

East Midlands Urban Action Plan 2005-2011

**A strategy developed by the East Midlands Urban
Partnership Group**

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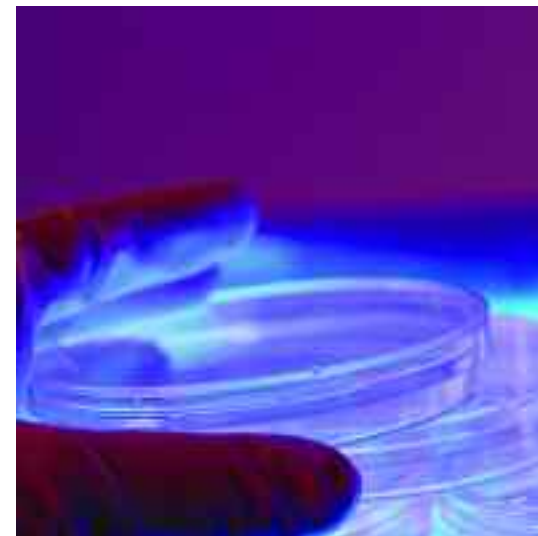
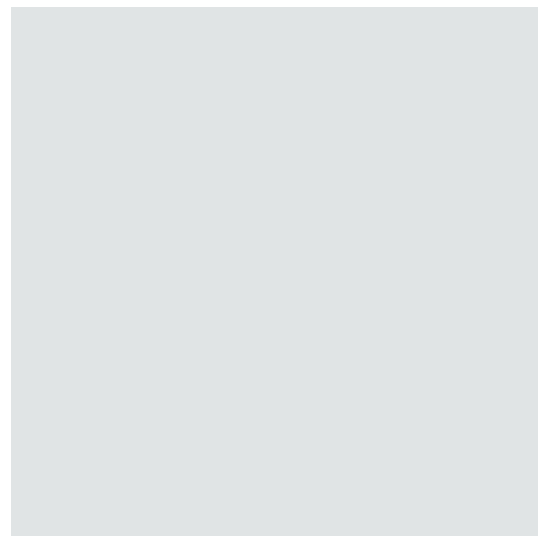
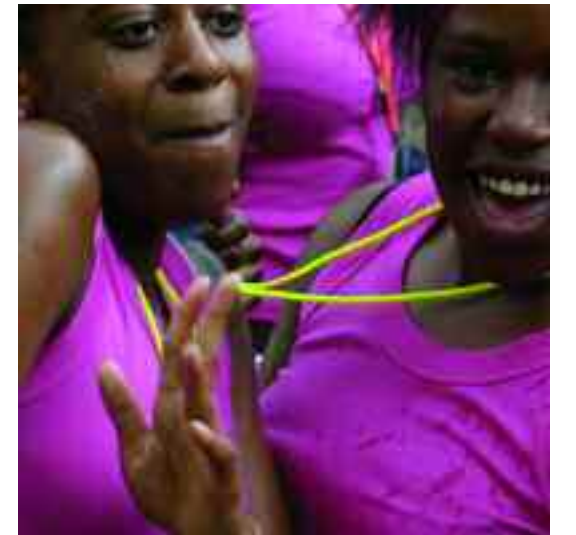
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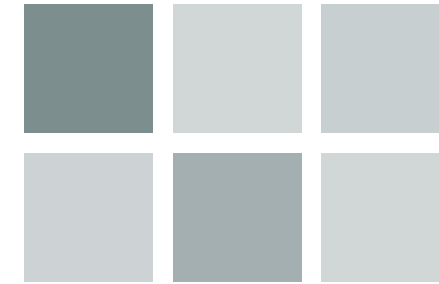


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UAP

east midlands urban action plan 2005 - 2011

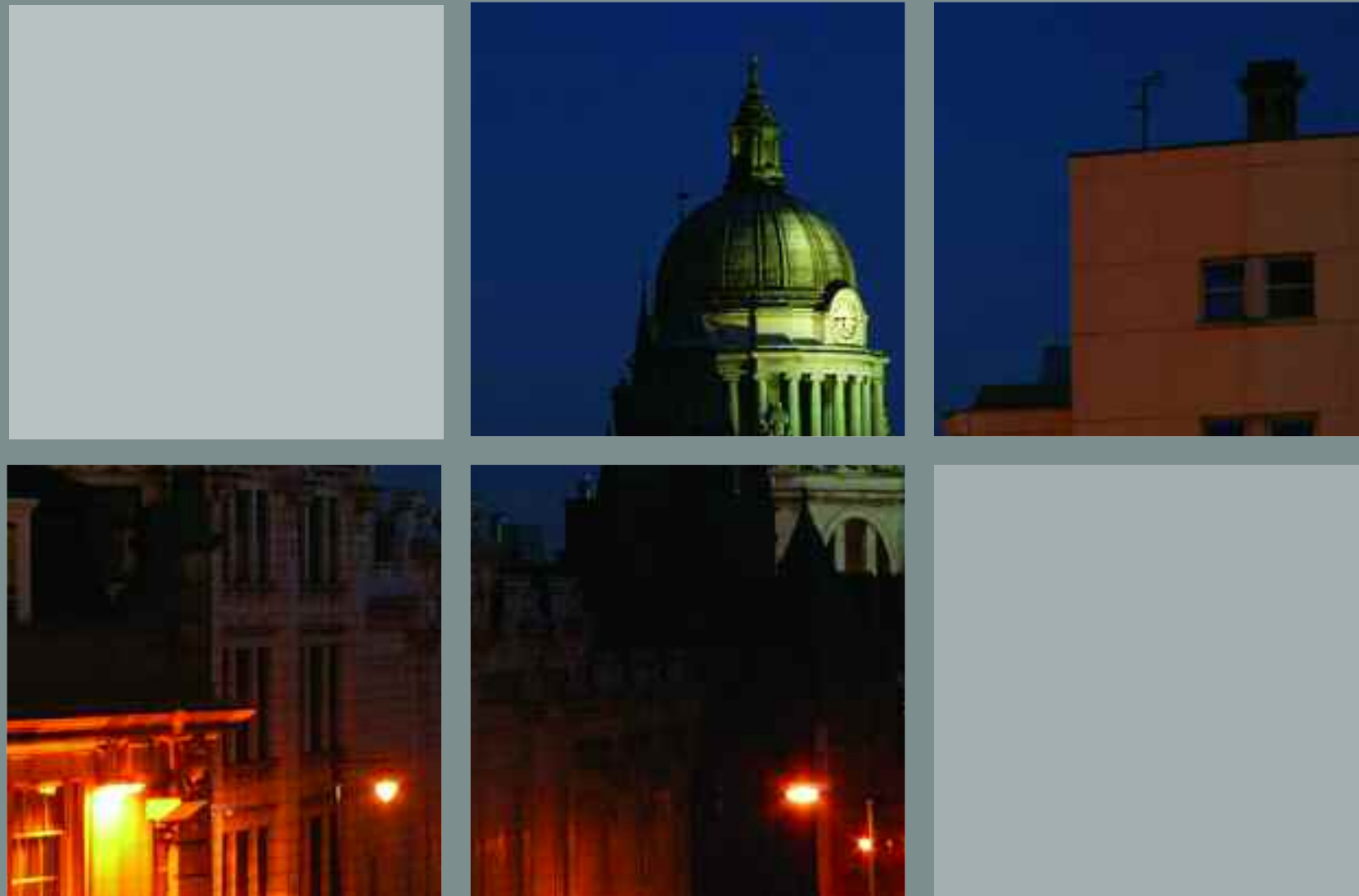


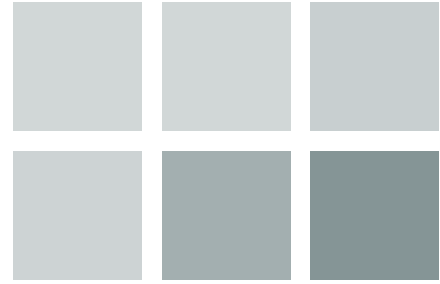


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ACKNOWLEDGMENT

In developing the strategy on the region's behalf over the past year, the Urban Partnership Group (UPG) has undertaken a broad range of consultation to establish the way forward for the regional urban agenda. Section 7 of this document explains in more detail the current UPG structure.

The Regional Urban Partnership Group would like to thank the many individuals, organisations and companies from across the East Midlands which have provided invaluable contributions to the evolution of this Urban Action Plan.

Gary Hunt, Chair of UPG extends appreciation to all involved - "The level of interest and quality of responses to the draft consultation document has been remarkable. The publication of a Regional Urban Action Plan produced with the support of so many different partnerships is a tremendous achievement, not least because it demonstrates the level of commitment to taking forward the many opportunities available to our urban centres."

By working collectively the region has established a clear Delivery Plan that the Urban Partnership Group as a whole will champion over the next few years. Special thanks, however, should be extended to the following individuals for their commitment and dedication in ensuring that the new plan has produced a viable framework for all regional urban activity.

UPG Sub Group

Richard Williams	- Derby City Council
Andrew Hall	- Three Cities Co-ordinator
Guy Wisbey	- Leicester City Council
Keith Laidler/Mike Roberts	- Lincoln City Council
Andy Clarke	- Northamptonshire Partnership
Jim Hanrahan	- Alliance SSP
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Janet Currie	- Regeneration East Midlands
Halina Davies	- East Midlands Development Agency (<i>emda</i>)

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Lincoln City Council the British Urban Regeneration Association (BURA) and Cllr. Graham Chapman for co-ordinating and hosting so professionally the Regional Urban Conference, which initiated the consultation process.

