyshire County Council is investigating the feasibility of developing 'heat networks', with the heat distributed through a network from a central source to multiple buildings. Supported by funding from the Heat Networks Delivery Unit, Derbyshire County Council has completed a heat mapping and energy master planning study for the County.

Mobility: Toyota is transitioning from being a car manufacturer to becoming a mobility company. The company's Beyond Zero mission, sets out its ambitious goal to reach zero emissions and then go beyond to provide mobility solutions for everyone and contribute positively to society. Having pioneered hybrid technology with the Prius, and Hydrogen fuel cell technology with the Mirai, the company has recently announced that a Hydrogen fuel cell version of its Hilux pick-up truck will be developed at Burnaston. JCB Power Systems is developing hi-tech Hydrogen combustion engines at Foston for use in its range of construction and agricultural vehicles, having already produced fully electric versions of some of its smaller equipment.

National Forest: The National Forest aims to become an exemplar for sustainable living, operating in-line with the three pillars of sustainability – the environment, society and economy - and making a real change in a real place. Its vision is a greenprint for a more fulfilling way of life, inspiring people and businesses to reconnect with nature and create a place to grow together. It envisages a focus on mitigating and adapting to climate change, creating a place for a greener future, and demonstrating how a woodland environment can be the catalyst for sustainable living. The National Forest Company's 25 year vision aims to set out 'a greenprint for the nation'.

FIGURE 16: The National Forest Greenprint (NFC, 2019)



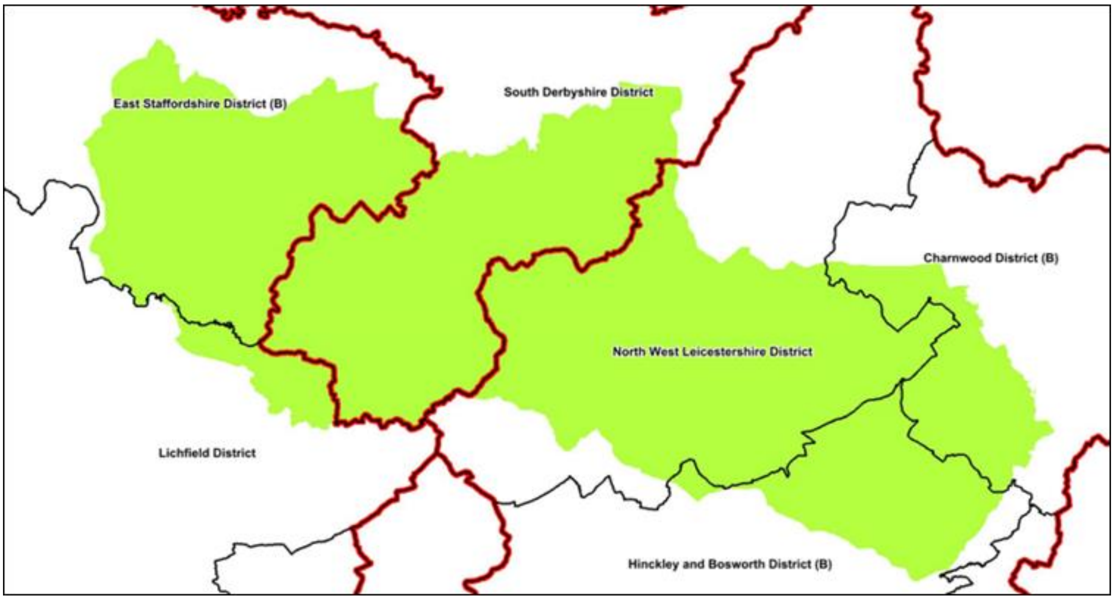
The key drivers of the National Forest greenprint are:

- Climate Change: The urgency of climate change and the need for a practical and positive response in terms of mitigation and adaptation. This is an opportunity for environmental leadership and ties into our value that trees transform things.
- Placemaking: The need and ability to achieve real change in a real place for real people – in an area that has no protected status and has a sizable population. This is an opportunity to demonstrate improved quality of life and ties into our value that forests are for everyone.
- Sustainable Living: The need to genuinely reflect the three pillars of sustainability in our policies, economy and decision making, to model sustainable living. This is an opportunity to set an optimistic vision for the future and ties into our value that sustainability is achievable.

The key themes of the National Forest greenprint are to:

- Create a more resilient environment: A National Forest environment with forest character that can adapt to and mitigate the impacts of a changing climate.
- Improve sense of place and local wellbeing: A National Forest society through our landscapes, buildings, activities and opportunities that demonstrates character and improves quality of life.
- Shift to a low carbon and sustainable economy: A National Forest economy that supports businesses to shift and encourages new business development aligned to the Forest.

