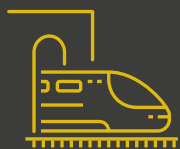


Making Mansfield

The Mansfield District Investment Plan



October 2020



Connectivity



Town Centres



Identity and Brand



Skills and Opportunities



Health and Wellbeing



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View the accompanying video to Mansfield's towns fund application. Scan the QR code opposite, or click here.



Mansfield 2020 – 2050

Mansfield is a historic market town in the heart of England, which is home to many proud residents, communities and businesses.

Attractions include the Palace Theatre, Mansfield Museum, Water Meadows Swimming and Fitness Complex as well as the fantastic architecture found in the Market Place and throughout the town.

Lying at the heart of Sherwood Forest, the district of Mansfield has a rich industrial and cultural heritage with Mansfield being the sub-regional centre for north Nottinghamshire and large parts of Derbyshire.

Mansfield has significant challenges both visible and unseen. Social mobility and opportunities are limited, health inequalities, constraining infrastructure, town centre decline, and low educational attainment. The COVID-19 pandemic has compounded these challenges.

A levelling-up is required. A response that embraces opportunity, potential and ambition that evolves Mansfield's story. This strategy promotes five themes for change, identified and anchored by consultation and commitment.



Mansfield has significant challenges both visible and unseen. Social mobility and opportunities are limited, health inequalities, constraining infrastructure, town centre decline, and low educational attainment. The COVID-19 pandemic has compounded these challenges.



To create systematic transformation, our strategy sets out specific, deliverable, partnership interventions part-funded from the Towns Fund, which will spark our ambition.



















Mansfield will be recognised as a destination of choice for living, working and learning. A place to invest in and a place to visit. A place, which nurtures and provides opportunity for current, future and returning generations.

This is a clear, deliverable strategy to create with assistance from the Towns Fund. It comprises of:

- **£70m+ total investment.**
- **New sectoral growth in manufacturing, tourism, future technology, electric vehicles, healthcare and leisure.**
- **A transition from unsustainable retail and manufacturing adding resilience to our economic base.**
- **Over 5,000 new learners assisted to improve or retrain to attain their potential.**
- **2,275 additional Further Education places (over five years).**
- **15,000+ sq/m of new business/commercial space through repurposing land and disused buildings.**
- **Over 40,000 new cultural and leisure visits being made to the district.**
- **New green spaces and destination parks.**
- **A focus on net zero carbon delivery of projects.**
- **A new student accommodation development.**
- **A shift in our district demographic makeup.**
- **A modal shift in connectivity and transport choices.**
- **A place with a real, positive identity.**
- **A place with purpose for our young people and those displaced from the workplace by COVID-19.**



Making Mansfield Place Board Partners

| | | | |
|---|--|--|---|
|  Mansfield District Council |  |  Department for Work & Pensions |  Diverse Academies |
|  Environment Agency |  Homes England |  Mansfield & Ashfield 2020 together we mean business |  Derby Derbyshire Nottingham Nottinghamshire |
|  MANSFIELDBID Let's Back Mansfield's Past, Present & FUTURE |  MANSFIELD BUILDING SOCIETY |  Mansfield Community Voluntary Service |  NHS Mansfield and Ashfield Clinical Commissioning Group |
|  NOTTINGHAM TRENT UNIVERSITY |  Nottinghamshire County Council |  | |
|  Sherwood Forest Hospitals NHS Foundation Trust |  VISION West Nottinghamshire College |  | |

Making Mansfield

The Mansfield District

Investment Plan

Background:

Mansfield, outside of the city of Nottingham, is the most significant town in the area. It has a population of 108,000 people with Mansfield town centre at its heart with smaller centres at Mansfield Woodhouse and Market Warsop.

Its central location provides an excellent base for connectivity with direct links to the A1 and M1 arterial routes meaning that most of the country is accessible within a three-hour drive. A wider transport network, which includes several airports, seaports and freight terminals within two hours, provides opportunities for business and leisure.

Regular direct rail links into Nottingham and the anticipated phase II of the high-speed rail network (HS2) and investment into the Maid Marian line will increase Mansfield's connectivity to Sheffield and the north.



Mansfield has proven to be diverse and resilient, recovering from industrial decline, embracing new opportunities in the economy and with an entrepreneurial spirit. Mansfield is now at a crossroads with regards to future growth. A transformational change is required to drive development and improve town centres, providing a strong foundation for the future with a strategic, targeted programme of economic and urban regeneration to kick-start renewal.

Investment is needed to support our programme of work, to reduce barriers to growth and development, and demonstrate market confidence to encourage the private sector to continue the investment.

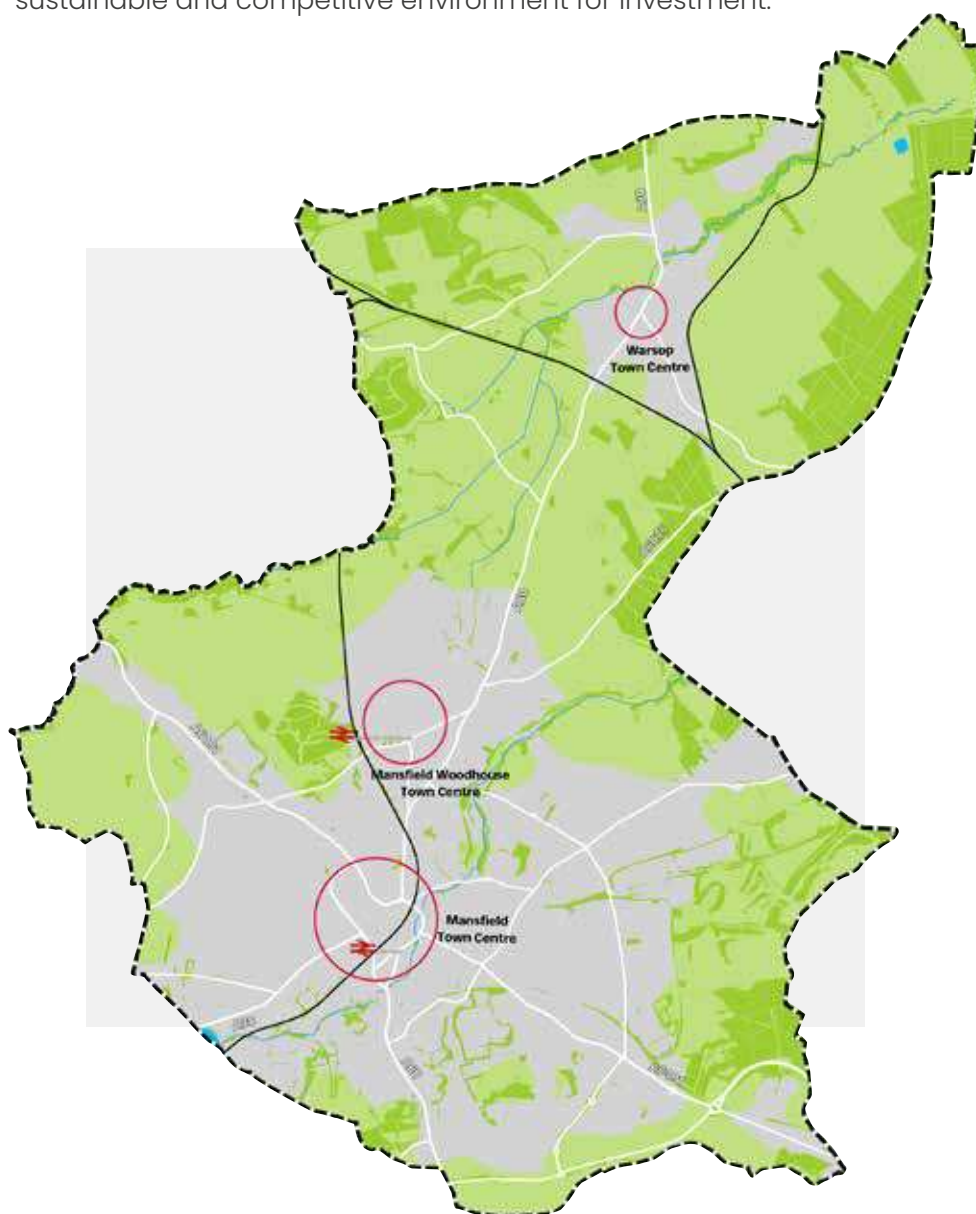


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Our aim is to deliver long-term regeneration, growing ambitious, vibrant and confident places across the Mansfield area. We will do this by enhancing the town and district centres with new leisure, health, housing, economic development and educational opportunities. We hope to compound these investments with improvements to the town's physical and social infrastructure.

By nurturing business creation, development and growth, Mansfield district will transform over the next decade into a high-performing economy. This will make a significant difference to the region by providing a quality, sustainable and competitive environment for investment.



Strengths and Assets

Mansfield is at the heart of Robin Hood country and is steeped in history. King Henry III granted the Market Charter to the town in 1227 and since then it became one of the largest open-air markets in the country. According to the Domesday Book (1086), Mansfield was the hunting ground of Mercian Kings and English Royalty who stayed in Mansfield as a base for Sherwood Forest. Our Centre Tree in Westgate marks the historical centre of ancient Sherwood, a heritage we are proud to retain and build upon.

Mansfield is surrounded by an enviable rural landscape, located within 20 miles of several notable country parks. Mansfield has the potential to combine urban and rural living with an array of retail and leisure facilities surrounded by beautiful Nottinghamshire and Derbyshire countryside.

Mansfield, which once had a reputation as a successful and important mining, brewing, textiles and shoe-making town, is now home to a mix of industries with a strong base in manufacturing, healthcare and logistics.

With a ready supply of good quality, affordable business premises and an adaptable local workforce, Mansfield is a popular location for business and is home to a range of regional and national businesses including:

- **Linney – international leader in print and design.**
- **Glenair International – global supplier to the aerospace industry.**
- **TIS – digital installation services.**
- **Pendragon Headquarters – automotive retailer.**
- **Belton Massey – catalysts and exhausts.**
- **Capita – intelligent communications.**
- **Toray – textiles.**

Mansfield is also home to West Nottinghamshire College, offering a wide-ranging vocational and academic curriculum for up to 7,000 students every year, as well as supporting the improved prosperity of the town. The college has entered into a strategic collaboration with Nottingham Trent University, through which it delivers a range of degree programmes.

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The cultural quarter of the town includes the Palace Theatre, Mansfield Museum and the Old Library that host quality performing arts and community events. The Market Place area is adorned with impressive buildings that signify Mansfield's rich heritage including the refurbished Old Town Hall. The wider Townscape Heritage area is home to many small businesses and an indoor shopping centre is home to well-known high street stores.

There are a number of key development sites in the town centre which have great potential to accommodate new retail, commercial, housing and leisure development.



The cultural quarter of the town includes the Palace Theatre, Mansfield Museum and the Old Library that host quality performing arts and community events.



How Mansfield's Population Compares

Mansfield population is in line with national averages, as follows:

| | Mansfield | Great Britain |
|------------|-----------|---------------|
| All people | 108,576 | 64,903,100 |
| Males | 53,465 | 32,045,500 |
| Females | 55,111 | 32,857,600 |

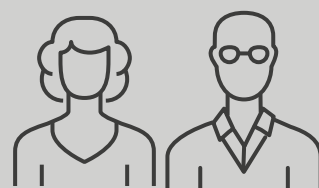
Mansfield resident population

Total population:



108,576

Ages 65+ 18.8%



20,400

Ages 0-15 18.7%



20,300

Ages 16-65 62.5%



67,900

Strategic Context and Challenges Faced:

While the town has seen many improvements and successes over the last decade across all areas, inequalities continue to exist and Mansfield remains one of the most deprived places in the country.

In line with our strategic plan for the Towns Fund our challenges, vision, strategy and opportunities all align with the following key place board themes:



The key gateways to Mansfield lack a feeling of arrival.

Town centres:

Vacant properties and sites, along with the effects of antisocial behaviour, blight the town centres of Mansfield, Mansfield Woodhouse and Market Warsop. Schemes have historically had poor visibility and have suffered from lack of investment due to low values.

This has a detrimental impact on the towns and their reputations both locally and regionally. The key gateways to Mansfield lack a feeling of arrival as there is very little to let a visitor know that they are approaching the town. The town centre is difficult to navigate and this increases the perceived barriers to visitors. Ad-hoc public realm improvements have contributed to a diminished visitor experience and there is very little green space within the town centre. These issues have resulted in premises abandonment and antisocial behaviour, which require urgent investment to mitigate against.

The lack of a bustling economy of mixed uses is holding the town back. Diversity of offer away from high street retail with a community focus at the heart is needed for communities and business in a post COVID-19 world.

Skills and growth:

Since the late 1970s, Mansfield's economy has experienced the long-term decline in its traditional industries. This is now being followed by a diminished retail sector compounded by the impact of Covid-19.

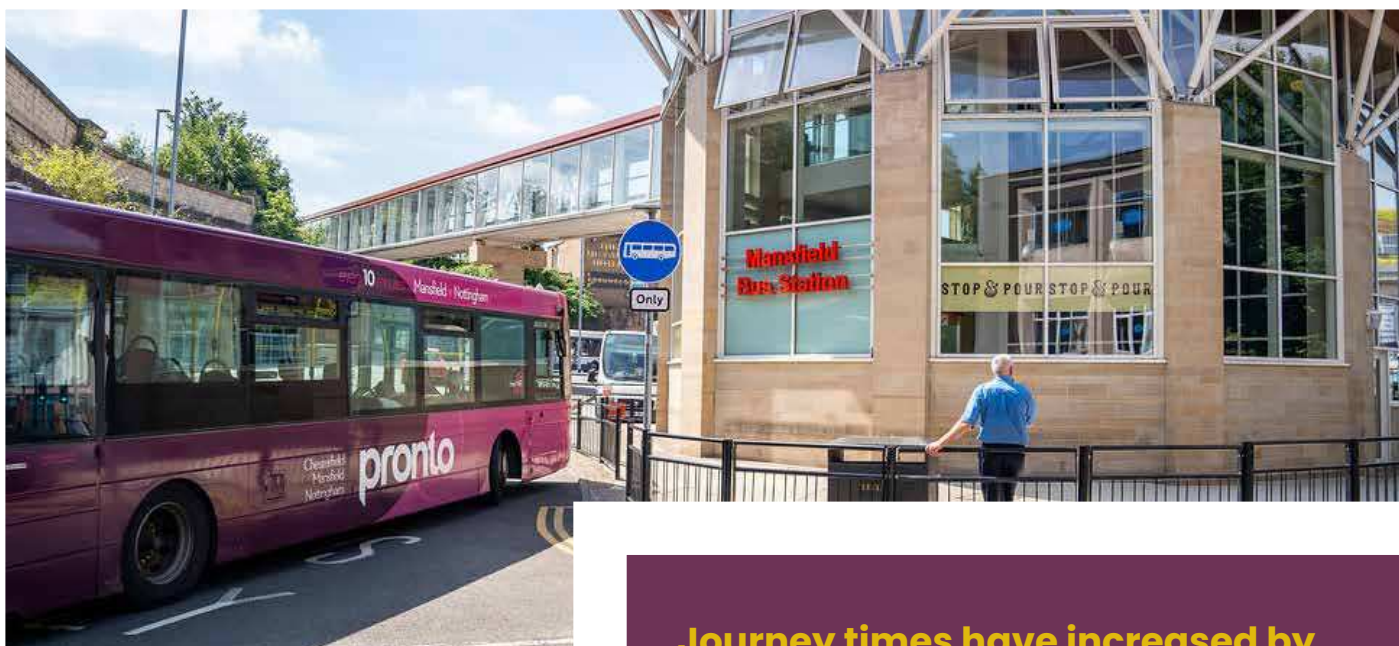
Mansfield is also identified as a 'cold spot' for social mobility. The local economy is predominantly low-skilled and low-wage. Along with comparatively high levels of unemployment and dependency on benefits, this has meant that average household incomes remain significantly below regional and national averages.

Productivity per worker is amongst the lowest nationally, and the level of educational attainment in the area is well below the UK average, ranked in the top 10% most deprived for education, skills and training. Only 9% of Mansfield residents have no qualifications and only 22.2% have NVQ level 4 or above.

Tackling its skills gaps, skills mismatch and shortages, Mansfield needs to equip learners with the knowledge and skills to secure employment in our priority sectors.



Productivity per worker is amongst the lowest nationally, and the level of educational attainment of the area is well below the UK average.



Transport and connectivity:

A fundamental barrier to growth is poor infrastructure and accessibility. Moving in and around Mansfield is becoming increasingly difficult with roads and major junctions reaching capacity point.

Journey times have increased by 6% in the last seven years and access to the main arterial routes of the A1 and M1 are challenging. Despite a central location for investment, there are challenges within our existing infrastructure that infringe on our potential as a destination for growth.

Mansfield's ring road acts as a barrier for visitors and road layouts make access to the town difficult to navigate. Wayfinding is limited and movement can be difficult for pedestrians, cyclists and road users putting a strain on the infrastructure. The lack of Electric Vehicle (EV) charging points means low readiness for more widespread usage of greener vehicles. These constraints don't encourage a move away from private car use and increasing healthy lifestyle choices made by residents and commuters.

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Health and wellbeing:

The structural changes over the last few decades have left a lasting effect on the health of our residents. Mansfield continues to suffer from high levels of deprivation, 10 lower super output areas fall within the top 10% nationally for deprivation and 23% of children live in low income households.



The general health of our residents is lower than the regional and national comparators and suffers from high levels of alcohol and substance abuse.

Mansfield is in the top 10 areas nationally for the highest percentage of residents living with multiple long-term health conditions. The general health of our residents is lower than the regional and national comparators and suffers from high levels of alcohol and substance abuse. Low levels of physical activity and poor nutrition have led to high levels of obesity. The Active Lives Adult survey 2018/19 highlighted that an above average percentage of adults in Mansfield do less than 30 minutes of exercise per week, with only 30% of residents doing more. This high level of inactivity contributes to significant health inequalities across residents. A high number are unemployed and unable to secure work as a consequence of long-term health conditions.

Town centre decline, poor transport and connectivity and low educational attainment have contributed to the health and wellbeing outcomes. Tackling the broader social challenges faced across Mansfield will help to address the negative health and wellbeing outcomes including encouraging healthy lifestyle and travel choices.



Identity and brand:

Industrial decline and short supply of quality employment opportunities since the closure of traditional industries has had a significant impact on the town. Along with levels of dissatisfaction of safety and variety of offer, this has created an unjust reputation for the town.



The poor perception of the town extends to the business world as Mansfield has historically struggled to secure inward investment from the private sector with a few notable exceptions.

This negative effect can be felt. With the town seeing slower growth than in surrounding towns, including Chesterfield and Newark, Mansfield needs to re-invent itself.

The Towns Fund will help create a place that people will be proud to call their home town. Our heritage, cultural and natural assets along with a regenerated town centre and parks will provide the opportunity for a new Mansfield brand.



The poor perception of the town extends to the business world as Mansfield has historically struggled to secure inward investment from the private sector with a few notable exceptions.

COVID-19:

Like everywhere, Mansfield has been dramatically hit by the Coronavirus pandemic. 31% of workers across the district have been furloughed, the joint highest figure across the whole of Nottinghamshire.

Data shows that local businesses are struggling and redundancies are being made. Mansfield is the least resilient place in the county and is predicted to have the highest unemployment rate when furlough ends.

Footfall in Mansfield town centre has fallen between 25% and 30% compared to the same period last year and the Centre for Cities high street recovery tracker rates Mansfield as being in a weak recovery position.

A Centre for Cities report has highlighted Mansfield as one of the worst impacted places in terms of economic recovery (10th worst affected out of 64 surveyed) from the virus. However the report also said Mansfield was also one of the fastest areas in the country to return to work. The Towns Fund will help us to build on this core recovery and harness wider private sector investment for the town in the future.



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