Lisa Fleming/Claire Furlong at Matters of Fact, Northampton, for providing the summary of detailed analysis relating to the Priority Urban Areas in Appendix D.

Consultant Fred Brookes for his input on behalf of Culture East Midlands in the developmental stages of producing this document.



SUMMARY

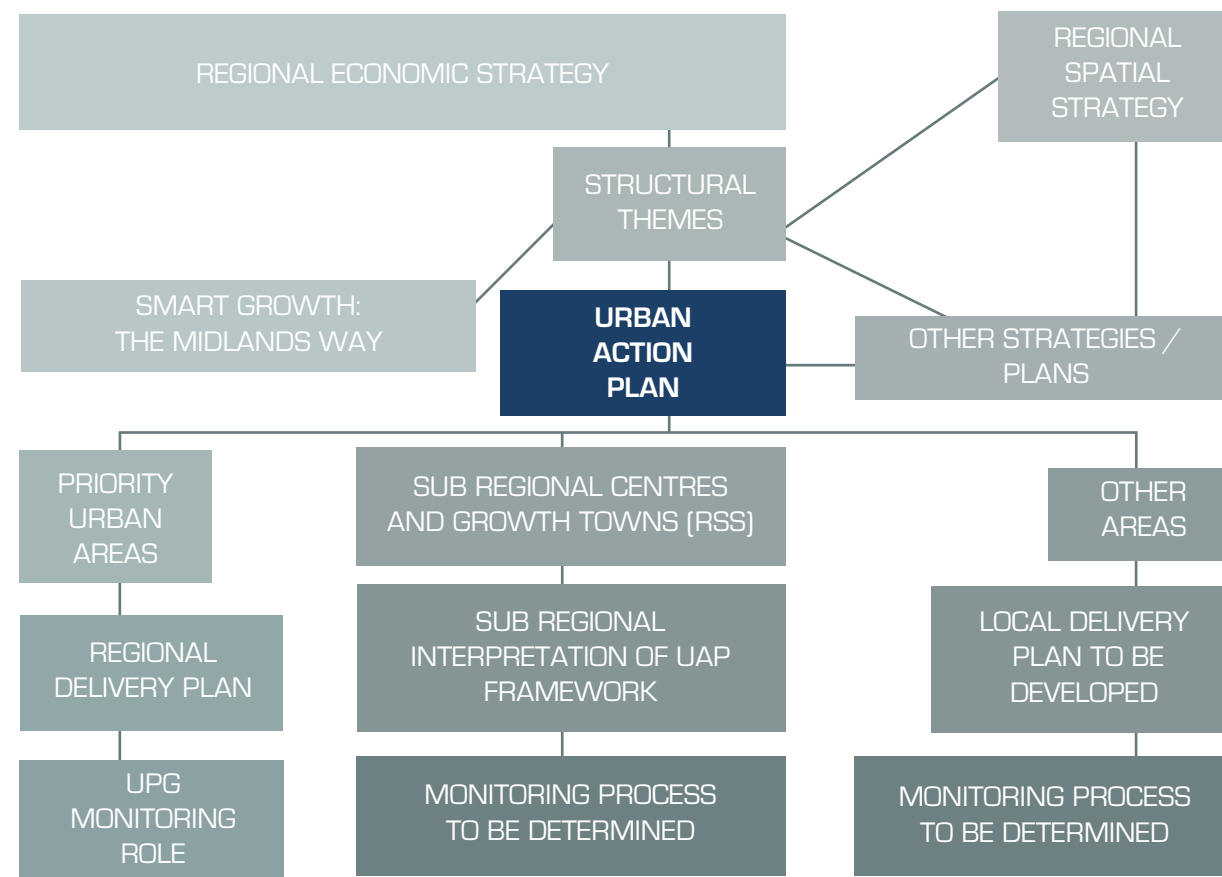
In March 2004 an East Midlands Urban Conference was held in Lincoln to assess the success of the region's first Urban Action Plan (UAP) and to begin the process for developing a new Plan that will help shape the regional urban agenda for the next five years. This will be the second Urban Action Plan for the East Midlands which builds upon the work developed by its predecessor in 2001. The release of this Plan is also ideally timed to help inform the new Regional Economic Strategy on a framework to address urban priorities in the East Midlands.

Following on from this event, which attracted around 350 delegates from a wide range of sectors, a sounding group of regeneration practitioners collectively known as the Regional Urban Partnership Group (UPG) met to discuss how the knowledge and viewpoints gained from the conference could best be captured and moulded into a plan for action. They have been instrumental in determining how the consultation draft of this document looked and will continue to be the champions of this final version of the Urban Action Plan.

The key criteria for developing the plan included: -

- The need to prioritise a small number of Priority Urban Areas, thus keeping the plan focused and deliverable. The Priority Urban Areas, chosen for reasons expanded upon within the main report, are:
 - Corby
 - Derby
 - Leicester
 - Lincoln
 - Nottingham
 - Northampton.
- The need to take a themed approach. Five themes were clearly identified and supported by consultees, these being:
 - Land Supply
 - Public Realm
 - Skills & Business Development
 - Transport Issues
 - Tourism, Culture & Sport.
- The need to produce a delivery focused plan which adds value and is complimentary to existing regional strategies.
- Producing a structure & criteria that can be applied to all urban areas in the East Midlands.
- Creating a robust form of monitoring of progress.

The UAP sets out the framework for urban renaissance in the East Midlands. It provides a Delivery Plan, which identifies significant schemes within our region's Priority Urban Areas, all of which could greatly influence the transformation of our urban places, and which serve to help inform action elsewhere in the region and drive forward its economic development. The UAP themes, and the schemes referred to, outline key issues and approaches which can be applied as appropriate by Sub-Regional Strategic Partnerships (SSPs), Local Strategic Partnerships (LSPs) and a range of other stakeholders, to help revive or improve urban areas across the region. The diagram below demonstrates how this framework can be applied:



The Urban Partnership Group has identified 20 actions relating to the six urban areas it regards as priorities for which it wishes to champion delivery. It is important to recognise, however, that other partnerships can use the UAP framework to determine their own priority goals for delivery, be it in relation to a larger town such as Loughborough or a market town such as Market Harborough, Louth or Worksop. By taking a collective approach across the region over the type of urban schemes partnerships are prepared to support, a step change in the level of impact of our urban areas as a whole is far more likely.

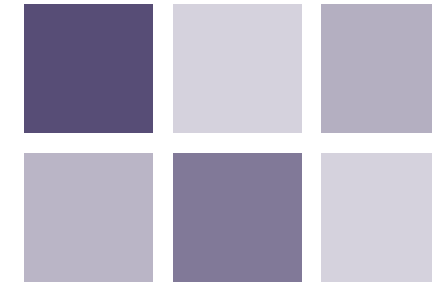
The five themes identified clearly relate to the evidence base provided within Section 4 of this document and the prioritisation criteria for each one provides the level of focus consultees and stakeholders have been requesting. Section 7 of the UAP explains in more detail the approach the UPG hope to take in terms of delivery.

The Delivery Plan has been assessed against guiding principles; that all projects:

- are clearly identifiable with the Regional Economic Strategy (RES);
- are not currently being given sufficient focus via existing strategies or plans, yet remain vital to improved competitiveness;
- will add value to existing strategies or plans, focusing on improved competitiveness;
- have significant impact upon urban areas;
- are significant in terms of the region not just the sub-region e.g. contribute to regional identity;
- can deliver key outcomes by 2010;
- are realistic and achievable, with phasing where necessary;
- are measurable;
- will treat quality of design as a high priority;
- clearly demonstrate imaginative problem solving approaches to public good objectives;
- promote sustainable development.

Other desirable criteria include: significant economic impact, impact on international competitiveness and wider social and environmental impact.

We hope that the Urban Action Plan will help regional partners share the Urban Partnership Group's enthusiasm in this new delivery document and the opportunity it creates to raise the profile of all our urban centres and to create sustainable communities both within and beyond them.



1. INTRODUCTION URBAN ACTION PLAN

In 1999 the East Midlands launched its first Regional Economic Strategy (RES). This was the start of a process to make the region one of the most dynamic and successful in Europe, with the objective of moving it into Europe's top 20 regions by 2010. As we move towards the revision of the RES it is appropriate to also readdress the focus of the regional Urban Action Plan (UAP).

Regional efforts must now carefully balance economic progress with the needs and diversity of its communities and the sensitive use of the environment through reduced waste production and greater resource efficiency.

1.1 Background

The first Urban Action Plan was launched in April 2001. It was a significant development in urban policy, taking the perspective that the contribution of urban areas is paramount to the broader prosperity of the East Midlands region. It illustrated that a large proportion of the region's deprivation and social and economic exclusion remained concentrated in the largest urban areas of the region.

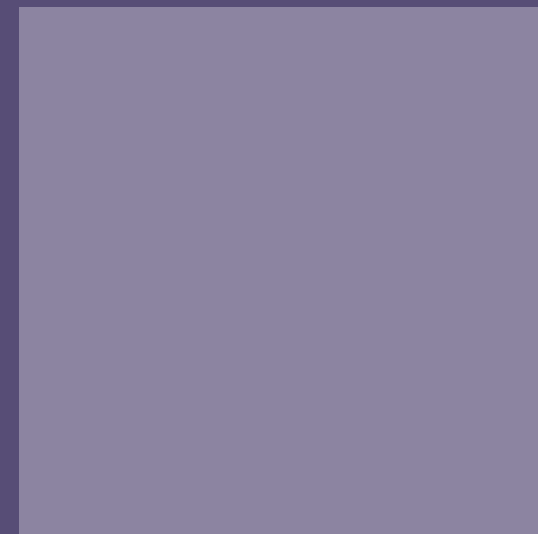
The Regional Urban Action Plan was developed in response to the Urban White Paper published in November 2000. Much has happened at national and regional policy level since then to influence the way in which this new Plan has been compiled.