FIGURE 17: National Forest Footprint



Climate - Business

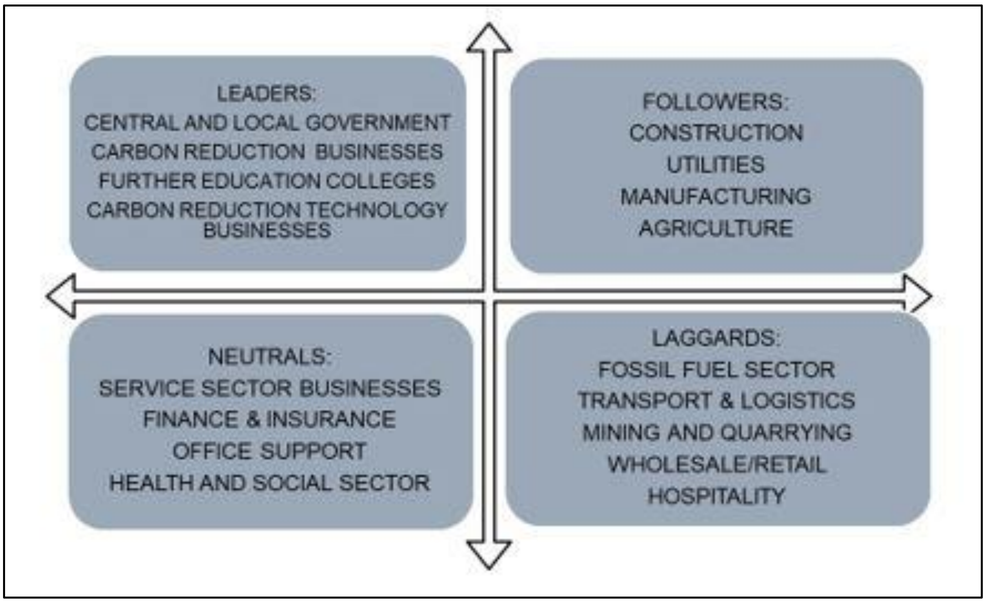
In the South Derbyshire survey businesses were asked how public sector agencies can help them address the challenges associated with climate change, with a number of areas identified including:

- access to best practice information and funding;
- more access to funding and assistance to develop their business;
- more incentive from authorities to support recycling teams; and,
- training.

The District Council, working with key external stakeholders, is rolling out a programme of engagement with businesses to identify further potential to address the climate emergency. This aims to engage businesses with the District Council's Climate and Environmental Strategy aspirations and to support them in exploiting the opportunities provided by the growth of the green economy. There is a specific focus on supporting SMEs with their carbon reduction journey, including encouraging green economy networking.

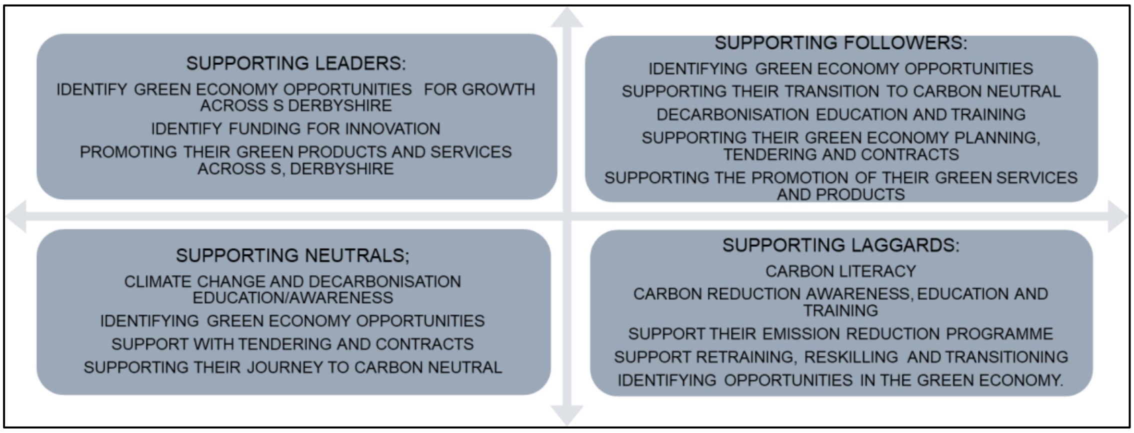
The intention is to classify the District's businesses by size/type, and to identify individual businesses in the green economy, within the main emissions sectors: Transport; Energy; Building decarbonisation (eg. retrofit, heat sources, building design); and, Green businesses services (technology).

FIGURE 18: Climate-Business Approach - Classification



Early work will seek to understand how much businesses know about climate change, decarbonisation, Government strategy and timeframes, how it will impact their business, what plans they have, what level of support they need, and what practical support the District Council can offer. This will inform the development of engagement approaches and supporting collateral for each business category, together with initiatives to assist businesses to address the challenges.

FIGURE 19: Climate-Business Approach - Engagement



South Derbyshire District Council

7.0 Connectivity and Inclusivity

This section will address the key issues relating to the development of town centres, deprivation, Social Mobility and digital connectivity for businesses.

Connectivity and Inclusivity - Feedback From Interviews

- The quality of the physical infrastructure is seen as a key strength, with approximately 85% rating it as either satisfactory, good or excellent.
- Transport is rated as either satisfactory, good or excellent by approximately 94% of respondents.
- Access to markets is rated as either satisfactory, good or excellent by approximately 90% of respondents.
- Access to supply chain is rated as either satisfactory, good or excellent by approximately 83% of all respondents.

