

Making Mansfield

Towards 2030



www.mansfield.gov.uk



MyMansfieldUK



@MDC_News



Mansfield
District Council

A message from the Mayor

Mansfield has a lot to be proud of and to celebrate in terms of both the place and people and I am proud to be associated with and represent the people of Mansfield

Mansfield has a strong industrial heritage and proud resilient communities. I recognise that the strength of our district was forged in our history of industry and vibrant communities and that this history has built a unique resilience that is the cornerstone of the district's identity.

That resilience and the strong community spirit will enable the district to respond to the challenges, maximise the opportunities, and build on the solid foundations of our industrial heritage to fulfil Mansfield's potential to be a great place to live, learn, work and invest.

I recognise that it is only through working in partnership that we can create the long-lasting change we need. Now more than ever it is important that all partners' public, private and voluntary work collaboratively to move forward with both pace and passion to deliver real improvements that our residents and communities deserve.

It is my intention to be an advocate for and to promote the excellent opportunities that Mansfield can offer in order to attract the investment and resources needed to deliver success.

NB: Where reference is made to the term "Mansfield", within this document, it should be viewed as making reference to the whole of the Mansfield District



Andy Abrahams
Executive Mayor
Mansfield District Council

Foreword

Welcome to “Making Mansfield: Towards 2030”, our strategy for transforming the district of Mansfield. The strategy sets out our vision and ambitions for the future. It builds on the strong foundations of past successes and reflects Mansfield’s resilience and innate desire to improve and move forward.

Mansfield already has lots to celebrate with its locally grown Olympian talent, and sporting champions having become fantastic ambassadors for Mansfield and with the hosting of prestigious sporting events such as the Tour of Britain helping to put Mansfield on the global stage.

Mansfield is also peppered with beauty and architecture with its award-winning parks, open spaces and nature reserves all adding to the charm of the district. The regeneration of historic buildings such as the old town hall and the redevelopment of the bus station provide prime examples of how Mansfield, whilst wanting to preserve its heritage also has the desire to modernise and innovate.

Mansfield has shown its resilience in the way it responded to the economic challenges of the past by diversifying, moving from market town and mining community to a base for manufacturing, offices and small to medium sized enterprises. It has encouraged investment in its infrastructure and has built new affordable and aspirational homes such as the Windmill Rise development, securing further investment and expenditure in Mansfield.



Hayley Barsby
Chief Executive Officer
Mansfield District Council

Whilst there have been significant improvements in the local economy, levels of deprivation and inequalities still exist raising further challenges for the district.

Making Mansfield: Towards 2030 is based on a robust understanding of the challenges we face, and places a strong focus on narrowing the gaps that exist between the Mansfield district and the regional and national picture in terms of key issues, for example economic performance, health outcomes and educational attainment.

We are confident that by 2030 Mansfield will be transformed into a high performing economy that makes a significant contribution to the region by providing a quality, sustainable and competitive environment for investment.

Our key priority is to ensure local people benefit from this transformation. We will achieve this by working together, developing the talents and aspirations of our residents and communities and by rebuilding confidence and pride.

We will also work hard to reduce the inequalities in our communities, We will ensure that all our residents have the skills and support they need to achieve their goals and improve their life chances.

Achieving our vision will mean building on the excellent partnership working which is already in place across the district. It is only through working in partnership that we can create a district that is a great place to live, learn, work and invest .



Making Mansfield: Towards 2030

Mansfield has undergone enormous change over the last decade and those changes have resulted in some significant challenges going forward.

Making Mansfield: Towards 2030, is our response to the changes we've experienced and the challenges we face. It sets out our overall strategic direction, our vision for the future and the ambitions and priorities that we will focus on to ensure we meet those challenges.

A key focus of the strategy will be on securing inclusive economic growth. We know our local economy is an important component of the wider regional economy. By nurturing business creation, development and growth, Mansfield will transform over the next decade into a high performing economy that will make a significant difference to the region.

We need to ensure local people benefit from this transformation and that no community is left behind. We will focus on increasing local prosperity, reducing inequalities and creating new opportunities with wider social and economic benefits for our residents.

We will use our influence to develop the talent and aspirations of our young people by helping them to understand the opportunities open to them.



We will work to promote skills development and life-long learning for adults. We'll support a wider range of people to develop the skills which meet the needs of employers and bring about good quality employment opportunities.