In October/November 2002 an Urban Summit was held in Birmingham which considered the reality of achieving sustainable communities and successful urban living. In 2003 the Sustainable Communities Plan was launched. This has significant implications and opportunities for the south of our region with Northamptonshire included in the Milton Keynes South

Midlands growth area designated by the Office of the Deputy Prime Minister (ODPM).

The Sustainable Communities Plan has also been a key driver behind the recent development of Smart Growth: The Midlands Way, an East/West Midlands approach adding value to policy frameworks and initiatives in both regions, which should be in place by April 2006.

In March 2004 a major Regional Urban Conference was held in Lincoln to capture the region's thoughts on the structure and achievements of the existing 2001 Urban Action Plan and to help shape the development of a new one. A combination of the findings from that event, recent wider regional consultation and subsequent key stakeholder input, have all contributed to the development of this final version of the Plan. Throughout the process of preparing this document, regional stakeholders have called for a focused, highly targeted plan and a clear, delivery orientated approach.



It is intended that the new Urban Action Plan focuses its actions on the identified six Priority Urban Areas of Corby, Derby, Leicester, Lincoln, Nottingham and Northampton, but the approach and key themes that underpin it are there to help shape urban development wherever it might take place throughout the East Midlands region. Whilst these Priority Urban Areas have been identified, the Plan by no means underestimates or ignores the critical role of market towns and smaller urban areas. However, the plan recognises that investment provision for these areas is made elsewhere, for example through SSPs, LSPs, the private sector, to name but a few and taking this into account, it identifies a framework that can be used for urban development across the entire region at all levels.

The relationship between urban and rural areas must also be understood and this dynamic has to be recognised and key issues captured, for example, the economic strength and impact of Lincoln City in the context of its wider rural hinterland and the impact of the Three Cities on their regional hinterland. This type of urban delivery framework remains unique on a national platform. No other region has taken the difficult step to distinguish the role of larger and smaller urban areas in this way.

The six urban areas were identified as regional priorities as a result of much research and for very specific reasons. The following table demonstrates the criteria behind the choices made and the scale of key initiatives the areas chosen are engaged in.

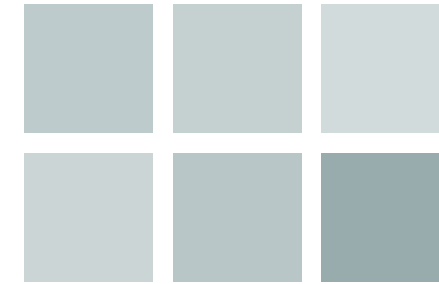
NOTTINGHAM	LEICESTER	DERBY	LINCOLN	NORTHAMPTON	CORBY
Core city	City status	City status	City status	MKSM Growth Area	URC Area
Science City	URC	URC	Civitas Pilot	Civitas Pilot	MKSM Growth AREA
NRL (URC Equivalent)	City Growth Pilot	City Growth Pilot	Economic Driver for Lincolnshire	WNDC	
City Growth Pilot	3 Cities Group	3 Cities Group	Development of URC Equivalent	Economic Impact of Milton Keynes	
3 Cities Group	Liveability Fund Pilot				

In addition to the regional Priority Urban Areas there are, however, a number of larger urban areas that play a crucial role in terms of the urban agenda. These are referred to in more detail in Section 2 on Strategic Context.

The region needs to encourage participation and help create communities in vibrant urban centres. **Memorable places** demonstrate shared values, use space effectively and house a diverse mix of population. Towns and Cities were historically places where people came together to exchange ideas and trade, but over recent decades, work patterns have changed greatly and mass media, technology and urban and suburban growth have evolved to great effect. We must find a balance between economic rationale, environmental ethics and social understanding if we are to help reinforce and support the process of reinvention of the region's urban places. This might seem to be a tall order for an Urban Action Plan still in its infancy.

Looking at our current Urban Action Plan, our previous approach was concentration on areas of need and deprivation, however, urban policy now highlights more clearly the necessity of **more focus on places of opportunity**. The existing plan highlighted well the key issues facing urban areas in the East Midlands and suggested ways in which they could be addressed.

Since early 2001, regional partners have been successfully taking forward some of the initiatives and ideas suggested by the plan. The new plan can therefore be regarded as the next rung on the ladder towards achieving our long term urban goals of vibrant and competitive centres which provide quality of life and wellbeing for all. By having a detailed delivery section that is constantly reviewed, it is hoped that the Urban Action Plan will be used as an evolving working document. It will not only highlight regional urban priorities, but also emphasise the key themes and structures that are being identified nationally as **drivers for the success of urban areas** worldwide, regardless of size or location.



2. STRATEGIC CONTEXT

In an increasingly globalised economy cities and communities have to adapt to economic change, create employment, improve skill levels, improve design quality, balance housing provision, deal with demographic shifts, attract investment and simultaneously seek to combat poverty (including fuel poverty) and social exclusion. They also have to adapt responsibly to the impacts of climate change whilst ensuring that their consumption and production patterns mitigate against further damage and respect environmental limits. In many urban areas, modern society is struggling to create truly sustainable neighbourhoods.

Competitive World cities such as London, Tokyo and New York perform well economically, and at the same time strive to maintain and improve the quality of life for all citizens. They manage cultural diversity, embrace innovation, have good connectivity, encourage high quality design and most importantly have strategic capacity and strong leadership. They are complex and often chaotic in nature, but demonstrate the importance of continuous evolution and strategies to implement and manage change.

Within the European context, our urban areas will need to be able to compete with leading European cities in terms of their competitiveness and the quality of life they provide. They will also need to react to 'directives' increasing responsibilities in areas such as energy performance, air quality, landfill, water quality and environmental noise, as well as elements of the UK's Sustainable Development Strategy 'Securing the Future'.

UK towns and cities are having to come to terms with a plethora of issues and for many, there is the added challenge of restructuring to develop a successful post-industrial economy. The English Core Cities initiative has gone a long way towards bringing cities together, but also in identifying the distinctive role they have both nationally and regionally and the type of practical actions that will help them fulfil this role, which is in essence to "make recommendations for policy changes and practical actions to enable the major regional cities to fulfil their potential as drivers of the urban renaissance and the economic competitiveness of their regions - and thereby strengthen the national economy's capacity for growth."

Several of our major cities are recognised nationally as important retail centres and much of their economic growth has been attributed to a successful day time offer. All the regional Priority Urban Areas identified in this Plan are currently masterplanning how to further strengthen their attractiveness, be it through physical expansion, refurbishment or appropriate integration of buildings. Also, thought is being given to how mixed use development can help prevent large retail areas becoming underutilised beyond core business hours. An important issue is the need for balance between seeking to grow and develop the cities and to address deprivation and need within them and the wider areas they serve. A well integrated mix of homes of different types and tenures supported by a broad range of facilities is essential in helping to address this issue, as is reuse and maintenance of historic building stock.

Recent research by the Office of the Deputy Prime Minister (ODPM) examines the economic case for investment in 'Quality of Place'¹.

The research demonstrates that the most promising policy for promoting regional economic performance through investment in 'Quality of Place' involves the redevelopment of low quality central urban areas into viable public spaces, particularly where these spaces have existing advantages, such as stock of historic and cultural buildings, a waterfront or riverside.

Urban areas need to be inclusive, reduce poverty and eliminate all forms of discrimination. The Regional Economic Strategy (RES) recognises the bigger picture from a regional economic perspective and sits with the Regional Spatial Strategy (RSS) and other regional strategies to provide the wider policy context in the region. This is discussed in more detail on the next page.



However, there are some key issues covered by other strategies of which the UAP is mindful, and which the UPG have been keen to see highlighted as an important part of the context and objectives of the UAP. These include:

- The region must recognise and build upon the role of urban areas in the wider spatial context of the suburbs, hinterlands, and emerging thinking underpinning 'city-regions'. The **polycentric** character of the region offers opportunities and challenges around these relationships. Being part of a wider network of connected centres and communities can contribute greatly to the 'liveability' and quality of life agenda, as well as economic performance of the region as a whole. Diversity is encouraged, and access to green space and green infrastructure can be greatly enhanced. The broader spatial and economic issues are led by and defined through the RSS and the RES.
- **Quality design** is an essential element of successful urban areas. Within the East Midlands a range of architects have been commissioned to help ensure excellence in future developments, some exceptional examples being the design of a new market square in Nottingham by Gustafson & Porter and the first UK commission for Rafael Vinoly Associates in relation to the new Leicester Performing Arts Centre. The region has also developed through its centre of excellence in regeneration, 'Regeneration East Midlands', a regional Design Review Panel. The panel of 30 gathered from within the region and beyond represents a broad range of expertise in relation to design quality and will meet several times a year to give advice on emerging developments.
- The important role of **culture and sport** in city renaissance is highlighted in 'Cities, Regions and Competitiveness'², the Core Cities Action Plan (see Appendix B), which acknowledges the importance of distinctive cultural, artistic and sporting assets to perceptions by investors and visitors. The Regional Cultural Strategy³ developed by Culture East Midlands (CEM) is currently undergoing a thorough review and CEM and UPG will ensure effective alignment. The economic value of culture is expressed in the Culture, Tourism and Sport section of this document.
- The social, environmental and economic benefit of **Public Realm** is now being increasingly recognised by Government and the emergence of ODPM's 'Cleaner Safer Greener Communities'⁴ initiative and 'Is the Grass Greener'⁵ and 'Does Money Grow on Trees'⁶ by Cabi Space show the diversity of impact open spaces can have on our urban areas. English Heritage cites how public realm can bring about revival of urban areas in 'Streets for All'⁷ 2004.
- By making cities and towns places where people wish to live and businesses want to locate, **housing pressures** on protected landscapes, national parks and greenfield land will be reduced. There also need to be clear linkages between major **regional assets** such as the Peak District National Park, National Forest and parks developed in our urban areas, to create a tourism 'package' benefiting all. The Woodland Trust highlight the 'link between quality of the local environment and human well-being' in 'Space for People'⁸ an analysis of access to woodland in the UK.