Social Mobility

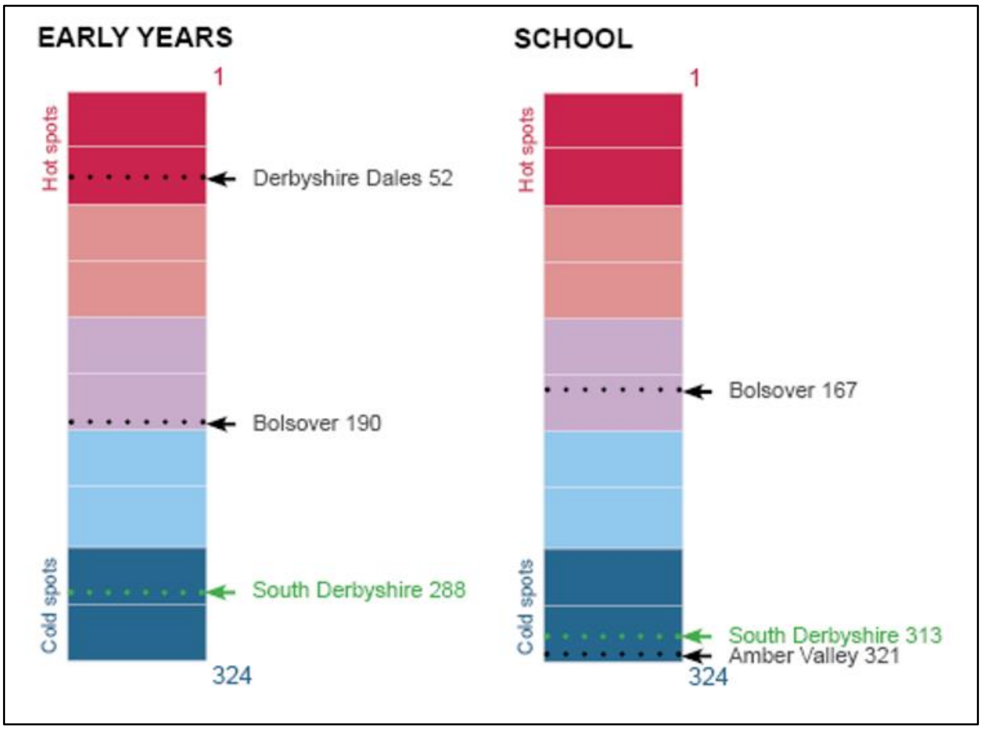
One key area identified by stakeholders is the challenge faced by the District in relation to Social Mobility. Definitions of Social Mobility vary, the Social Mobility Commission states that, 'Social Mobility is about ensuring that everyone has the opportunity to build a good life for themselves regardless of their family background. In a Socially Mobile society, every individual has a fair chance of reaching their potential … But Britain's Social Mobility problem is not just one of income or class background. It is increasingly one of geography'.

Whilst relatively small in number, those disadvantaged residents affected in South Derbyshire may be some of the least 'mobile' in the country. The issue is focused upon Swadlincote and has similarities with other East Midlands towns with a comparable industrial history.

The Social Mobility Commission (State of the Nation 2017: Social Mobility in Great Britain) ranked South Derbyshire 311th out of 324 local authorities in England (1 is the best). Similarly the Sutton Trust (Social Mobility Index 2015) ranked South Derbyshire 533rd out of 533 parliamentarly constituencies in England (1 is best).

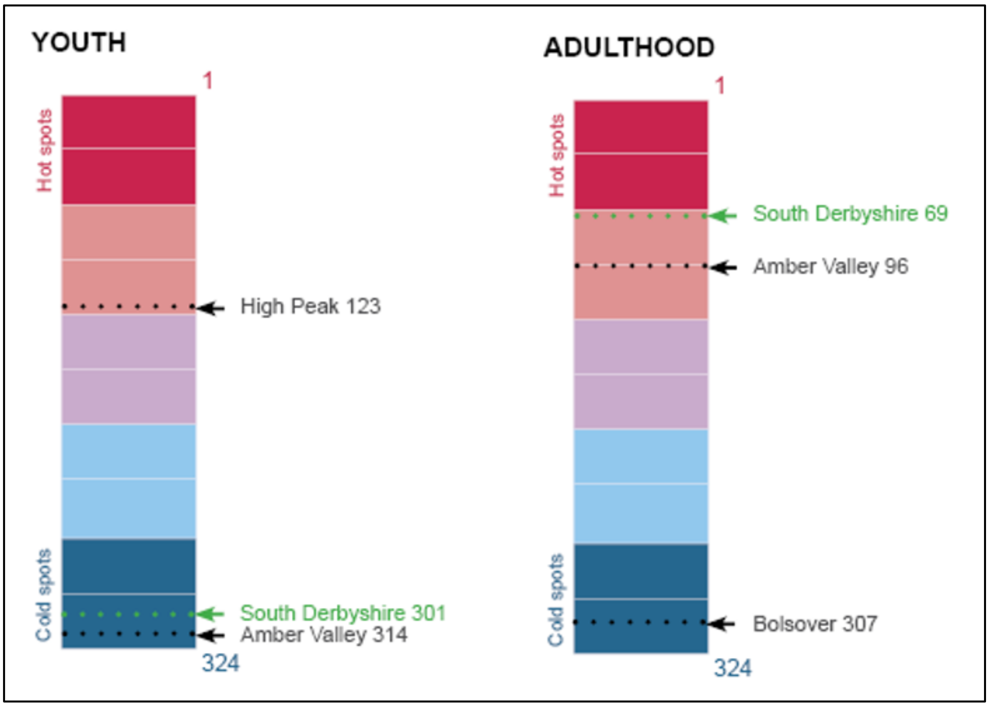
The studies combine a number of indicators focused on education and employment prospects, together with life stages (early years, school, youth and working lives) to identify where people from disadvantaged backgrounds are most, and least likely, to make social progress.

FIGURE 20: Social Mobility for Derbyshire Districts - Early Years and School Age (SMC, 2017)



South Derbyshire is ranked 288 out of 324 local authorities for Early Years (Ages 0-5) and 313 for School Age (Ages 5-16) Social Mobility.