We will invest and innovate to improve the health of our communities. We will look to reduce inequalities in health and support more people to choose healthy lifestyles. We will shape the built environment, infrastructure and open spaces to support health and wellbeing in Mansfield.

We will take ownership of our town centre challenges, demonstrating our leadership role in using our knowledge, commitment and services to ensure our town centres are adaptable to change, and leading local growth through investment in culture.

We will support our communities to develop the connections and support networks that will enable them to build resilience and independence and achieve their full potential.

This is the context of our strategy and we are confident that through strong leadership, our ability to innovate and our commitment to working in partnership, together we can shape a better future for Mansfield.



Mansfield's challenges



Mansfield has a higher than average number of people who are economically inactive compared to the national average.

Mansfield's average earnings, by workplace and residence are below the national average.

Average business start-up and survival rates are lower in Mansfield than the national average.



Educational attainment levels in Mansfield are below the national average with Mansfield also having a lower percentage of over 18's in full-time education

Mansfield is ranked the 10th worst area for social mobility and opportunities in the entire country.

Residential segregation (the extent to which people living in a place are distributed compared to the wider geography where they are located) in Mansfield is higher than the average for all English Authorities



Life expectancy from birth for males and females is lower in Mansfield than the national average.

Mansfield has lower rates of recorded physical activity rates than the national average and higher levels of obesity

There are higher levels of smoking prevalence in Mansfield than the region and nationally.



Technological and structural changes have resulted in a mismatch between the supply of existing space and the demand for different types of space in the town centre

Managing the impacts that climate change has on our residents health and wellbeing and potential disruption to our local infrastructure and economy

Less than half of all respondents to the 2019 citizen survey would recommend Mansfield as a place to live, work, study or visit.

Prosperity & Deprivation of the Mansfield district

Most deprived ward



Least deprived ward

Oaktree: 6.9%

On out of work
benefits

Hornby: 0.6%

Newgate (males) 70.6
Carr Bank (females) 76

Life expectancy at
birth

Ling Forest (males) 83.2
Oakham (females) 89.7

Woodhouse: 0.29%

Older people in
poverty

Lindhurst: 0.03%

Oaktree: £15,816

Median Household
Income

Oakham: £39,782

Portland: 175.8 (per 1000
residents)

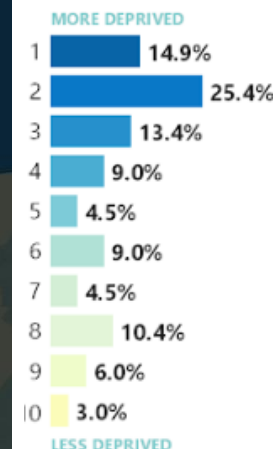
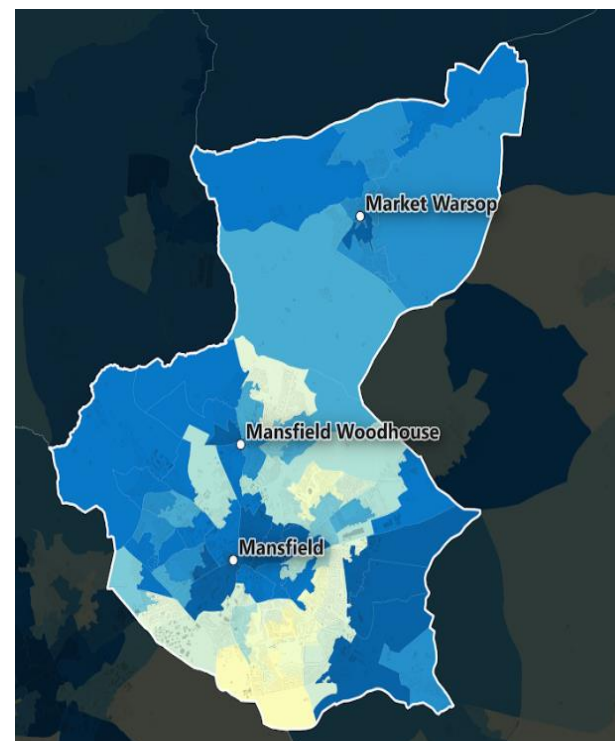
Violent crime against
the person

Eakring: 9.28 (per 1000
residents)