¹ 'Regional Growth Report' Frontier Economics September 2004 on behalf of ODPM.

² 'Cities Regions & Competitiveness' - Second report from the working Group of Government Departments on the Core Cities

³ 'Time for Culture' - Cultural strategy for the East Midlands

⁴ 'Living Places - Cleaner Safer Greener' - Office of the Deputy Prime Minister October 2002

⁵ 'Is the Grass Greener' - CABI Space July 2004

⁶ 'Does Money Grow on Trees' - CABI Space March 2005

⁷ 'Streets for All' - English Heritage 2004

⁸ 'Space for People: Targeting action for woodland access' - The Woodland Trust 2004

2.2 Visioning

Derby, Leicester & Nottingham

By virtue of proximity, the Three Cities form a collective of connected centres and overlapping markets which provide a wide range of housing, lifestyle, education, health, employment, retail and public services choices to nearly 2.4 million people.

While Nottingham is the largest of the three conurbations, and one of the UK's Core Cities, Leicester and Derby bring strong economic and cultural identities of their own. These add complementary strengths, economic and cultural differentiation and most importantly a greater degree of choice to the City Region offer.

This 'City Region' is vital to the East Midlands' economy, encompassing 57% of the region's total population who rely on one or more of the three major urban centres to sustain their quality of life.

The Three Cities collaboration seeks to maximise the region's contribution to growth in the nation's economy. This will be achieved through managing the regeneration of communities affected by structural economic change to ensure that everyone has equality of opportunity to live in neighbourhoods which provide accessible housing, education and employment choices, excellent services and the chance for all to engage and contribute.

Through building upon shared economic assets, the Three Cities represent a major investment magnet in the Midlands and together with the Birmingham City Region provide a substantial coil for the acceleration of growth and prosperity, which will benefit the whole of the Midlands, including the extensive adjoining commuter belts, free-standing market towns and the wider rural areas.

Lincoln

In May 2004 Lincoln City Council agreed a Strategic Regeneration Programme for Lincoln which supported the City's vision 'to be once more a City of significance: a city known for its cultural heritage and diversity, free from want with full employment, growing incomes, welcoming of change and embracing sustainable growth'. Lincoln's economic role within Lincolnshire is of vital importance, its relationship with its rural hinterland, its historical tourism significance and its relatively new, but expanding university gives it a unique dynamic as an urban priority area. The University of Lincoln has facilitated the early stages of developing a 2020 vision for the City and surrounding area. The City of Lincoln is now evolving this vision with its local partners.



Northampton

Northampton has the largest planned growth of any urban area in the East Midlands. In 2004 Northampton had a population of just under 200,000. Under the Sustainable Communities Plan the population will be approaching 300,000 by 2021 with a further sustained growth up to 2031. Under the Milton Keynes South Midlands Strategy (MKSM), Northampton expects to play an increasingly significant economic role in relation to the Three Cities and in the East Midlands scene as a whole during the period of the Urban Action Plan.

A key requirement is that the population growth takes place in a 'like for like' manner with employment growth and new infrastructure development. Only in this way will the outcome be fully sustainable. The MKSM Strategy is a response to the growth of population in the south-east of England and the centrifugal force in London, in its role as a World City. The effect of the growth of London and its expanding hinterland is a key element surrounding the planned growth of Northampton and other urban areas in the county. A key focus will be on the development of the urban centre, which has a rich and unique mix of heritage and opportunity. Exciting new investment in retail and office development will combine with the creation of a Cultural Mile and city centre living. Enhancements to public spaces, such as the Market Square, will combine with the regeneration to transform the town centre. As part of the wider urban centre, the stunning landscape settings of the rivers and canal will be development ingredients of the step change of the growing Northampton.

Northampton has recently been granted its own full status University, which together with Northampton College and local schools, will capture and develop the talent and skills of local people as well as work with new and existing businesses.

West Northamptonshire Urban Development Corporation (WNDC) covering Northampton, Daventry Town Centre and Towcester is now established with a life of ten years. Working together, the UDC and regional partners can ensure that the principles of sustainability are built into the growth of Northampton.

Corby

By 2031 Corby will have developed into a sustainable, vibrant community, doubling its population to over 100,000 residents with a workforce of 60,000 people. Corby will continue to make a significant and increasing contribution to the Northamptonshire and East Midlands economies. This will be achieved through the successful implementation of the regeneration and growth agendas as set out in the Corby Regeneration Framework, the Local Strategic Partnership's Community Strategy and the Milton Keynes South Midlands Strategy under the national Sustainable Communities Plan. The establishment of the new Local Development Vehicle in North Northamptonshire 'NNT' (North Northamptonshire Together) will impact greatly on how all existing strategies are brought together.



Sub Regional Centres

The contributory role of Sub Regional Centres (SRCs) and growth towns to regional GDP/GVA is of vital importance and their relationship with the Priority Urban Areas (PUAs) is essential to their success. The significance of this relationship becomes apparent through the sharing of best practice, which ensures that the region applies previously successful approaches rather than trying to re-invent the wheel.

One such area is the Northern Sub-Region. The Sub-Region comprises the former coalfield areas, which straddle the M1 motorway, linking the important towns of Chesterfield and Mansfield together with their intermediate urban areas with a gross population of 500,000.

From its proud roots in traditional industries such as coal and textiles, the Northern Sub-Region is reinventing itself as a 21st century economy. Capitalising on its quality of life, central location and skills base, the area is attracting enormous attention from businesses and investors. Significant progress has been made in identifying the needs and role requirements of Business Innovation and incubation centres within the Sub Region. The area represents a key growth corridor and linkage between the Northern Way (Sheffield City Region) and Smart Growth: The Midlands Way, initiatives.

Chesterfield and Mansfield are also significant retail destinations and the intention is to maintain and further their position. Town Centre Masterplans, that identify priorities for investment, have been produced and have the benefit of wide-ranging support, including at sub regional level a Principal Towns Renaissance Fund. Significant investment is being made to improve the public realm within the towns through public and private sector investments and Townscape Heritage Initiatives. There are also commitments to improving the tourism offer in the area, the development of significant town centre office markets, logistics industries and their support services. It is worth noting that Chesterfield is also recognised as part of the Sheffield City Region and hence is being given additional partnership focus outside the East Midlands.

Mansfield is one of only 27 successful Local Authorities throughout England that were selected in February 2004 to pilot a new Liveability Fund, which aims to trial innovative approaches to management and maintenance of public space, and invest in the physical improvement of public space. A total of £3.04 million has been allocated to Mansfield and if it proves successful, the initiative may be extended to all Local Authorities in England, attracting much national interest.

Boston is currently developing a new regeneration vehicle which will be unique in that it will be the first regeneration company to have an urban and rural focus. It will merge with the Local Strategic Partnership, 'Boston Area Partnership' (BAP) to create a single focus to drive regeneration priorities in the area.

It is clear that the region's Sub Regional Centres provide great support and add value to our cities and larger towns, reducing pressures in relation to land supply and enhancing cultural and business infrastructure.

2.3 Economic and Spatial Context within the Region

The Regional Economic Strategy (RES) provides the main context for this Urban Action Plan (UAP) which is considered as adding more specific detail on the priority urban issues and adding an urban focus to some key issues emerging from the RES. The Regional Spatial Strategy (RSS) is also an important part of the context for the revision of the UAP. The UAP is considered to be consistent with, and aligned to the overall strategic direction offered by the RES, and the spatial context provided by the RSS. As discussed below, both strategies see the main urban areas as key centres for sustainable development and growth, and both support their continued improvement and success.

2.4 Regional Economic Strategy

The region's urban areas are identified as important 'motors' for regional economic growth, and the current RES ('Destination 2010') recognises that the region's largest cities are not 'punching their full weight'. Therefore, assisting their sustainable growth and development is identified as a priority activity for the region.

Urban issues cut across a number of the themes and strands of the current RES, including Urban Regeneration, and others that have spatial implications and relevance to spatial and 'growth' issues. These include 'Enterprising Communities', 'Employment, Learning and Skills', and 'Site Provision and Development' strands.

The RES is currently being reviewed. However, the approach taken in this UAP is consistent with the approach proposed for the new RES and the Structural Themes being identified within the initial stages of development compliment the framework identified within the UAP. The UAP is an Action Plan which will support and inform aspects of the urban agenda within the revised RES. In the unlikely event that the UAP is seen to conflict with the revised RES the Urban Partnership Group would have to reconsider its approach accordingly.



