

Strategic Leadership Board

Developing the Agenda for Growth in Derbyshire and Derby

Date: 16 May 2024

Key ambition area: Whole Programme

Sponsor/s: Joe Batty

For publication: Yes

1.0 Purpose of the report

- 1.1 To outline the progress made on preparing a draft Inward Investment Strategy and draft *strategy for growth* covering the D2 geography.
- 1.2 To set out how they will be used to support discussions with the East Midlands Combined County Authority (EMCCA) in preparing priorities for investment.
- 1.3 This covering report will be supported by a presentation at the meeting.

2.0 Recommendations

It is recommended the Strategic Leaders' Board:

- 2.1 Considers the presentation on the draft Inward Investment Strategy (shared at the meeting) and provides comments/ feedback to help finalisation of the document.
- 2.2 Confirms its preferred approach to signing off the final document.
- 2.3 Notes the progress made on preparing content for the D2 *strategy for growth* as outlined in the accompanying presentation and provides a steer on the key economic priorities for the geography that will be used to inform the framework and support discussions with EMCCA – and other partners.

3.0 Reason for recommendations

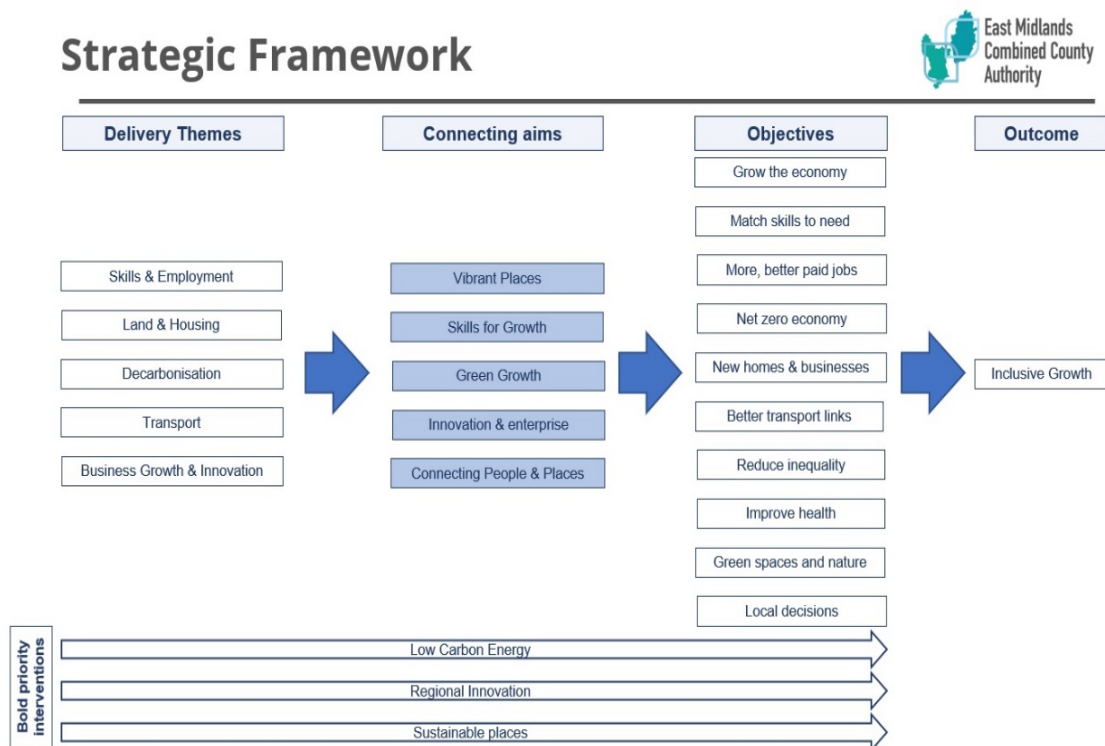
- 3.1 To enable the geography of Derbyshire and Derby to have a confirmed set of inward investment and economic priorities that can be used by the Strategic Leaders' Board (collectively and individually) to inform

discussions with EMCCA – and other partners - and maximise opportunities for funding presented by the new arrangements.

4.0 Report details

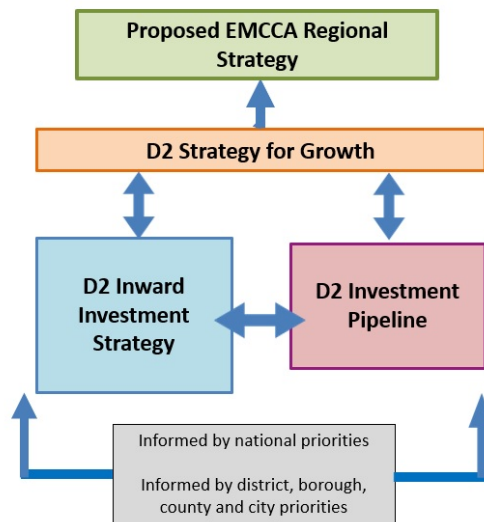
Context

- 4.1 Following discussions on the potential opportunities presented by the new EMCCA – particularly in relation to providing access to significant funding streams - the former D2 Joint Committee for Economic requested firstly that an Inward Investment Strategy be prepared for the geography, setting out key sites for attracting either growth of indigenous business or new foreign direct investment (FDI). An additional piece of work was requested more recently in the form of a shared ‘strategy for growth’ covering the D2 area. Having regard to the fact that the individual growth strategies of the districts, boroughs and city councils are all at different stages, this latter piece of work has the potential to take the shape of a strategic framework, rather than a strategy document in its own right.
- 4.2 In setting the wider, place-shaping context, EMCCA has developed a draft policy framework that will be used to guide the preparation of its own strategies, priorities and investment decisions; this is shown below. The arrival of the Mayor now may result in some changes to this Framework, although it’s unlikely to be substantial.