Woodhouse: 59.29%

Age 16+ with no
qualifications

Kingswalk: 22.72%



Indices of Deprivation 2019

Mansfield's vision, ambitions and priorities

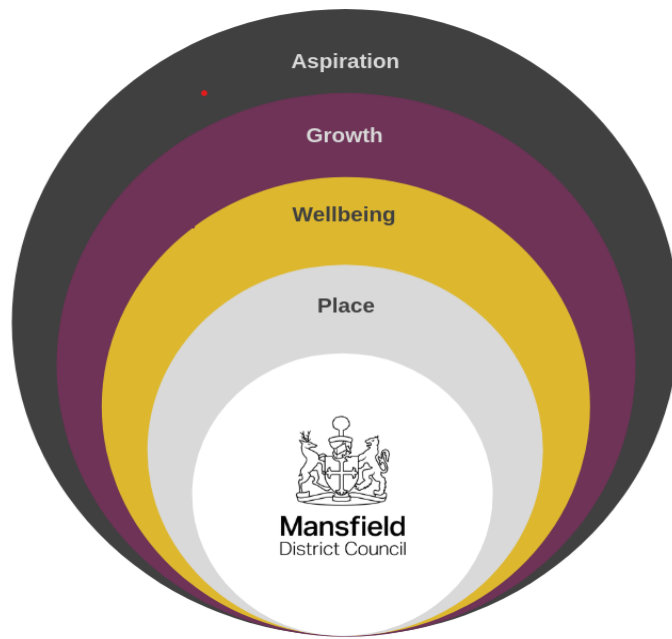
Our vision for the District is to:

“Grow an ambitious, vibrant and confident place”

Our vision for Mansfield is ambitious. It is designed to underpin everything we do as a Council over the next decade. It sets out our ambitions, the changes we want to deliver and the priorities we will focus on to achieve them.

To ensure delivery of the vision we will focus on the following four cross cutting themes:

Each of the four themes have a detailed delivery plan :



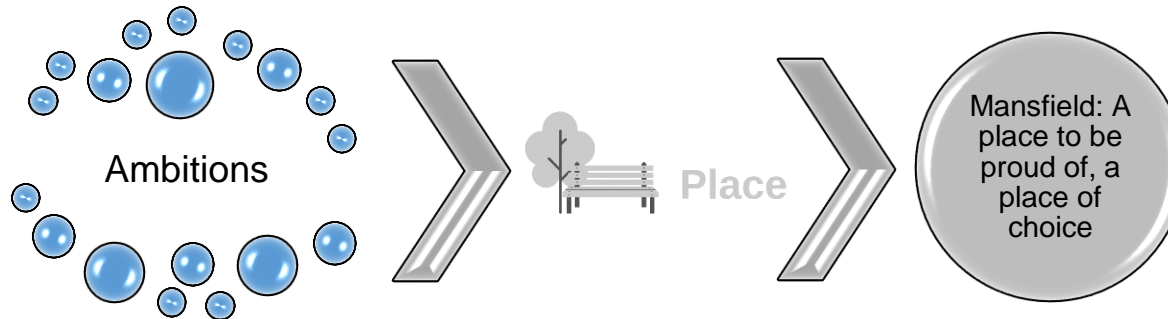
A Plan for  Place

A Plan for  Wellbeing

A Plan for  Growth

A Plan for  Aspiration

Place: Our ambition for place is to create a place to be proud of, a place of choice



OUR PRIORITIES

- Create and communicate a positive image of the Mansfield district
- Preserve, enhance and promote our natural environment and physical assets across the district
- Improve the town centre experience for residents, visitors and businesses
- Create a positive cultural and leisure experience for residents and visitors in the area
- Create a clean, green infrastructure that supports and enhances the quality of life for residents.

Wellbeing: Our ambition for wellbeing is to create a flourishing place where people are healthy and happy



OUR PRIORITIES

- Create an environment where people lead safe, healthy lifestyles and have the opportunities to be physically active
- Support and encourage people to make healthy choices
- Support a good quality of life for those that live and work here
- Understand and respond to the needs of communities and be advocates for support and intervention.