2.5 Regional Spatial Strategy

The emerging Regional Spatial Strategy (RSS) sets out the spatial vision for the region to 2021, and contains core policies which take a sequential approach to the location of development.¹ This therefore reinforces the importance of urban areas as the focus for achieving sustainable patterns of development, consistent with national planning guidance. The RSS describes the broad urban hierarchy in the region as follows:

- Five Principal Urban Areas (PUAs) of Derby, Leicester and Nottingham (the 'Three Cities'), Lincoln and Northampton. The RSS strategy is to locate significant levels of new development in and around the PUAs as the main priorities for delivering an urban renaissance, and supporting sustainable development objectives. Implicit in this is an understanding that provision of high quality and sustainable living and working environments is essential to drive regional economic growth.
- Three 'growth towns' of Corby, Kettering and Wellingborough in the North Northamptonshire part of the Milton Keynes South Midlands growth area. Corby is also identified as a regeneration priority (which is the reason why the UAP regards it as a Priority Urban Area).
- A network of Sub-Regional Centres (SRCs) - Boston, Grantham, Melton Mowbray, Newark, Chesterfield, Mansfield, Worksop, Market Harborough, Daventry (also part of MKSM), Coalville, Hinckley, and Loughborough. Their role is seen as complementary to the PUAs, suitable as locations for growth and development, albeit at a less significant scale. The SRCs support wider sustainable development objectives through new development and economic diversification, but also provide services to serve rural hinterlands. As referred above, Daventry will also take additional growth as part of the MSKM growth area.

The identification of the proposed six priority areas, described in the introduction, can be seen to reflect agreed regional priorities of the RES and RSS which support the focus of development on the main urban areas, and Corby is identified as a regeneration priority by both strategies. Furthermore, within the framework of the Integrated Regional Strategy (IRS), there is an important synergy between the RES and the RSS as the economic and spatial 'pillars'.

Following a future review, the RSS will include Sub-Regional Strategies to help provide guidance relating to areas of significant change or development, or where there are key spatial or development related issues which cross local-authority boundaries. All of the sub-regional strategies are of relevance to urban areas in the region:

- Three Cities Sub-Region - based around Derby, Leicester and Nottingham.
- Northern Sub-Region - former coalfield areas, including Chesterfield and Mansfield.
- Lincoln Principal Urban Area - looking at the city of Lincoln and its role within an extensive rural hinterland.
- Milton Keynes & South Midlands (MKSM) Growth Area - the current RSS published in March 2005 includes the sub-regional strategy for MKSM which forms part of the national Sustainable Communities Plan (SCP).

¹ The RSS is being reviewed, with a revised RSS to be published in 2007.

2.6 Relationship with 'Smart Growth: The Midlands Way'

The RDAs in the East and West Midlands, along with other regional partners, are working together on the development of a potential Midlands-wide (Sustainable Communities Plan) initiative: **'Smart Growth: The Midlands Way'**. Sustainable economic growth and restructuring, continuing urban renaissance and regeneration, increasing improvements to skills and education, and promoting the Midlands' place in the national and international context are key elements of the emerging focus for this work. The basis of this initiative is the goal of adding value to, and accelerating delivery of, existing policy frameworks and initiatives in both regions. It is being developed in a manner consistent with the broad objectives of RSS and RES and other key strategies in both regions, and is based around ways of helping achieve, through collaboration and co-ordinated actions across the regions, more than the regions are achieving alone.

The vision that is driving forward Smart Growth: The Midlands Way has the following focus:

Igniting innovation, enterprise, and creativity

Driving economic growth and productivity across the Midlands

Accelerating the evolution of sustainable communities

As described above, the RES and RSS in the East Midlands put an emphasis on the urban areas in spatial, economic and productivity terms, and so Smart Growth reflects this objective. As the UAP is also being developed to reflect the broad policy context provided by the RSS and RES, *emda* and regional partners will work to ensure the UAP and Smart Growth are consistent.

2.7 Milton Keynes South Midlands Growth Area (MKSM)

The MKSM growth area is a significant issue for the East Midlands, and it includes Corby and Northampton, two of the six Priority Urban Areas identified by this UAP. The success of MKSM will be measured by the quality and sustainability of the communities developed through the growth area, and key to this will be the role of the urban areas within it. The RSS contains a sub-regional strategy for MKSM, and those documents will be the key sources of policy direction and guidance for the MKSM. However, the UAP contains themes and issues of equal relevance to the MKSM area as to the rest of the region, and the UPG will work to ensure that activity in the urban areas included within the growth area supports delivery and implementation of the UAP.

2.8 Progress to Date

The East Midlands has grasped the challenges presented in the first UAP, as can be seen through the following successful examples:

■ Delivering Physical Regeneration - Urban Regeneration Companies

Since the first Urban Action Plan, three Urban Regeneration Companies (URCs) have been established in Corby, Leicester and Derby. Bringing together private and public sector partners, the URCs are spearheading physical regeneration in declining urban areas and enabling a wider economic and social transformation in key towns and cities. Challenging long-term masterplans have now been developed and adopted within the three URC areas and positive progress is being made in turning concept into delivery and attracting the substantial investment required to succeed. As well as Catalyst Corby, Derby Cityscape and Leicester Regeneration Company, *emda* and partners have continued to support Nottingham Regeneration Ltd and Investors in Lincoln in promoting economic growth in our major urban centres.

In addition, Boston has developed the first urban regeneration vehicle with an urban/rural focus. The Boston Area Regeneration Company (BARC) will drive and deliver regeneration priorities in Boston over the next 10 - 15 years, sharing best practice with the region as it establishes itself.

■ Engaging and benefiting the community

In Northamptonshire, two new vehicles have been created to take forward the delivery of sustainable growth for the next ten years. The Milton Keynes South Midlands growth area is served by the 'West Northamptonshire Urban Development Corporation' (WNDC), which is now preparing its regeneration framework, and 'North Northamptonshire Together' (NNT), which is well advanced on the development of a core spatial strategy across the four districts of Corby, Kettering, Wellingborough and East Northamptonshire. Ongoing discussions around the structure and role of NNT, however, are not expected to alter the status of Corby as a Priority Urban Area for the Region.

Our existing urban communities are at the heart of delivering the renaissance of our towns and cities. Considerable progress has been made in building the economic capacity of our most deprived communities as can be evidenced through the much acclaimed Local Alchemy pilot programme. Local Alchemy is helping to build the economic literacy and understanding of local people to unlock their entrepreneurship, initiative and creativity so they can create vibrant, inclusive and sustainable places to live.

In the original Urban Action Plan, recognition was paid to the importance of providing a physical focus for community services and education within our most needy areas.

The Access Centre concept has been used as a template for some of the region's most innovative projects such as the Peepul Centre in Leicester. This is a unique example, which celebrates similarities rather than differences and reflects the diversity that is Leicester in all sectors, whether that is sports, health, childcare or the arts, it offers opportunities for everyone. As the demographic landscape changes, the needs of communities move and the fluidity that is the Peepul Centre reflects the changing dynamic and cultural shifts of urban life. Other successful projects include the Lincoln Voluntary Sector Hub, the Genesis Social Enterprise Centre in Alfreton and the Leicester Active Community Centre.

Lessons on community engagement must be taken on board. If the Local Strategic Partnership network is strengthened in the region, the UAP framework will have added impact, especially in some of the smaller urban areas.



■ Masterplanning

Masterplanning provides the route map for the physical regeneration of the region's urban areas. The process aims to be aspirational but deliverable, seeking to build a relevant mix of uses on key sites, attracting private investment and improving the public realm and quality of the built environment whilst aligning activity with Local Planning Guidance and policies.

Enquiry by Design approaches have been explored with the Prince's Foundation ensuring broad participation and capturing the lessons from urbanism of the past. Historic assets of an urban area need to be fully identified in the first instance and then included and retained in the masterplanning process where appropriate.

A good example of proactive masterplanning is Nottingham Waterside. Nottingham Waterside Ltd was formed to regenerate the Trent corridor and make it a major engine for growth within the city. Progress has been made in acquiring sites in the Trent Basin area and attracting major private sector partner investment in future development in accordance with the masterplan completed in 2002.

All the Priority Urban Areas now have a Masterplan process in place and this has proven to be invaluable in helping to structure this document. In urban centres where no regeneration vehicle has been established, advice and support in development of masterplans has been given over the last five years from a range of partnerships and in many cases successful delivery has begun to take shape, providing a template for their future vitality as key regional centres in their own right i.e. Mansfield, Chesterfield, Loughborough, Coalville and Grantham to name a few.

■ Employment Land issues

Since the first Urban Action Plan, there have been two important studies assessing issues around employment land supply: The Quality of Employment Land Supply (QUELS) and the Regional Employment Land Priorities Study (RELPS). RELPS in particular was intended as a useful guide for sub-regional and local partners in making interventions to help address employment land issues, and there are signs that partners are using these studies to help inform local decisions and actions, particularly in the urban areas. Both these studies have helped highlight the importance of 'quality' rather than a pure focus on the quantity of employment land, and both have helped shape Regional Spatial Strategy policy and the employment land offer within the development plan framework.

■ Regeneration East Midlands

In order to achieve urban renewal, the region needs to enhance the skills of people and groups involved in regeneration and ensure that delivery is of the highest quality. Regeneration East Midlands (REM) is the region's answer to the Government's challenge to establish Centres of Excellence across the country.

Established for just over a year, REM promotes excellence in regeneration, through sharing and developing skills and expertise across the East Midlands.

REM aims to:

- improve regeneration in both rural and urban areas
- work with communities and professionals from all sectors
- develop an integrated approach, bringing together all disciplines engaged in regeneration.

REM brings together a range of functions:

REM Skills provides regeneration practitioners with the best advice, training and support to create successful and sustainable communities.

Intelligence East Midlands promotes good practice, co-ordination and sharing of research and data on the region.

Opun is committed to enabling the creation of high quality buildings and spaces across the region, addressing the needs of diverse communities and clients.

East Midlands Funders' Forum promotes best practice and enhances learning across charities, voluntary and not for profit organisations by encouraging and supporting dialogue between funders.