FIGURE 21: Social Mobility for Derbyshire Districts – Youth and Adult Ages (SMC, 2017)



The District is ranked 301 for Youth (Ages 16-18), but scores more positively for Adulthood (Ages 18+), ranked 69 out of 324 local authorities.

A recent report by the Social Mobility Commission (Monitoring Social Mobility 2013-2020) highlighted the importance of education between the age of 11-19 (only 51% of disadvantaged pupils reach the expected standard in reading, writing and mathematics), plus the critical stages of transition from full time education into work (half of all adults from the poorest backgrounds receive no training after leaving school).

By contrast, a recent study ranked South Derbyshire third most Socially Mobile in England in The Long Shadow of Deprivation: Differences in Opportunity Across England (Social Mobility Commission, 2020). This study focused on adult earnings, exploring the differences in pay of the sons of the most and least disadvantaged families. Outside of London, South Derbyshire was found to have one of the smallest pay gaps at age 28 between the most and least deprived sons at age 16, by where they grew up. It also has one of the smallest educational attainment gaps at age 28 between the most and least deprived sons at age 16, by where they grew up.

TABLE 15: Social Mobility in England (SMC, 2020)

Most socially mobile areas in England					
Region name	**Local authority name**	**Median age 28 earnings FSM son (£)**	**Quintiles of FSM median Earnings**	**Quintile pay gap**	**Number of FSM sons in sample**
East	Forest Heath	21200	1	1	38
South East	West Oxfordshire	19700	1	1	72
East Midlands	South Derbyshire	18700	1	1	78
London	Kingston upon Thames	18500	1	1	138
South East	Cherwell	18400	1	1	163
East	East Cambridgeshire	17900	1	1	54
South West	South Gloucestershire	17900	1	1	218
London	Tower Hamlets	17900	1	1	1852
South West	Cotswold	17800	1	1	51
East Midlands	Melton	17600	1	1	36
East	Dacorum	17300	1	1	114
East	North Hertfordshire	17300	1	1	96
East	South Cambridgeshire	17200	1	1	55
South East	Oxford	16800	1	1	288
North West	Eden	16800	1	1	32

These updated figures show that Social Mobility is a complicated issue to address via any single intervention. The Social Mobility Commission has identified a range of important Social Mobility factors, including the following:

Equipping people with skills and capabilities:

- Hard skills (eg. literacy, numeracy);
- Non-cognitive skills (eg. resilience, motivation, confidence, aspirations) – believed to be increasingly important; and,
- Parental and community influences (eg. gaps in education attainment appear early in life).

Equal opportunities to get jobs, regardless of socio-economic background, gender or race:

- Admissions and recruitment biases (eg. race, gender);
- Understanding of opportunities (eg. career paths; access to information; moving to good school catchments); and,
- Networks and peer group norms (eg. family or social circle; finding work experience).

The South Derbyshire Partnership has held a series of workshops to explore partner views on the issues raised, and has undertaken a survey of young people's views. It also commissioned some ethnographic research to enhance understanding of the issues locally. The following characteristics of Social Mobility in South Derbyshire emerged:

- issues affect those aged under 18 years; The area's rapid population growth may be a factor in this;
- a relatively small group of children and young people face a high level of disadvantage compared to others in the area; This is likely to include issues of school readiness;
- a focus on households with children eligible for Free School Meals due to low incomes; Issues of complex lifestyles amongst household members;
- geographic concentration, with a focus on the Swadlincote urban core;
- challenges in school performance – attendance, attainment and progression;
- issues are more prevalent amongst boys than girls; and,
- COVID-19 may have exacerbated existing issues (eg. due to household debt, digital exclusion).

The District Council has identified a number of areas in which it could seek to support disadvantaged young people, including:

- acting as a best practice employer, with respect to employment practices and provision of employment themed opportunities for young people, such as school visits, work experience, careers advice and apprenticeships;
- working with partner organisations to strengthen the links between schools and other academic centres to develop a shared understanding of the careers opportunities for young people and in particular, opportunities for vocationally based careers;
- promoting career options such as apprenticeships and industrial placements;
- supporting the provision of careers activities and labour market information, working with schools to engage employers in broadening the outlook and raising awareness of opportunities amongst young people; and,
- promoting healthy, active lifestyles amongst young people, through involvement in physical and cultural activities in their local communities that will be engaging and inspirational.

Deprivation

Linked to the issues surrounding Social Mobility is the deprivation prevalent in some parts of the District. The Indices of Deprivation (2019) shows that within the Swadlincote urban area, there are neighbourhoods experiencing significant levels of deprivation relating to employment, education and skills, and low incomes affecting children. In some cases, deprivation levels in these areas have relatively worsened in recent years.

Overall South Derbyshire is the second least deprived District in Derbyshire, ranked 218 out of 316 local authority districts nationally. There are two areas ranked within the most deprived 20% nationally. The lowest ranked areas in South Derbyshire are Newhall and Swadlincote, followed by Goseley Dale. There are three areas of concern, where their position has worsened since the last Index was produced in 2015 – Swadlincote, Stenson and Hatton. It is interesting to note that deprivation in the District is heavily focused on the ‘education, skills and training’ domain.

