

# Making Mansfield

Towards 2030: A Plan for Growth



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**Mansfield**  
District Council

# A plan for Growth

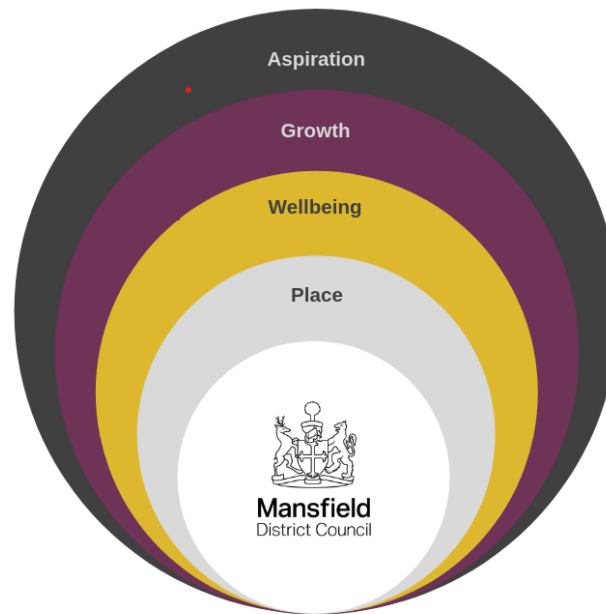
## Mansfield's Vision, ambitions and priorities

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 four themes. This document outlines the delivery plan for the Growth theme



## **Introduction**

Our ambition for growth is to ensure Mansfield is a place for investment and opportunity

Mansfield has great growth potential which can be realised through positive partnership working. The area has many competitive advantages which can help encourage business to invest and expand in the area

Having a strong understanding of the dynamics of the local economy and what is required to unlock growth is the key role which the local authority needs to lead on.

The statutory planning framework along with the importance of strategic and technological infrastructure are of course fundamental here.

This work is essential in underpinning all of our Place work as a whole to ensure there are adequate resources and wealth to realise our long term aspirations for the area.



## Key Challenges

Whilst there have been significant improvements in the local economy, there remains key areas of poor performance within the local economy when compared to the UK average.

Mansfield is still recovering from the impacts of the coalfield closures and associated loss of supply chain industries. The recession of 2008 also impacted significantly on the heavily manufacturing reliant local economy. This has been further compounded by the impact on the construction industry, which has played a strong role in the local economy too.

All of these impacts have collectively meant that the Mansfield area has suffered a period of prolonged contraction, impacting upon wage levels, economic activity levels, enterprise activity and, in turn, social mobility

Wage levels within Mansfield are still way below the regional and national average with high levels of unemployment / economic activity amongst the working age population

New business start ups rates / business survival rates over 5 years fall below that of the national average. A continued weak learning culture and outward migration of highly skilled people means that there is a lack of skills available for businesses

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## Our priorities for growth



### 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

## Where are we now - Growth

### Economic Activity Rate



Mansfield: 77.6%  
East Midlands: 77.5%  
England: 77.7%

### Unemployment



Mansfield: 5.7%  
East Midlands: 5.0%  
England: 5.4%

### Average Gross Weekly Earnings



Mansfield: £453.2  
East Midlands: £529.9  
England: £571.1

### Business start ups per 10,000 head of population



Mansfield: 56.63  
East Midlands: 75.42  
England: 87.98

### Business survival rate (5 years)



Mansfield: 37.1%  
East Midlands: 44.9%  
England: 43.2%

### Recycling rates



Mansfield	– 32.52%
East Midlands	-
England	-

### GVA per Head



Mansfield:

## How will we achieve our priorities

Action	MDC Lead	Links to other strategies
Deliver the Mansfield Woodhouse Station Gateway project	Head of Planning and Regeneration	Joint Growth Plan D2N2 LEP board plans Local Industrial strategy Local masterplan
Deliver SMART Mansfield project	Head of Planning and Regeneration	Joint Growth Plan D2N2 LEP board plans Local Industrial strategy Local masterplan
Deliver the Mansfield Connect Project	Head of Planning and Regeneration	Local Masterplan
Deliver the White Hart development project	Head of Planning and Regeneration	Local Masterplan Local Plan
Develop and maintain a Local Plan and associated SPD's and DPD's	Head of Planning and Regeneration	Joint Growth Plan D2N2 LEP board plans Local Industrial strategy
Develop a Town Centre Master Plan	Head of Planning and Regeneration	Joint Growth Plan D2N2 LEP board plans Local Industrial strategy Local masterplan
Develop a Climate Change Strategy and Delivery Plan	Head of Planning and Regeneration	Local Plan

**Key Partners include:**



## 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



## Our Principles

Our vision, ambitions and priorities for growth 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



Maximising access, protecting and supporting the vulnerable, challenging inequalities and enabling empowerment.



Focusing on the outcomes for customers when designing, delivering and evaluating services, programmes and initiatives.



Working for the benefit of partners, local people, communities and businesses and facilitating the long term sustainability of the local economy.



Working with partners to maximise the skills and resources available to co-design and co-produce services and deliver local solutions.



Using insight to target prevention and deliver a place- based approach for early intervention and support.