The D2 Response

- 4.3 The following diagram illustrates the inter-relationship between D2's Inward Investment Strategy and *strategy for growth* commissioned by the Strategic Leaders' Board (SLB) and the work shared at the previous meeting on the emerging D2 investment pipeline and context set by the proposed EMCCA 'regional strategy'.



D2 Inward Investment Strategy

- 4.4 On behalf of the SLB, Derbyshire County Council commissioned Marketing Derby and Derbyshire (MDD) to prepare the Inward Investment Strategy document. Over the past few months, MDD has undertaken a range of discussions with senior economic development officers from each of the ten local authorities to prepare the Strategy and collate a list of individual sites and proposals into one document.

- 4.5 Wider discussions have also taken place with:

- Property professionals and commercial agents, architects and planning consultants
- East Midlands Chamber of Commerce
- Destination Chesterfield
- Business Peak District
- D2N2 LEP
- Dept of Business and Trade
- Freeport
- Midlands Engine Partnership
- Rail Forum
- Visit Derby

- Visit Peak District and Derbyshire
- 4.6 Members will recall a presentation by MDD at a previous meeting in November 2023, setting out the core purpose of inward investment, the role a strategy could play, the national context and key opportunities within the D2 geography.
- 4.7 It is anticipated the final document will be used in two ways:
- a. As a means through which D2's development and inward investment priorities can be shared with EMCCA and other strategic partners.
 - b. As shared D2 collateral for use with potential investors at place marketing events such as UKREiiF, joint work with the Department for Business and Trade, discussions with Midlands Engine and with EMCCA.
- 4.8 A copy of the draft Inward Investment Strategy was received from Marketing Derby at the end of April and at the time of writing, is being reviewed by senior economic development officers in the local authorities.
- 4.9 A copy of the draft Strategy will be shared at the SLB meeting and discussion on the content will be supported by a brief presentation, informed by feedback from the senior officer group. The key focus of the discussion will be around the opportunities and challenges of the geography and confirmation of the investment sites to be included in the document as priorities for marketing.
- 4.10 The following section presents a few highlights from the draft Strategy for ease of reference:

Proposed Vision:

Derby and Derbyshire will be a location of choice for inward investors seeking a welcoming, central location, with a world-class heritage and culture of innovation, whilst providing proactive and effective support to strategic indigenous businesses.

Proposed Strategic Objectives:

1. To define a differentiated proposition(s) for Derby and Derbyshire in order to attract inward investment, both domestic and international;

2. To proactively promote Derby and Derbyshire to target markets on the basis of bespoke propositions, be they spatial, sectoral or otherwise;
3. To design an effective and efficient enquiry-handling service which operates at the right spatial level(s), is seamless and business customer-focused;
4. To ensure that activity is best delivered at the most appropriate level for the customer at a national, sub-regional or local level;
5. To proactively support strategic indigenous businesses seeking investment growth;
6. To work in collaboration across local and sub-regional geographies to create a delivery plan and attract resources.

Proposed Sites for Promotion for Inward Investment or Investor Development

- BECKETWELL (City)
- CULTURAL HEART OF THE CITY (City)
- NORTH RIVERSIDE (City)
- UNIVERSITY HUB PHASE 2 (City)
- INFINITY PARK DERBY (City)
- SMARTPARC SEGRO DERBY (City)
- ST. MODWEN PARK DERBY (City)
- BELPER NORTH & EAST MILLS
- CINDERHILL
- LILY STREET FARM
- SHIPLEY LAKESIDE
- CLOWNE GARDEN VILLAGE
- HORIZON 29
- BIRCHALL ESTATE
- CHESTERFIELD TOWN CENTRE 8. CHESTERFIELD WATERSIDE
- SHEEPBRIDGE LANE
- STAVELEY
- ASHBOURNE BUSINESS PARK
- BAKEWELL RIVERSIDE
- NEW STANTON PARK
- GRAPHITE
- HARPUR HILL AND STADEN LANE
- BAILEYS SQUARE, CLAY CROSS
- EGSTOW PARK
- THE AVENUE
- DOVE VALLEY PARK
- FORMER DRAKELOW POWER STATION
- SINFIN MOOR
- SWADLINCOTE TOWN CENTRE
- WOODVILLE REGENERATION AREA

4.11 Leaders are asked to consider whether a further version of the draft Inward Investment Strategy should be returned to the SLB for final sign off or whether delegation of amendments to the document can be given

to the D2 Chief Executives meeting which would offer an expedient means of finalising the document and making it available for marketing and discussion with EMCCA.

D2 Strategy for Growth

- 4.12 In addition to the Inward Investment Strategy, the former D2 EPC also requested that work commence on preparing a draft '*strategy for growth*' for the whole geography.
- 4.13 At present, the most up to date, collective growth strategy for D2 is based on the COVID recovery work, and although very well regarded and fit for purpose at the time, priorities were essentially focused on recovering from economic crisis with a heavy bias around high streets, town centre renewal and public transport. Although some of this work remains highly relevant, the strategic context has shifted significantly with the advent of EMCCA and the way in which investment programmes may well be called forward.
- 4.14 Furthermore, given that each of the 10 authorities have in place different growth strategies with varying timeframes and arrangements for their area, it is proposed that a 'framework' approach may work better, rather than a specific strategy in its own right. The baseline analysis would essentially be the same (socio-economic conditions, key challenges and risks to the economy etc) but it may be easier and quicker to pull together D2s key priorities and proposals set around EMCCA's Strategic Framework outlined at paragraph 4.2 above.
- 4.15 EMCCA does not have in place yet a growth strategy for the whole region – although work on its Local Transport Plan and Investment Pipeline is being progressed currently. It would be helpful for D2 to have in place its own views of priorities and proposals to inform EMCCA's regional work in a timely manner.
- 4.16 At the time of writing, it is understood EMCCA's plans to complete work on a regional strategy are broadly in line with the following timescale (although this may be subject to change through discussion with the Mayor):
- Agreement to commission the drafting of a strategy – July
 - Development of drafts and collation of evidence/ information – August to December
 - Likely completion of draft regional strategy – early 2025.
- 4.17 Making progress fairly quickly to create a D2 strategic framework for growth is therefore key and work has commenced in earnest – again utilising the senior economic development officer group. An update will

be provided at the SLB meeting and some key points drawn out for discussion but for ease of reference, the following economic priorities for growth are being proposed:

- Site Development;
- Supporting Business Growth and Innovation;
- Town Centre Regeneration;
- Growing the Visitor Economy;
- Improving Digital Connectivity;
- Supporting the Rural Economy and Diversification;
- Creating a Clean, Low Carbon Economy;
- Providing Access to High Quality Employment and Skills.

4.18 It is also proposed that D2's confirmed priorities be set around EMCCA's strategic framework to readily demonstrate how issues and proposals meet EMCCA's objectives. EMCCA's cross cutting themes are:

- Connecting People and Places
- Improving Health and Wellbeing
- Preserving and Developing Vibrant, Sustainable Places
- Reducing Inequality
- Decarbonisation and Working Towards Net Zero

4.19 Further detail on the emerging content and shape of the D2 approach will be presented for discussion / feedback at the meeting.

4.20 It is proposed that the Board:

- a) Considers the presentation on the draft Inward Investment Strategy (shared at the meeting) and provides comments / feedback to help finalisation of the document.
- b) Confirms its preferred approach to signing off the final document.
- c) Notes the progress made on preparing content for the D2 *strategy for growth* as outlined in the accompanying presentation and provides a steer on the key economic priorities for the geography that will be used to inform the framework and support discussions with EMCCA – and other partners.

Next steps

4.21 Inward Investment Strategy – receive feedback from D2 senior economic development officers by 10 May) and from leaders up to 24 May then finalise the document.

- 4.22 Confirmation of sites for investment to be used to support discussions and collateral at UKREiiF – week of 23 May 2024.
- 4.23 Continued development of content for the D2 growth framework and bring forward detailed proposals to next appropriate SLB.
- 4.24 Continue to liaise with officers at EMCCA to ensure timescales and draft outputs inform development of EMCCA Regional Strategy.

5.0 Implications for consideration – Financial and value for money

- 5.1 The cost of preparing the draft D2 Inward Investment Strategy is £25,000 and is covered from the shared DEP budget.
- 5.2 To date, work on the preparing the content of the draft Growth Strategy is being undertaken by Derbyshire County Council officers, working closely with the D2 Business, Place and Economy Workstream.

6.0 Implications for consideration – Legal

- 6.1 There are no legal implications related to this report.

7.0 Implications for consideration – Human Resources

- 7.1 There are no Human Resources issues related to this report.

8.0 Implications for consideration – Climate Change

- 8.1 Proposals related to low carbon development, climate change mitigation and adaptation will form part of the considerations and content of any future D2 Growth Strategy.

9.0 Implications for consideration – Equality and Diversity

- 9.1 Supporting levelling up through inclusive growth will be a key element of any future D2 Growth Strategy.

10.0 Implications for consideration – Risk Management

Description of the Risk	Impact	Likelihood	Mitigating Action	Impact	Likelihood
NA	NA	NA	NA	NA	NA

Document information

Report author
Joe Battye, Director Economy and Regeneration, Derbyshire County Council
Background documents Reports to former D2 Joint Committee for Economic Prosperity Committee <ul style="list-style-type: none"> ▪ September 2023 ▪ December 2023 ▪
Appendices to the report
None