FIGURE 22: Deprivation by Domain in South Derbyshire (MHCLG, 2019)

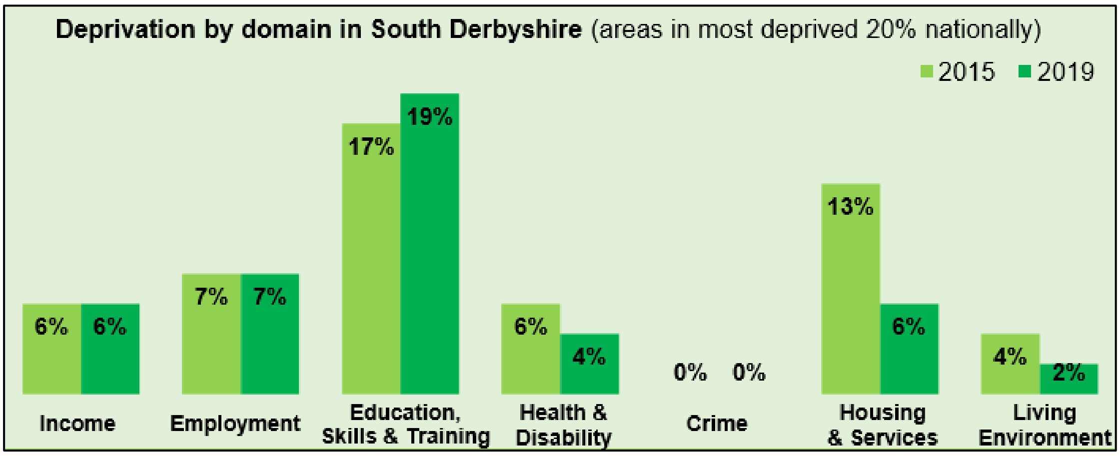
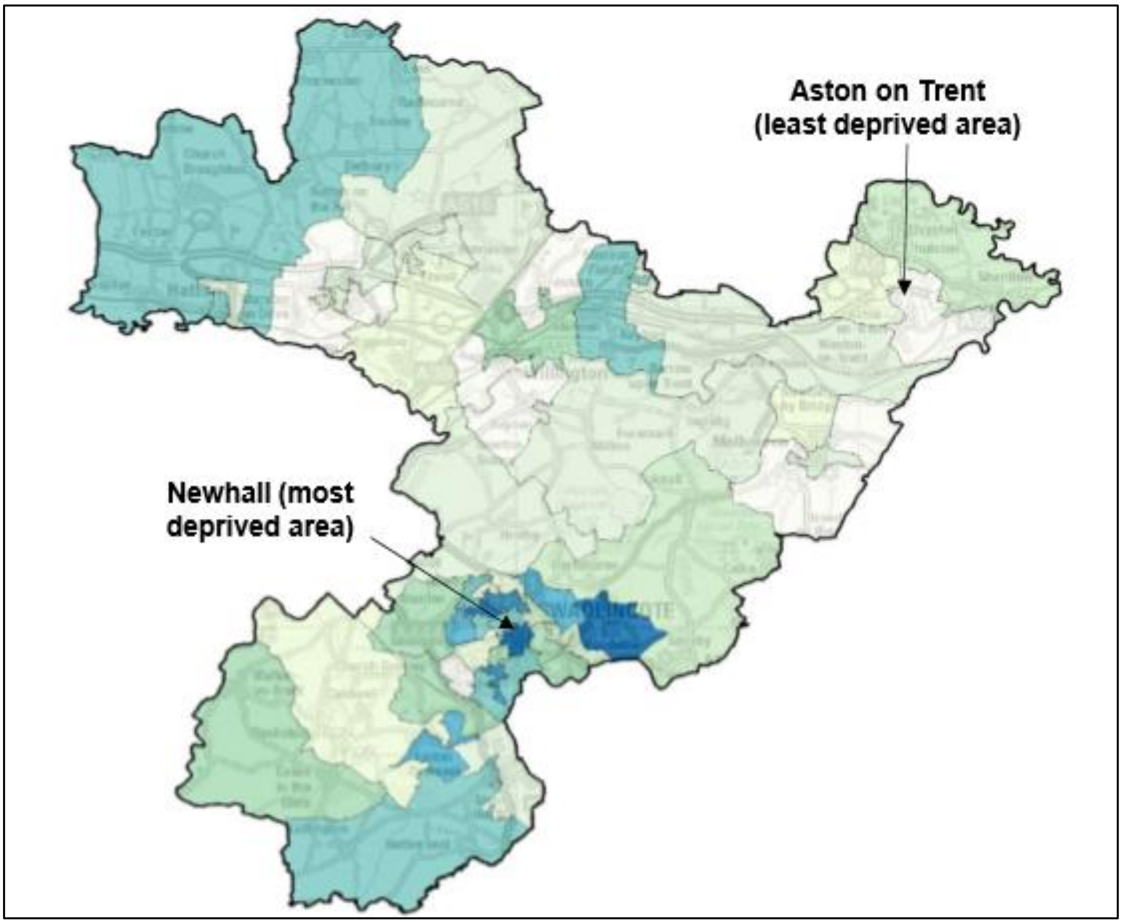


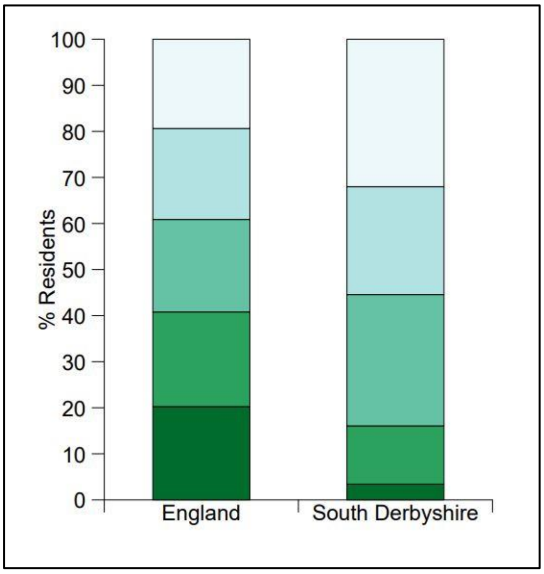
Figure 23 demonstrates the geographic spread of deprivation across the District. Dark blue indicates the most deprived areas, through green, to white which shows the least deprived.

FIGURE 23: Indices of Deprivation for South Derbyshire (MHCLG, 2019)



The Figure below shows that the proportion of the population living in the more deprived areas (darker green) in South Derbyshire, which is below the national average.

FIGURE 24: Percentage of Residents Living in Deprived Areas (MHCLG, 2019)



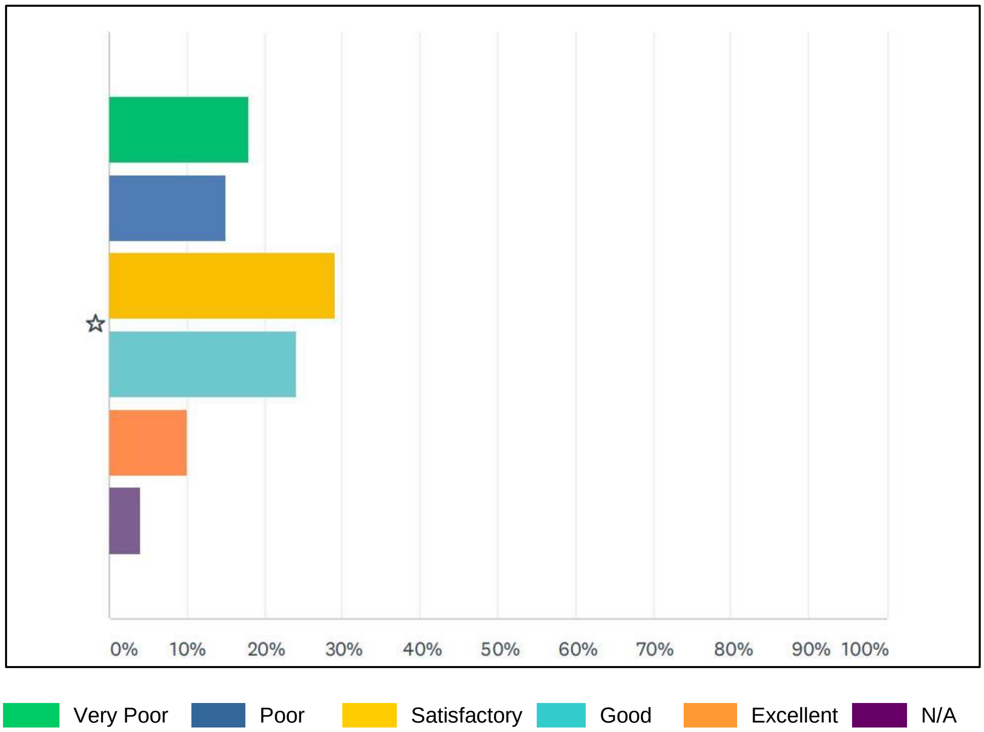
Broadband Development

The importance of digital connectivity cannot be overemphasised, in particular as the long term impacts of the pandemic become apparent and organisations look to exploit the opportunities for online trading and business development.

Connectivity across South Derbyshire is mixed with only some locations having access to full fibre broadband connectivity. Similarly, mobile connectivity varies considerably, with the proportion of South Derbyshire households having access to 4G from all operators significantly below that in Derby City. The higher cost of providing better rural digital connectivity is a key barrier. The digital divide could become worse without public intervention to improve services in locations that are not commercially viable, for example through support for rural collectives to develop local digital connectivity.

62% of businesses rate broadband access as either satisfactory, good or excellent in the local area, compared with approximately 23% rating it as poor. Approximately 70% of companies do not feel that the present broadband access in the District supports new ways of working.

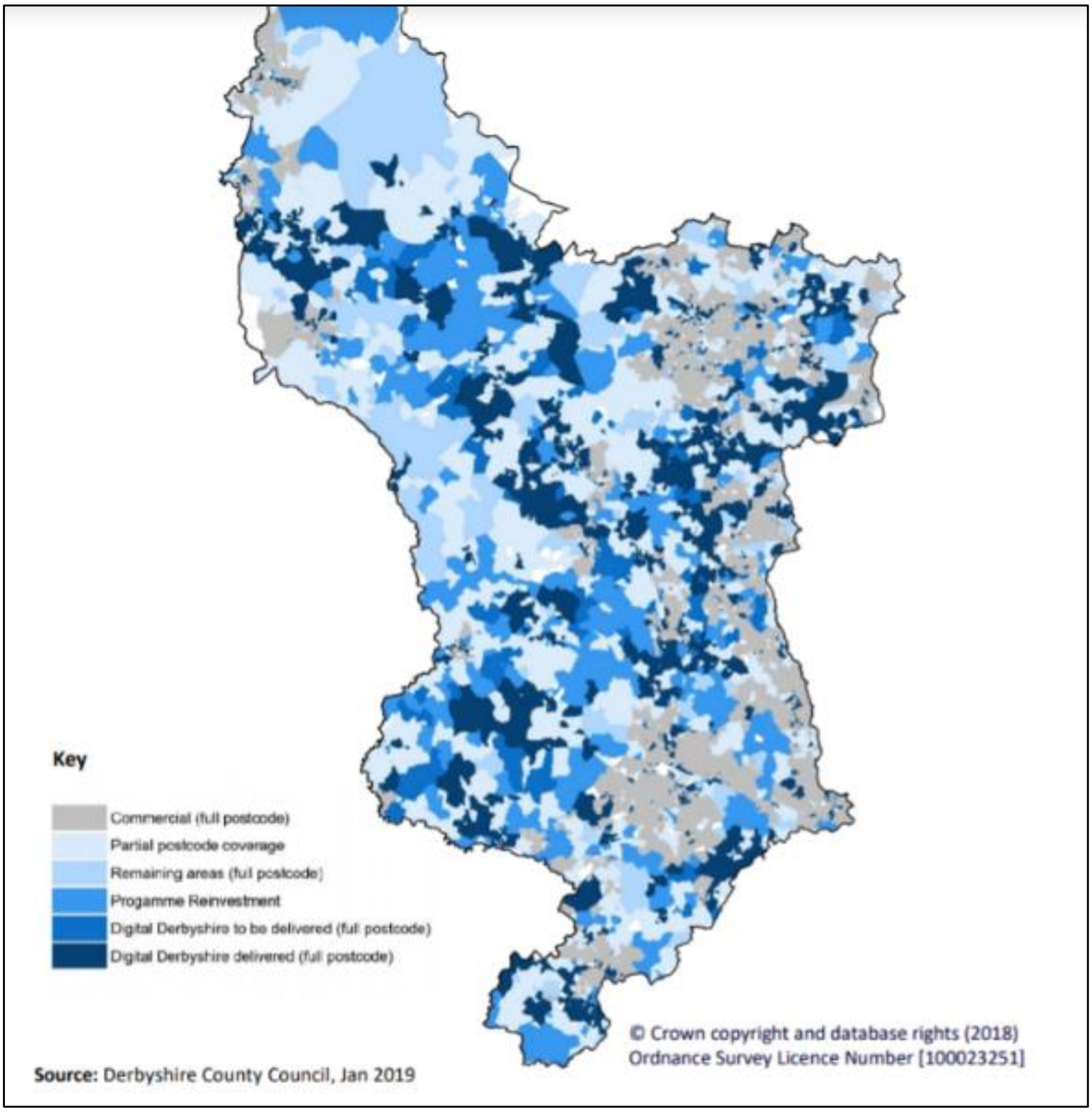
FIGURE 25: Quality of Broadband (SDDC Survey, 2020)



Enhancing digital connectivity will be vital to future economic development. Many sectors will be exploring new innovations, such as Artificial Intelligence (AI), where Fibre To The Premises (FTTP) will be a prerequisite. Despite Government subsidies 5G rollout is not ubiquitous. The Government aims to have 85% Gigabit coverage by 2025 and most areas served by 2030. Meanwhile, 5G densification is not seen as a priority due to the lack of compelling use cases and poor demand.

An assessment of digital infrastructure in the District is difficult as infrastructure owners do not generally make data available in the public domain. The Council can work closely with partners to stimulate provision of full fibre infrastructure, for example, through guidance for developers of new homes and business sites.

FIGURE 26: Fibre Broadband Locations Delivered Through Digital Derbyshire (DCC, May 2018)



Digital Derbyshire is a multi-million pound partnership with Openreach, supported by the UK Government, D2N2 Local Enterprise Partnership and the European Regional Development Fund. Since its launch in 2014, Digital Derbyshire has made faster broadband available to more than 102,000 Derbyshire homes and businesses. Of these, more than 97,000 can now get download speeds in excess of 24 Megabits per second, which the UK Government classes as 'superfast'.

Digital Inclusion

A study undertaken by Rural Action Derbyshire (2022) found that across the County, 7.6% of adults had no internet access at home, 14% did not have a smartphone, 18.8% did not have a laptop/PC, and 39% did not have all the essential digital skills for work.

The geography of digital exclusion was found to be a combination of three risk factors – connectivity, demography and deprivation. 97% of residential and business premises had access to superfast broadband, although 1 in 100 were unable to access 10 Mbps download speed (the Government's Universal Service Obligation). 1 in 5 households with an income under £25,000 did not have access to the internet, with a greater likelihood amongst disabled people and people aged over 65.

Town Centres

Town centres have been a focus of activity in recent years, developing a range of actions aiming to raise their profile as centres for retailing, service and leisure, and guiding work to enhance vitality and viability.

The impact of the pandemic has been keenly felt in town centres, arguably accelerating some of the changes already underway, for instance:

- online retail sales have been growing steadily over the last decade, however with lockdowns and social distancing online shopping has substantially increased;
- restrictions on non-essential retail led to the closure of independent shops and some national chains;
- town centre footfall has fallen amongst not only shoppers and visitors, but also office workers now working from home; and,
- property values have fallen with some tenants unable to pay their rent.

The District Council has recently approved a programme of public realm works in Swadlincote with the objective of enhancing the appearance and usability of the town centre:

- enhancement of the shop fronts facing The Delph market square;
- resurfacing of The Delph and controlling of vehicle access onto the market square; and,
- regeneration of the derelict Bank Hose/Sabine's Yard site to create additional free public car parking and a new 'pocket park' green space.

The Swadlincote Town Centre Vision highlights the need for the collaboration of public, private, voluntary and community sectors in pursuit of an enhanced town centre based upon three Areas for Action – design, promotion and economic restructuring – and a number of principles:

- Comprehensive – a single project cannot regenerate a town centre;
- Incremental – small projects make a difference;
- Self-help and public-private partnership;

- Identifying and capitalising on existing assets;
- Recognising the wider value of historic buildings and landmarks;
- Improvements and initiatives must be synonymous with quality;
- Changing community attitudes and public perceptions; and,
- Action-orientated – frequent, visible changes.

Partners have made progress on matters such as:

- enhancing heritage buildings, improving shop fronts;
- reducing the numbers of vacant premises;
- providing business support, training events and awards schemes;
- supporting marketing and events, encompassing public, community and schools activities, including through the South Derbyshire Visitor Information Centre;
- developing new residential space in disused buildings and above shops;
- developing planning and conservation policies;
- progressing development sites, particularly housing schemes on the edge of the town centre; and,
- improving CCTV and undertaking community safety activities.

Continuing challenges for the partner organisations include:

- enhancing public transport services and walking and cycle routes and facilities;
- expanding long stay parking provision;
- increasing the provision of overnight accommodation;
- pursuing public realm and gateway improvements;
- encouraging greater attention to property maintenance;
- tackling highways issues, including junction congestion at peak times;
- addressing some persistent anti-social behaviour issues;
- boosting footfall;
- enhancing the market offer; and,
- encouraging more residents to 'shop locally' and attracting further visitors.

Recent results from the annual Benchmarking Survey (2022) of the vitality of Swadlincote town centre highlighted some positives. Market day footfall is marginally above, and vacancies below, the National Small Towns Average, whilst business confidence is similar to the national average. However, whilst rising in recent years, fewer respondents would recommend a visit to the town centre than average (6% lower than the National Small Towns Average). Business competition, the mix of retail offer and vacant units were classed as negative aspects of the town centre by businesses.

Centres in South Derbyshire may benefit from the predicted decentralisation of activity away from costly city centre locations with inherent accessibility issues, but it may also be an appropriate time (following the pandemic restrictions) to take stock and redefine the USP of Swadlincote town centre. Evidence from market research, engagement with businesses and shoppers (as above Benchmarking results) and analysis of the results can be used when exploring what makes the centres distinctive to both residents and visitors.

A multi-agency approach is needed, with contributions from the key public and private sector stakeholders, and active buy in from all concerned. The new Planning 'Use Classes Order' has opened the door to a more rapid reconfiguration of commercial property and could be seen as an opportunity to build on the distinctiveness of the centres.

8.0 Ambitions

Business Support and Productivity

Ambition	Key Delivery Partners
Attract new **inward investment** and reinvestment by established businesses, through marketing and investor support	DCC, Developers, DIT, Investors, SDBAS
Promote the **visitor economy** and destination, together with the growth of sustainable tourism businesses, based upon the area's attractions and natural and heritage assets	Businesses, DCC, NFC, SDBAS, VIC, Vol/Comm, VPDD
Provide **business advice** and grants, particularly to smaller businesses, and promote partner support services, whilst fostering key sectors (current and developing), supply chain opportunities, and diversification, productivity and innovation activities	Businesses, D2N2, DCC, EMC, SDBAS, Universities
Strive for **better regulation,** procurement and compliance, which is fair, consistent and proactive, and encourages local sourcing	Businesses, D2N2, DCC, EMC
Work with employers and training providers to develop inter relationships, **raise skills levels,** address skills gaps, and promote a commitment to workforce health and development whilst addressing the needs of more vulnerable groups	Businesses, Colleges, DCC, D2N2, DWP, SDBAS, Training Providers, Universities

Low Carbon / Clean Growth

Engage and assist businesses in reducing their **use of resources** and carbon emissions, through advice, training and financial assistance	Businesses, DCC, D2N2, SDBAS
Promote the growth of the **low carbon sector**, including through diversification of existing businesses and the development of associated skills	Businesses, DCC, D2N2, SDBAS
Support the **National Forest** as an exemplar, demonstrating how a woodland environment can be the catalyst for sustainable living	Businesses, Developers, Landowners, NFC
Support businesses directly at risk from climate change and more extreme weather events, in particular **flood resilience**	Businesses, DCC, Environment Agency
Promote **public transport**, rail freight and active travel (walking and cycling) provision and usage, together with alternative fuels, for travel to work and for leisure	Businesses, DCC, Developers, Transport Operators

Connectivity and Inclusion

Assist disadvantaged individuals to overcome **employability** barriers by creating pathways back into the workforce, particularly in areas of deprivation	DCC, DWP, Training Providers, Vol/Comm
Work with partners seeking to raise **Social Mobility** amongst young people by supporting aspirations and careers activities, and promoting entrepreneurship and business start-up	Colleges, D2N2, DCC, Employers, Schools, SDBAS, University
Promote better **digital connectivity**, both broadband and mobile services, and initiatives to address digital exclusion	DCC, Developers, Utility Providers, Vol/Comm
Enhance **town centre vitality**, addressing anti-social behaviour and physical appearance, whilst undertaking destination and shop local marketing and market/event management	Businesses, DCC, Event Organisers, Market Operators, Police, Property Owners, VIC
Ensure the supply of **employment land**, together with associated access and utility provision, whilst encouraging the regeneration of brownfield sites	DCC, Developers, Utility Providers

KEY: DIT – Department for International Trade; DWP – Department of Work and Pensions; D2N2 – Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership; DCC – Derbyshire County Council; EMC – East Midlands Chamber; NFC – National Forest Company; SDBAS – South Derbyshire Business Advice Service; VIC – South Derbyshire Visitor information Centre; Vol/Comm – Voluntary & community sector organisations; VPDD – Visit Peak District & Derbyshire