Growth: Our ambition for growth is to create a thriving place for investment and opportunity



Our Priorities

- Support the development of infrastructure, embracing technology and technological advances
- Support employment and housing growth across the District to meet the needs and aspirations of existing and future residents
- Support local businesses and encourage national and regional businesses to invest / locate in the District
- To mitigate and reduce the impacts of climate change as an organisation and by supporting businesses and residents to reduce their carbon footprints

Aspiration: Our ambition for aspiration is to create a place where people can achieve and succeed



OUR PRIORITIES

- Encourage people of all abilities to achieve their true potential
- Build confidence within communities so that they have more control and influence in what happens in their area
- Create opportunities for learning, development and achievement for all.
- Ensure local people have clear aspirational pathways into local employment

Working in partnership

We can only achieve our ambitions and priorities through greater integration of services and through effective and productive partnerships and the pooling of resources.

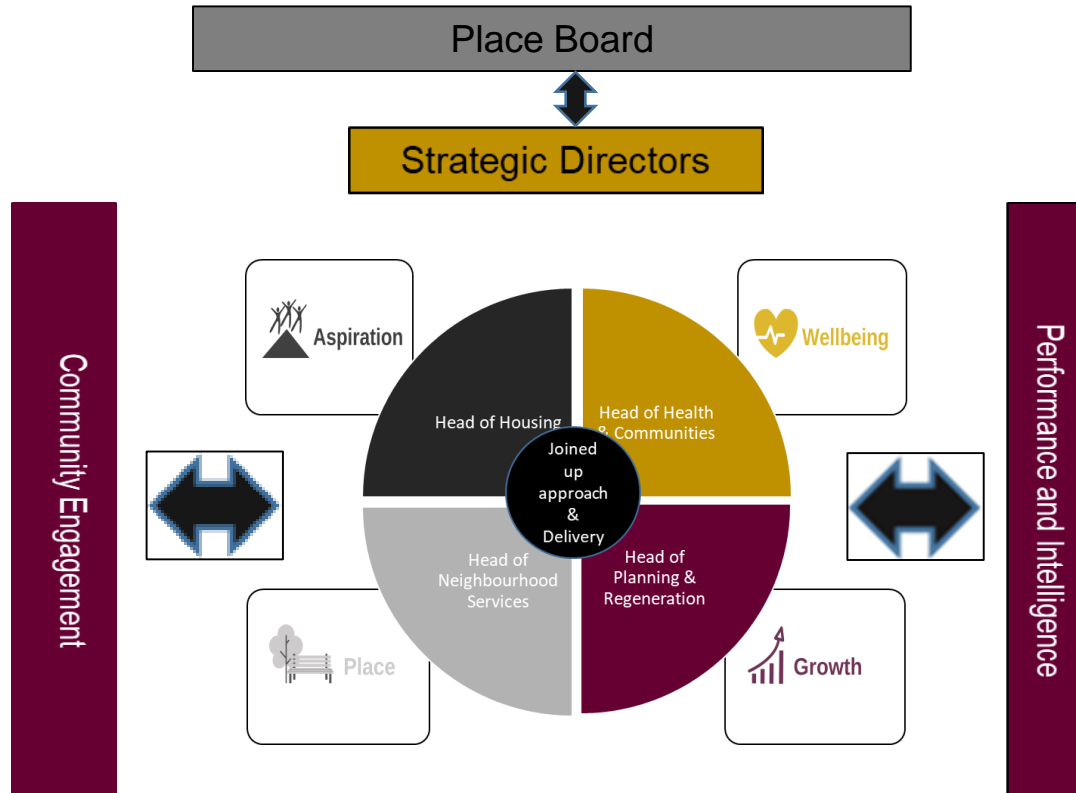
Key partners include:



Mansfield
District Council

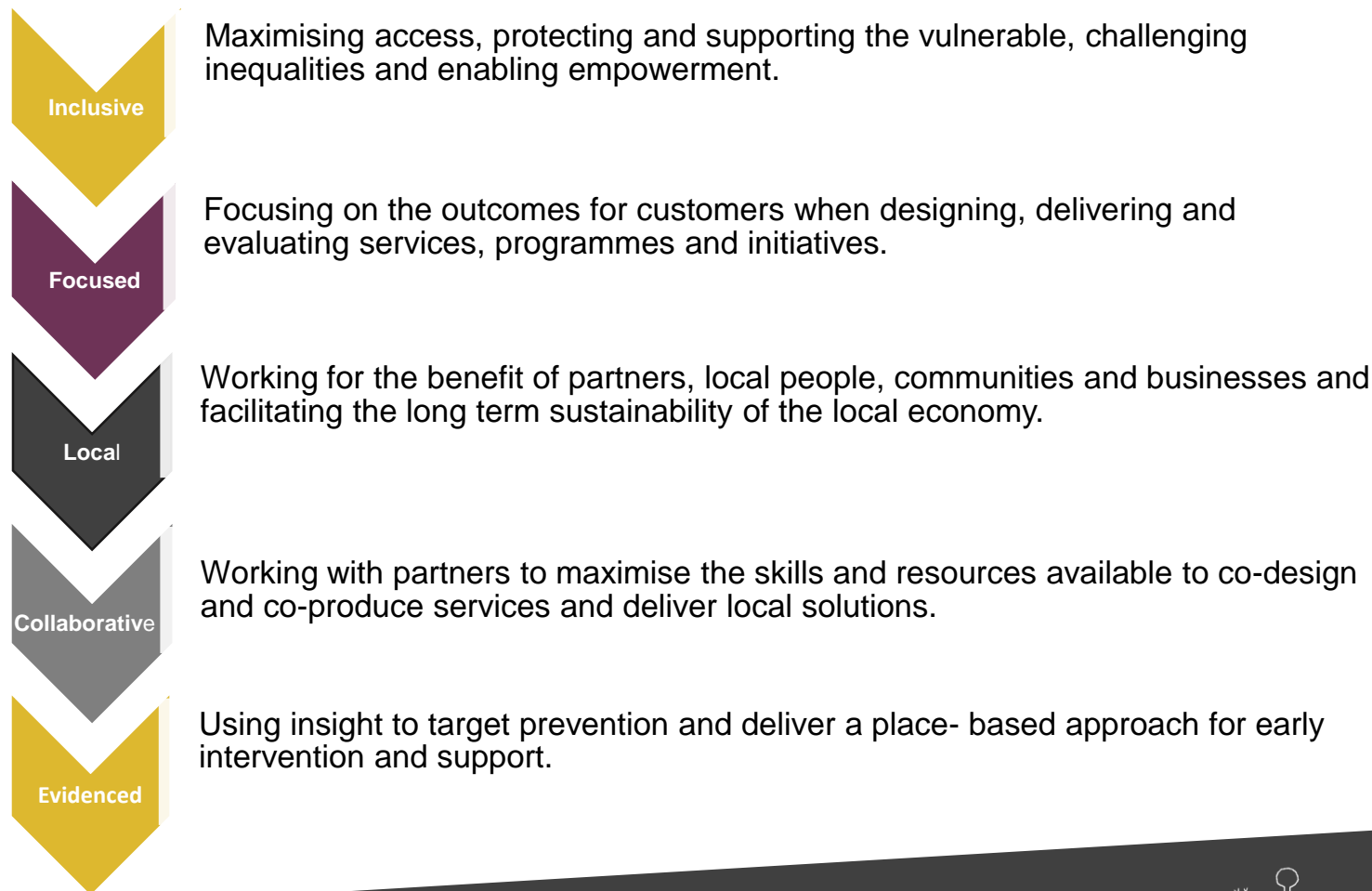
Delivering our vision and ambitions

We need to ensure that we deliver our ambitions and priorities and a theme lead has been assigned to co-ordinate the delivery plans. The diagram below sets out the framework for delivery



Our principles

Our vision, ambitions and priorities are clear, but there are challenges to overcome and difficult decisions to be made. As a result we have developed a set of guiding principles which will inform and support our decision making in the years ahead.



Monitoring and Review

Place Board

The progress and performance of the strategy will be reviewed periodically and reported through the Place Board. The themes all have delivery groups working on specific action plans for these areas. The Board will receive timely updates at high level with the delivery groups responsible for detailed performance and management

Annual report

The Place Board will receive an annual report and this will be supported with appropriate metrics to demonstrate the impact of the delivery work of the groups and how this is affecting the local socio-economic indicators for the area. The delivery groups will work to agreed smart action plans which will be subject to rolling review.

Wider consultation and involvement

The Place Board will engage with the wider community on performance and impact and utilise appropriate communication and consultation channels for specific initiatives. Periodic press communications will be issued as part of transparency and public engagement in the work of the Place Board



Date Published: November 2019

Date of next review: