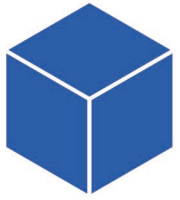
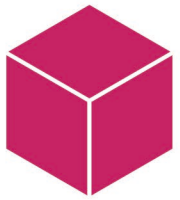


Launching our Place Strategy

13 November 2023



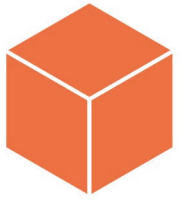
BUILD



CREATE



GROW



ENJOY

**Make it in
Mansfield**

Shaping the future of our district

WELCOME

Welcome to

**Make it in
Mansfield**

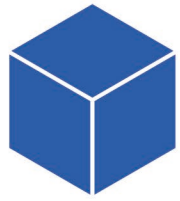
Shaping the future of our district



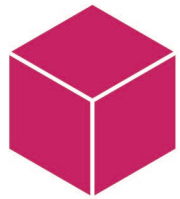
“We’re at a critical turning point where funding and vision can come together to create opportunities for a more vibrant future for Mansfield as a place to live, work, visit and invest.”

Mayor Andy

Andrew Abrahams, Executive Mayor of Mansfield



BUILD



CREATE



GROW



ENJOY

Place Shaping and the Place Board

Andrew Cropley

Principal and CEO,

West Nottinghamshire College

Chair, Mansfield Place Board

Make it in Mansfield

Shaping the future of our district

THE PLACE BOARD – CORE GROUP

**Make it in
Mansfield**
Shaping the future of our district

Adam Hill – CEO, Mansfield District Council

Mayor Andy Abrahams – Mansfield District Council

Sharon Huttly – Deputy Vice-Chancellor, Nottingham Trent University

Ben Bradley – Member of Parliament; Leader, Nottinghamshire County Council

Richard Crisp – Commercial Development Executive, Mansfield Building Society

Vanessa Whitton – CEO, Mansfield Community and Voluntary Services

Rebekah O'Neill – Centre Manager, Four Seasons Shopping Centre

Michael Fisher – Director, Linney

Jay Rowlinson – CEO, Mansfield Business Improvement District

Derek Higton – Nottinghamshire County Council

Melanie Phythian – Deputy Area Lead (Nottinghamshire), Cities & Local Growth Unit

Will Morlidge – CEO, D2N2 Local Enterprise Partnership

David Ainsworth – Director of Strategy & Partnerships, Sherwood Forest Hospitals NHS Foundation Trust

Hayley Wood – Co-Chair, Mansfield & Ashfield 2020



THE PLACE BOARD – WIDER GROUP

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- ❏ B Jephson (Mansfield) Ltd
- ❏ Fidler & Pepper
- ❏ Electric Bear
- ❏ Asquith Primary School
- ❏ Inspire
- ❏ Futures
- ❏ Mansfield Town FC
- ❏ Nottinghamshire Police
- ❏ Department for Work & Pensions
- ❏ Active Notts
- ❏ Environment Agency
- ❏ Oxford Innovation
- ❏ Homes England

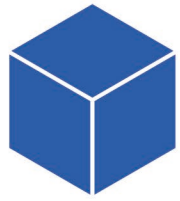


THE PLACE BOARD EVOLUTION

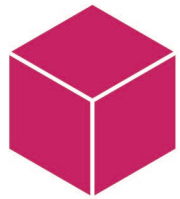
**Make it in
Mansfield**
Shaping the future of our district

- Established 2019 as a pre-requisite for Towns Fund Bid
- Towns Fund – 12.6M**
 - Future Tech Skills and Knowledge Exchange (£9.25M)
 - Warsop Health Hub (£6.6M)
 - Destination Parks (£3M)
 - Mansfield Woodhouse Station Gateway (0.55M)
 - SMART Mansfield (£1M)
 - Destination Mansfield (£0.7M)
- Levelling Up Fund – £20M – Mansfield Connect (Beales)
- Levelling Up Partnership – £20M – proposals Submitted
- Long Term Town Plan – £20M – flexible**
- Largely Responsive
- Determined to become pro-active
- Exploit strength of partnerships
- Challenge partners to align strategically





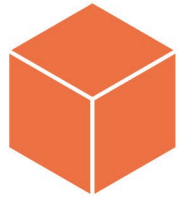
BUILD



CREATE



GROW



ENJOY

Our Place Strategy Journey

Matt Youdale
Arch Communications

Make it in Mansfield

Shaping the future of our district

A LOCAL STRATEGY

- 8 month district-wide process
- Individuals, businesses, organisations
- Public survey and focus groups
- Events and votes
- Research and benchmarking



**Make it in
Mansfield**

Shaping the future of our district



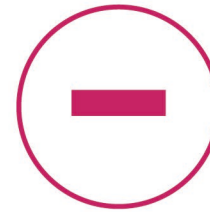
WHAT WE LEARNT

Assets and challenges: a lot of consensus









Positive

-  Central well-connected location
-  Good digital networks
-  Green spaces & heritage buildings
-  Successful businesses
-  Resilient people – a place with heart
-  Strong partnerships



Negative

-  Wages need to be higher
-  Deprivation/inequality challenges
-  Be more ambitious
-  Look forward, not back
-  Mansfield town centre needs a lift
-  Improve our reputation

WHAT WE LEARNT

**Make it in
Mansfield**

Shaping the future of our district



CONDITIONS FOR SUCCESS

- ❏ Collaboration – part of something bigger
- ❏ Build on existing plans
- ❏ Flagship projects as a catalyst
- ❏ Winning hearts & minds – ‘power of positive’
- ❏ Research and benchmarking

“We completely undersell what we’ve become.”



THE POWER OF POSITIVE

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Mansfield**

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MANSFIELD ON THE MOVE



Born and bred in Mansfield, Rachel Richards is living proof of the district's creative and entrepreneurial spirit.

After a 20-year career in social care, Rachel decided on a career change and set up Toffee Hut as an online business in 2019. Within the first few months, the website attracted wholesale orders and interest from world-famous names such as Harrods.

Affordable housing

It's easier to get on the housing ladder in Mansfield



Avg. house price March 2023

UK £285,000

[Source: ONS House Price Index]

Mansfield £198,499

[Source: Rightmove]

Business start-ups

Mansfield is a great place to do business



In 2022

425+ new businesses

remained in business after 12
months of trading –

**the highest
figure in the country**



PULLING IT ALL TOGETHER

**Make it in
Mansfield**
Shaping the future of our district



BUILD
thriving communities

CREATE
opportunities for all



GROW
a vibrant economy

ENJOY
a happy life



Mansfield is a place where everyone can **make it** in life



BUILD+CREATE+GROW+ENJOY

#MakeItInMansfield

www.makeitinemansfield.uk

THE STRATEGY

**Make it in
Mansfield**
Shaping the future of our district

AMBITIONS

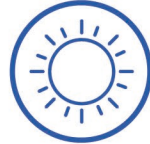
MEANINGFUL ACTIONS

REAL STORIES

IMPACT



More volunteering



A more vibrant town centre



Career opportunities



Attracting businesses and visitors



Environmental improvements



Culture and events

THE STRATEGY

**Make it in
Mansfield**
Shaping the future of our district

AMBITIONS

MEANINGFUL ACTIONS

REAL STORIES

IMPACT —————●



BUILD... communities

- ↑ Environmental improvements
- ↑ Pride in Mansfield as a place
- ↑ Levels of volunteering and community involvement
- ↑ Investment in areas outside central Mansfield



GROW... our economy

- ↑ Economic growth and employment rates
- ↑ The number of local companies expanding
- ↑ The number of companies moving into the area
- ↑ Visitor numbers and length of stay



CREATE... opportunities

- ↓ The number of jobs paid below the living wage
- ↑ Average pay levels
- ↑ People with high-level qualifications
- ↓ ...and with no qualifications
- ↓ Levels of economic inactivity



ENJOY... life

- ↑ Health and wellbeing, including average life expectancy
- ↑ Local people's levels of physical activity
- ↑ Rates of use of parks and green spaces
- ↑ People's perception of personal safety



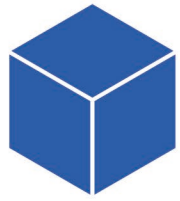
LAUNCH VIDEO

BUILD+CREATE+GROW+ENJOY

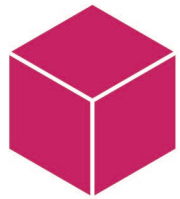
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www.makeitinmansfield.uk





BUILD



CREATE



GROW



ENJOY

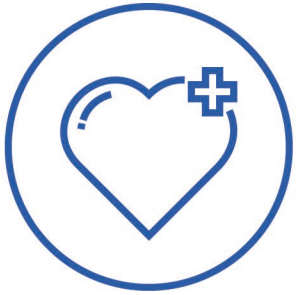
Next steps
Andrew Cropley

Make it in Mansfield

Shaping the future of our district



WHAT HAPPENS NEXT



**Safe, Healthy,
Engaged
Communities**



Town Centre



**Pride and
Promotion**

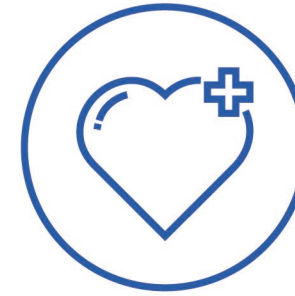


**Growth and
Opportunity**



**External
Perspective**

SAFE, HEALTHY, ENGAGED COMMUNITIES



- ❏ Listen to our communities about what they need and want
- ❏ Tackle the things which prevent some people from accessing services
- ❏ Develop plans to ensure all neighbourhoods have the support they need
- ❏ Increase opportunities to volunteer and participate in community life
- ❏ Improve connections across the Mansfield district through digital networks
- ❏ Provide more opportunities for people to be active and encourage them to make healthy lifestyle choices
- ❏ Make it easy for every resident to access health services when they need them
- ❏ Work with individuals and neighbourhoods to understand the causes of anti-social behaviour, and find ways to address it
- ❏ Launch a district-wide campaign to improve Mansfield's environment
- ❏ Ensure Mansfield is a welcoming place where people are safe and feel safe

Make it in Mansfield

Shaping the future of our district

Vanessa Whitton
Mansfield CVS

David Ainsworth
Sherwood Forest
Hospitals

Adam Hill
Mansfield District
Council

**Inspector
Kylie Davies**
Nottinghamshire Police

David Woolley
NTU

Janine Walker
(from Jan 24)
Futures

Mariam Amos
Mansfield District
Council

TOWN CENTRE



Make it in Mansfield

Shaping the future of our district

- Evolve Mansfield town centre into a vibrant, flexible space, in order to attract more people

Jay Rowlinson
Mansfield BID

Rebekah O'Neill
Four Seasons

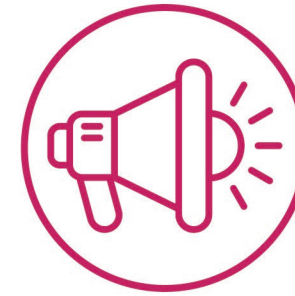
Hayley Wood
Mansfield & Ashfield
2020

Gary Jordan
Chair, Mansfield BID

Julie Snowdon
Mansfield District
Council



PRIDE AND PROMOTION



- ❖ Celebrate everything that is good about Mansfield, including our diversity and culture
- ❖ Promote Mansfield as a place to visit and stay, to explore our many local attractions
- ❖ Celebrate and promote our parks and other green spaces, to help people get nearer to nature
- ❖ Build our programme of cultural and other events throughout the district



Make it in Mansfield

Shaping the future of our district

Michael Fisher
ex Linney

Rebekah O'Neill
Four Seasons

Richard Crisp
Mansfield Building
Society

Helen Sisson
Mansfield District
Council

GROWTH AND OPPORTUNITY



- Engage local businesses to create pathways to higher-skilled jobs
- Promote local opportunities for individuals to progress their careers
- Help employers and education providers use local career opportunities to inspire learners of all ages to fulfil their potential
- Create more opportunities for people to gain new skills throughout their working lives
- Work together to help those excluded from the workforce to find employment
- Identify and support local businesses with strong potential for growth
- Tackle the things which prevent some people from accessing opportunities



Make it in Mansfield

Shaping the future of our district

Sharon Huttly
Nottingham Trent University

Andy Abrahams
Executive Mayor

Derek Higton
Nottinghamshire County Council

Ian Jephson
Mansfield & Ashfield 2020

Sian Geeson
West Nottinghamshire College

Sarah Mayfield
Nottingham Trent University

Jeremy Hague
Nottingham Trent University

Jean Sharpe
Department of Work & Pensions

Liam Jackson
D2N2 LEP

Diane Booth
West Nottinghamshire College

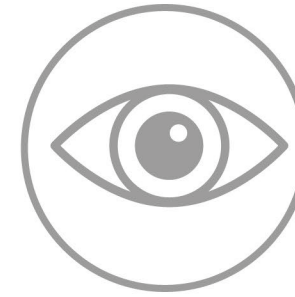
Gary Jordan
Executive Business Coach

Joanne Godson
Fidler & Pepper

Mark Oles
Futures

Mariam Amos
Mansfield District Council

EXTERNAL PERSPECTIVE



- ❖ Increase opportunities for Mansfield people by working closely with neighbouring areas
- ❖ Create a clear offer to encourage outside businesses to “Make it in Mansfield”
- ❖ Ensure Mansfield’s place in a wider investment strategy for the East Midlands
- ❖ Develop a strategy for attracting emerging industries, such as clean energy



Make it in Mansfield

Shaping the future of our district

Ben Bradley
Member of Parliament

Will Morlidge
D2N2 LEP

Richard Crisp
Mansfield Building Society

Kath Jephson
B Jephson (Mansfield) Ltd

Jean Sharpe
Department of Work & Pensions

Louise Knott
West Nottinghamshire College

Joanne Godson
Fidler & Pepper

Chris Grocock
Futures

Mike Robinson
Mansfield District Council

KEY LOCAL PARTNERS PULLING TOGETHER ...

**Make it in
Mansfield**
Shaping the future of our district

We are all committed to leading our respective organisations in support of this strategy, aligning our own plans and securing resources through our own routes wherever we can – to help deliver our shared ambitions.

... AND LOOKING TO MAKE WIDER LINKS

**Make it in
Mansfield**
Shaping the future of our district

**We will also look to forge strong partnerships beyond
our boundaries to realise Mansfield's full potential.**

GET INVOLVED

**Make it in
Mansfield**
Shaping the future of our district

Join the Wider Place Board

- ❏ Two Meetings per Year
- ❏ On Teams
- ❏ Review Progress of Project Teams
- ❏ Inform Bids and Plans
- ❏ Approval Required from Core Place Board
 - andrew.cropley@wnc.ac.uk

Join a Project Team

- ❏ Contact one of the project leaders

Input to a Project

- ❏ Contact one of the project leaders

Respond to Consultations

- ❏ ggeorge@mansfield.gov.uk

Share with your network



BE A PART OF IT!



BUILD + CREATE + GROW + ENJOY

Produced by Mansfield Place Board

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