■ Cultural Activity

Since the first UAP in 2000, a great deal of progress has been made in the East Midlands on cultural development planning within the Priority Urban Areas, and assembling resources to deliver new and improved facilities on a national and international scale.

Arts capital developments alone in five of the Priority Urban Areas are now scheduled to produce more than £150m of new development by 2008, and there are similarly substantial sums involved in sport and heritage developments too. Under the aegis of Culture East Midlands, a Cultural Infrastructure Group has been formed to support these developments.

Following the lead given by the scoping study carried out for *emda* and the Regional Assembly in 2002, and with support from the national Urban Cultures Programme, the Three Cities (Derby, Leicester, Nottingham) have created a consortium to lead and co-ordinate cultural programming throughout 2005/06 and beyond. Linked with the Three Cities Cultural Consortium is the decision by *emda*, through its Star Prize programme, to fund the commissioning of a major international artwork which will be presented publicly in each of the PUA's during 2005, marking the region's aspirations and helping focus its cultural identity.

■ Crime Prevention

Strategic relationships have been built sub-regionally, regionally and nationally on the crime agenda. Key project activity in the East Midlands to date includes development of business against crime initiatives in Derbyshire, Northamptonshire and Nottinghamshire; capital infrastructure projects related to crime proofing industrial and business premises and a pilot project supporting regional ex-offenders (Leicester Cares).

A core theme running through successful initiatives has been the partnership working that has taken the work forward. A robust platform already exists in our Priority Urban Areas, which will take new initiatives forward and lever support to tackle constraints to regeneration.

2.9 Summary

Reflecting upon the strategic context outlined above, it is clear that:

- The revised Urban Action Plan will form part of a well developed and sophisticated set of strategies and action/delivery plans.
- It is essential that the revised Urban Action Plan supports other established and emerging frameworks/strategies and is regarded as a tool to help enable their delivery.
- The Plan will need to focus on defined strategic themes, which, when addressed, will significantly add value to the wide range of existing, ambitious and sometimes challenging regional developments taking place in the East Midlands.



3. LESSONS LEARNED

The region has achieved a tremendous amount since the first Urban Action Plan was produced. This revised Urban Action Plan is intended to capitalise on the momentum gathered so far and crucially, build upon the lessons learned. It intends to support and add value where it can to the range of other strategies that have a role to play in the delivery of urban economic development.

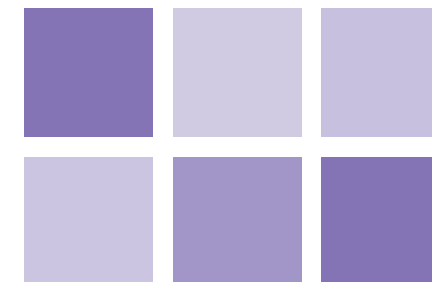
The UPG is confident that as well as potentially adding value, this approach is one that will provide much needed support - be it through influencing, directly delivering or otherwise facilitating action.

The lessons learned and comments received from stakeholders and consultees have determined a number of principles against which the new Urban Action Plan has been developed:

- **More Focus** as resources (time, people, funding) are limited. It is important to establish the most effective use of these resources. Prioritisation is vital in terms of effective resource management and is something stakeholders would like to see, having reviewed the 2001 plan. Focused prioritisation can help to ensure the resources are channelled into the most appropriate projects. A focused approach was generally endorsed by the wider consultation process.
- **More concentration** on the region's Priority Urban Areas to lever as strong an investment return as is possible on our collective regional investment. In these terms, the plan is ostensibly focused on the six Priority Urban Areas of the East Midlands but recognises that the benefits of the investment will go way beyond their administrative boundaries. This does not detract from the importance of continued investment in other urban areas, which is more likely to be focused upon at sub-regional and local levels.

- **Organisation around clear and deliverable actions** - The actions specified within the plan have been assessed against clear criteria highlighted in the 'Summary' section of the document.
- **Appropriately positioned** - The plan exists in a landscape where many other plans, strategies and policies also exist. Stakeholders expressed a very clear view that this plan should not seek to duplicate, take from or otherwise conflict with such other documents.
- **Evidence based** - The development of this revised UAP has been underpinned by significant statistical analysis.
- **Kept up to date** - The new UAP will be regularly monitored to ensure that our priorities and investment proposals remain relevant and achievable. Provision will be made to review the plan and correlate data accordingly.

As well as adhering to these principles, the development of this Urban Action Plan has also needed to recognise the context within which our urban areas find themselves in the 21st century as described in more detail earlier in Section 2.



4. CURRENT ECONOMIC CONDITIONS

The Urban Action Plan exists because the region's urban areas are of vital importance in helping to realise our ambitions for the future. More than 25% of East Midlanders live in the central core of our urban areas. Numbers rise to 60% if we take into account those living in the conurbations that surround these core urban areas. The contribution of our urban areas to regional prosperity is paramount and continuing to support their growth is considered an essential element of our efforts to achieve the region's vision.

Based upon statistical analysis undertaken by Roger Tym & Partners¹ examining the performance of the region's Priority Urban Areas, a strong rationale has emerged to support a plan focused on Corby, Derby, Leicester, Lincoln, Nottingham and Northampton. These areas are the key drivers through which more than 36% of the region's Gross Value Added (GVA) is generated across the East Midlands.

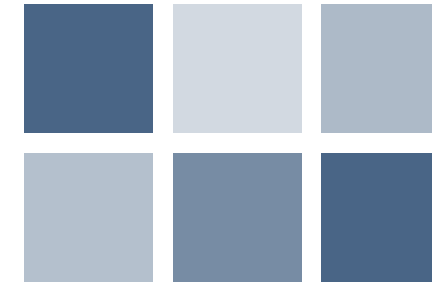
The total GVA for the Three Cities sub-region is £13,876 million, which accounts for 24.8% of the East Midlands' GVA of £55,908 million. If we add Corby, Lincoln and Northampton to create an Urban Areas Composite this rises to £20,194 million accounting for 36.1% of the region's GVA in an area housing only 26.4% of the population. These figures emphasise the importance of the Priority Urban Areas to the economic performance of the East Midlands.

In order to establish a common baseline of information across the six Priority Urban Areas, further work was commissioned from Matters of Fact², a consultancy based in Northampton. A summary of their report is attached as Appendix D. This report provides statistical information and summarises the strategic context for the five identified themes within the Urban Action Plan. (A separate report from Culture East Midlands is attached as Appendix C).

As would be expected, the report demonstrates that, whilst there are many common features in the economic performance of the six areas, there are also many differences. It is interesting, for example, to note that Leicester has the highest unemployment rate and Northampton the lowest, with Northampton being the only one of the six Priority Urban Areas with a rate below the UK average. However, the common factors are of real significance, as Matter of Facts' report also demonstrates the important role that each of the Priority Urban Areas plays both as a focus of its sub-regional housing market and as a key retail centre within the regional retail hierarchy of the region.

The illustrations in Appendix E outline how the PUA's impact beyond their own boundaries and demonstrate the extent of their travel to work areas and housing movements. Their importance as retail centres for the region is also clearly revealed.

The report goes on to underline the significance of the five themes, which are discussed in detail in Section 5, in terms of the policy context. Their importance is confirmed by the consultants through their review of existing research. As will be demonstrated later, these five themes are essential guides to project selection for the Delivery Plan.



5. THEMES & PRIORITIES

In seeking to produce an Urban Action Plan which has greater focus, and which gives greater direction and guidance to regional urban priorities, five general themes have been identified and strongly endorsed by consultation to underpin the new Plan. These are:

- Land Supply
- Public Realm
- Skills and Business Development
- Transport
- Culture, Tourism and Sport.

These themes emerged following research and analysis which used as its starting point suggested priority activities and issues identified by stakeholders through the Urban Partnership Group (UPG). The UPG is a multi-stakeholder grouping of senior representatives from urban areas across the East Midlands. In addition, comments and feedback from the event held in Lincoln in March 2004, plus the statistical analysis referred to in Section 4 and Appendix D, have also influenced the choice of these themes.

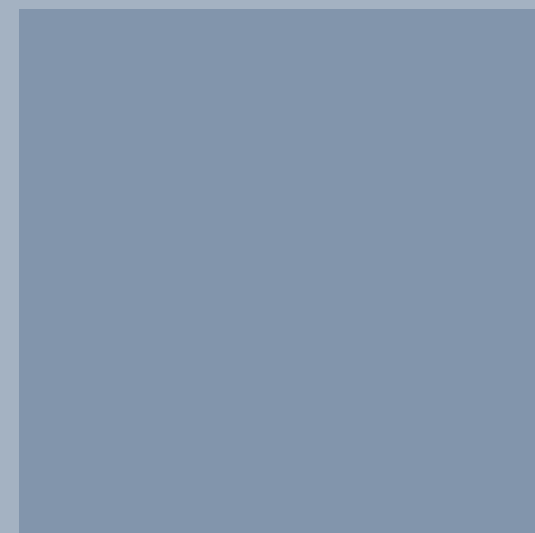
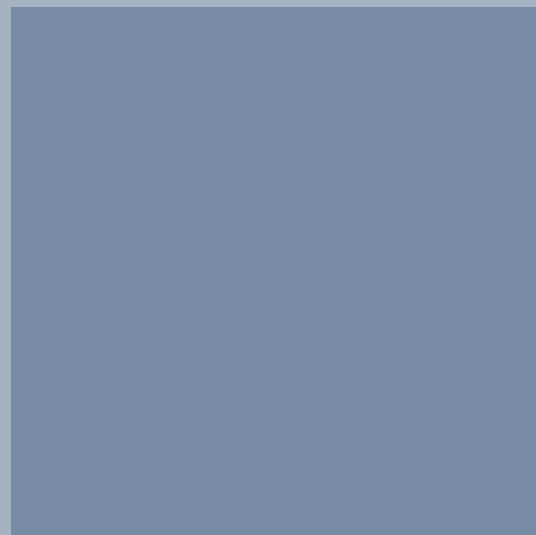
The five themes have been chosen to reflect key objectives of up-skilling the workforce, promoting social cohesion, avoidance of city flight, improving productivity and enhancing competitiveness of urban areas, all set against the need for sustainable communities.

These five broad themes represent a sound basis for the UAP, and

together they help address the key opportunities for adding value to other ongoing activities and strategy development. While the main focus of the UAP is the six identified Priority Urban Areas, it is intended that these five key themes provide a framework of interventions which is relevant to all urban areas in the region.

The Government Report 'Our Cities are Back'¹ was released in November 2004. It points out the need to concentrate on key areas to improve overall performance of our UK cities. Areas highlighted include transport improvements from local to international level, joint marketing initiatives, more co-operation between universities and businesses and increased public realm investment. It identifies the need for cross-regional collaboration and the lessons that can be learned from other European cities. The five themes chosen within the Urban Action Plan identify extremely well with these national priorities for concentration.

¹ 'Our Cities are Back' - Core Cities Government Working Group November 2004





LAND SUPPLY

5.1 Land Supply

Since the original Urban Action Plan was produced, the Quality of Employment Land Study (QUELS) and the Regional Employment Land Priorities Study (RELPS) have been undertaken. These studies have identified key problems and barriers based crucially around the quality and 'market readiness' of employment sites. They have also identified activities and interventions to be pursued at a sub-regional and local level to help address these problems.

To update QUELS and RELPS, study work is underway both as part of the RSS and RES reviews. Like QUELS and RELPS, 'quality' as well as supply is to underpin these studies, which will relate to employment land issues across the region. As the main locations for development, the issues in urban areas relate to both small and large sites and premises to meet the requirements of a range of companies in different economic sectors, and the UPG through the UAP will have a role in translating and disseminating key issues emerging from these new studies into the urban context.

It is clear from the consultation process that greater effort is required to bring forward high quality employment sites, and if successful, there are opportunities to both attract inward investment and encourage the sustainable growth of indigenous industry. It is important to remember however, that location is critical when considering new employment development schemes; previously developed land may not always be the most appropriate. When allocating new land for development it is important to find new uses for existing buildings, to ensure that best use is made of the existing building stock. Phased release of employment land in order to enable sustainable patterns of development or to prioritise sites meeting broader socio-economic and sustainability objectives may be the way forward. It is also important to understand the economic benefit of a high quality surrounding environment and good transport links to key sites.

In May 2005, Blueprint was formed to assist in regeneration in the Priority Urban Areas. This is a unique partnership between *emda*, English Partnerships (EP) and the private sector that will look to bring forward land and schemes that developers with traditional views of returns would not contemplate. The private sector party is Igloo Regeneration Limited, funded by Morley Fund Management, and Blueprint is, therefore, a partnership capable of leveraging substantial private sector funds into these areas.



Waterside regeneration can provide many benefits, as all of our Priority Urban Areas are recognising. Brayford Wharf in Lincoln, pictured here, is an excellent example of how this kind of scheme can transform and add value to an area. Considered thought however needs to be given to land surrounding rivers and canals, not only in relation to types and positioning of mixed development, but also issues such as flood risk and depleting levels of biodiversity. Previously developed land can have high wildlife and conservation values which should not be discounted in the prioritisation of land supply for regeneration and development.

Issues around land supply are equally important to residential and other forms of development, including schools and health service proposals, and if the region's urban areas are to develop sustainable communities, a balance and mix of development types is clearly essential. The masterplanning activities, Local Development Frameworks and the RSS are crucial to the land supply theme. Stakeholders have made it clear that 'sustainable development' should be a cross cutting theme of the Plan, and they see it as integral to its long-term success. Key elements identified were environmental sustainability, energy efficiency and high quality design standards. It was also considered that greater use should be made of Centres of Excellence in helping implement the Urban Action Plan, developing innovative approaches, and in following best practice.

In addition to the above, some stakeholders considered that the Plan should recognise that secondary urban areas can help to relieve pressure on the Priority Urban Areas by releasing employment sites. Sites in deprived areas should be identified to encourage businesses and people to buy in to these areas.

Another emerging concept is Green Infrastructure (GI). GI is defined as "a network of multifunctional greenspace that contributes to the high quality environment required for existing and new sustainable communities." The concept has been endorsed by the First Secretary of State's Proposed Changes Report for the MKSM Sub-Regional Strategy (October 2004).

It identifies and aims to improve the public benefits that are derived from 'undeveloped' land. The roles that land can provide range from flood prevention to access and recreation, improving health, increasing levels of biodiversity, improving the attractiveness of areas and making them places people want to live. The 'Green Infrastructure Pilot' scheme will place all of these onto a single digital map using Geographic Information System technology and hence will help inform future strategic decisions. This scheme will demonstrate how land supply can be related to a broad variation of uses when future development proposals are considered.

In terms of LAND SUPPLY, the revised Urban Action Plan will focus on:

- Actions to help provide quality employment sites on previously developed land;
- Supporting the creation of a sustainable and sequential land supply for new businesses and residential use in the urban areas;
- Supporting the implementation of the Regional Housing Strategy in the provision of land for housing which improves housing mix particularly in areas of low demand;
- Improving the Built Environment, through more sustainable construction techniques, and encouraging the use of sustainable design for new developments;
- Encouraging clear and cohesive city and town visions by framing physical regeneration activity within masterplans, and through sustaining investment in these visions;
- Increasing the contribution of the Nottingham East Midlands Airport (NEMA) to the regional economic agenda by maximising opportunities in urban areas to capture opportunities related to NEMA's operational activities.



PUBLIC REALM

5.2 Public Realm

The need for greater priority in the development of high quality public realm assets is a clear message from stakeholder consultation. The public realm is considered an essential element in attracting private sector investment. It can play an important role in enhancing civic pride and the image or perceptions of town or city centres, and can have positive impacts on environmental and quality of life measures. High quality city destinations require high quality urban parks, green spaces and corridors as is demonstrated by London.

Local authorities take the lead when it comes to general management of urban public realm in relation to crime prevention, policing, waste and street hygiene; however, often funding provision does not allow for the higher standards of management required, hence new emerging initiatives such as Business Improvement Districts and continued Section 106 development agreements are crucial steps forward in joint public/private responses to what are core urban issues.

The importance of the public realm is often identified in local planning documents or masterplanning activities, but delivery can be considered the main barrier. Improving the way in which public realm schemes are delivered is a potential issue around which the UAP can add real value. The region's cities and other urban areas have very different public realm agendas and requirements - they should therefore be treated individually, with measures geared to local needs, not a 'one size fits all' approach. When taking forward public realm development regional partners should set out a framework of minimum performance criteria in relation to its environmental performance, i.e. consumption of natural resources, energy efficiency, renewable energy, water management etc.

The government funded 'Green Infrastructure Pilot Project' currently being led by the East Midlands Regional Assembly (EMRA) will enable clear, measurable demonstration of delivery of sustainable and healthy communities, while conserving and enhancing the natural environment and reducing inequalities. The countryside in and around towns can:

- Be made readily accessible to most people
- Contribute to the health, wealth and well-being of urban and rural communities
- Underpin more sustainable living
- Strengthen biodiversity in both town and country

The region must empower local communities to take ownership of public realm where possible, as this increases social capital and potentially resolves issues around maintenance costs.



It is important to remember the impact of good public realm on investment decisions. If well designed and appropriately thought through, it can facilitate crime prevention, better access and quality surroundings, all of which a potential investor is likely to view as significant attractors. If the public realm is appropriately addressed, creating a safer and more pleasant environment, existing businesses are less likely to contemplate relocation elsewhere. When considering the design of new public realm developments, we should not just look to retain the heritage aspects but also aspire to the best of contemporary design, with the aim of leaving a positive benefit and legacy for the next 100-200 years.

Significant environmental improvements are essential to both urban and rural areas, a good example being Warsop in North Nottinghamshire. Townscape improvements through York stone repaving, new street furniture and better signage were introduced over a period of three years and as areas were completed the number of vacant retail units decreased from 15 to 3. New business start-ups have also increased, and specialist retailers have moved in, particularly next to the areas which have received environmental improvements e.g. a golfing equipment shop. The business support initiatives which have been running in parallel with many of the improvements have also meant that the vibrancy of the town centre has improved, but these would not have had the same uptake or impact if the public realm improvements had not been undertaken to demonstrate that real effort was going into improving the town centre.

The region's architecture centre Opun, now part of Regeneration East Midlands, is best placed to advise and support exemplary public realm development. In particular, the new Regional Design Review Panel will play a positive role in raising the standard of public realm schemes being taken forward across the region.

Arts Council England have £150 million in lottery money to allocate over the coming years and some of this could have a clear effect on the impact on our region's public realm.

To improve the PUBLIC REALM, the Urban Action Plan will ensure that:

- Investment in public realm is considered as a high priority, and should be seen not only as being of value in its own right but as a key catalyst to achieving other objectives;
- Public realm investment is carefully managed to lever in private investment;
- Policies need to be implemented that protect the quality of urban space addressing issues such as the protection and sustainable management of natural resources and recognition of environmental limits, pollution (visual, noise and air quality and greenhouse gas emissions) as well as congestion;
- Cultural heritage including the built heritage and the region's many important collections is protected and retained through the physical expression of the built environment and the maintenance of cultural diversity;
- Innovative approaches to delivery are explored - for example, the potential for Business Improvement Districts (BIDS) to assist in public realm schemes;
- Effective long term maintenance is a crucial focus for the Plan;
- Environmental assets are protected and that regeneration considers environmental capacity and minimises negative environmental impacts.

SKILLS & BUSINESS DEVELOPMENT

5.3 Skills and Business Development

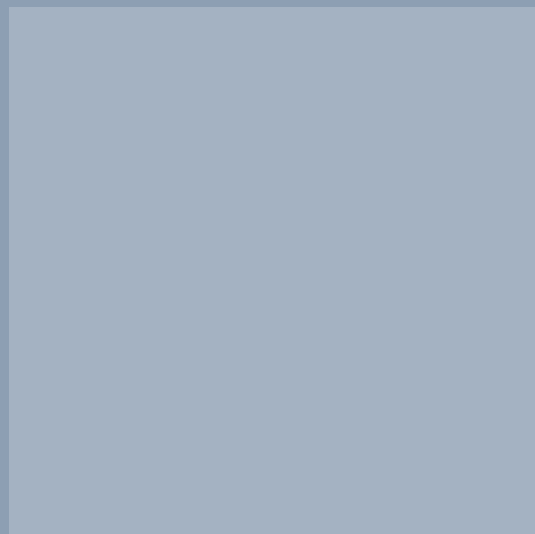
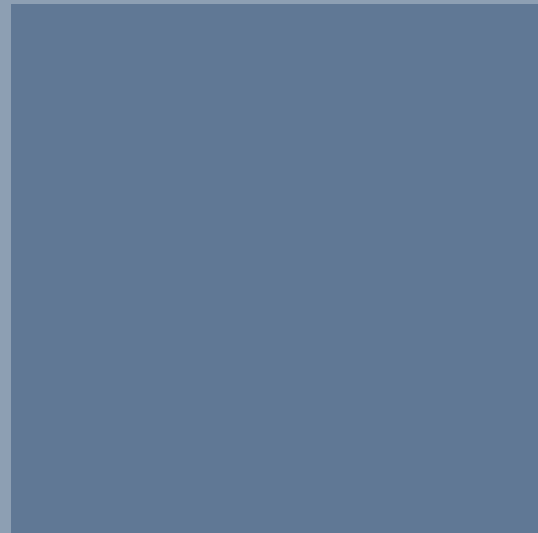
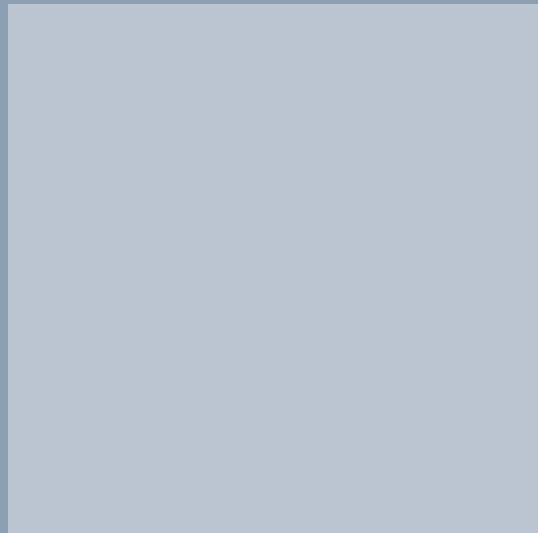
This has been recognised as a vitally important element of the holistic regeneration of the region's urban areas and a great deal of work is already underway. A strong theme emerging from stakeholders was the issue of connecting people to jobs, particularly from disadvantaged communities. Job Centre Plus are leading on a regional pilot named 'Making the Connection'. The development of this model will support a small number of major infrastructure projects across the region and the UPG have highlighted this model as a priority for action. Job opportunities will be created in construction, retail and health amongst others.

An example of where local jobs will be created in the regeneration of local communities is the Shirebrook Housing development. Procurement and training benefits to the community are being maximised by joint working across local training providers, Job Centre Plus, *emda*, the Alliance SSP, English Partnerships and Coalfield Regeneration Trust. In Northamptonshire an Integrated Local Employment model is being developed to look specifically at needs for women re-entering the labour market and raising aspirations for 14 - 19 year olds.

The UAP seeks to complement and help influence all this activity and ensure the development of linkages to the region's Employment and Skills Partnership (ESP). ESP has recognised the need for connecting people to jobs through public sector planning and procurement. The work of the ESP under Priority 3 of its Action Plan will focus on two strands; the development of a regional model to create job opportunities for disadvantaged individuals through major infrastructure and regeneration projects, and the development of a Regional Procurement Strategy to enable SMEs to more effectively compete for the supply of public services and products.

Due to the pace and level of physical regeneration in the region, and a shortage of skilled workers in the construction industry, efforts are being made to increase skilled labour supply into the sector. The East Midlands Centre for Constructing the Built Environment (EMCBE) is addressing skills gaps and influencing appropriate and flexible delivery of training programmes that the industry needs. EMCBE is also helping construction businesses to embrace the concept of sustainable construction and to innovate by using new production methods and techniques. Regeneration East Midlands (REM) will be working in collaboration with EMCBE to foster improved working relationships between design professionals and developers, and to ensure that developers are involved in the design process and vice versa. Much of this collaboration will focus on the sustainable design of buildings and their surrounding environment, with construction firms being enabled and equipped to deliver the design concepts that the architects have envisaged.

With regard to business development, many stakeholders have expressed concern about how assistance and support measures have been targeted. Whilst it is recognised that economic diversity is an important element of a city's competitiveness, attention has been drawn to the need to be selective in respect of sector diversification and enhance existing strengths through modernisation. A great deal of activity is underway under this theme and it seems apt to investigate the most appropriate level at which coordination of activity would be most effective. The City Growth Strategies being developed in Derby, Leicester and Nottingham are just one example of how key sectors are being identified and supported.



Many stakeholders recognise the potential benefits of encouraging links with the region's Higher Education (HE) and Further Education (FE) sectors to help identify the importance of their economic contribution to the local and regional economy. For some stakeholders, it is the role of Universities in encouraging innovation and 'spin-out' activities that is most important. For others it is the sharing of skills across the urban areas or in the development of clusters, or the institution undertaking significant physical development or public realm work. However, it seems clear from the consultation that there is still a great deal to be done to better integrate the HE and FE sectors into the urban and regional agendas. Collaborative initiatives across the region's universities demonstrate the growth and importance of the HE Sector i.e. the engineering and sports at Loughborough, Bio City in Nottingham.

An excellent example of the catalytic impact that HE can have on regeneration is the University of Lincoln, which has spent £70 million over the past ten years developing its state-of-the-art Brayford Pool campus. An independent report in 2001 found that the university contributed £24 million a year to the Lincolnshire economy and had already created 600 new jobs, and this figure was expected to rise by the time the campus was complete to £65 million per year and 1,800 new jobs. In the Brayford Pool area of the city, the University has generated investor confidence and given rise to a host of developments on Brayford Wharf North including bars, restaurants and a nine-screen multiplex cinema.

The region is a net importer of undergraduates, both nationally and internationally², and the creative sectors, including communications, creative arts and design, play a prominent part in this attraction. The region is relatively poor at retaining graduates once they are skilled. It is important to improve performance in this respect to retain future-oriented skills in the region to fulfil the skill gaps which the creative and cultural industries report.

Schools have a key role in the regeneration of communities and engender a culture of learning. The Government is promoting initiatives such as extended schools and the renewal and refurbishment of the school estate under the Building Schools for the Future programme, and a £250m allocation has been given to Leicester.

It is also worth noting that the emergence of more vocational based education and development opportunities will support the region's service based industries and future growth of the tourism industry.

Some pioneering work has been done by the Prince's Trust and through the Arts Council's Creative Partnerships programme in this region to foster entrepreneurialism among young people with creative abilities. The importance of maximising growth in sectors such as Creative Industries through partnership working and key activities is recognised, including prioritisation of the sector within Derby and Leicester's City Growth Strategies.

In addition, organisations such as Groundwork have taken more of a practical employer focused approach to improving skills and creating work based training opportunities, often regeneration focused, that lead to enhanced employability.

Access to and the exploitation of knowledge is a critical component in the future economic prosperity of the region and is a cornerstone of the emerging regional Innovation Business Plan. Knowledge and technology transfer activities are important mechanisms that take research into the commercial environment providing much needed opportunities for regional businesses to exploit R&D for profitable change. In addition to their roles in terms of university 'spin outs', the universities and colleges need to develop and promote effective knowledge transfer activities across the urban areas.

Nottingham was granted Science City status in April 2005 and this has accelerated thinking on how this existing platform of excellence can be used as a springboard for further success. Science is not usually recognised as being place specific. It is concerned with concepts that are universal and global in their application. Activity to disseminate scientific thinking into commercial practice concentrates on relationships with businesses, either spun out from academia or otherwise engaged.

The concept of a Science City provides a much broader framework for this process to work as it introduces roles for other important players - those agencies concerned with local and regional governance and also the wider community. This can create a template for a new form of partnership working. It can also be a unifying theme to link with earlier regeneration work on Core Cities and understanding of the potential to develop the knowledge economy. Local strengths and opportunities can therefore be maximised.

Through closer interaction and effective networking it will be possible to add significant value and create a major impact in one locality through a new form of innovation community and in time, this can be disseminated across the region.

Whilst there continues to be a steady pace of infrastructure developments within the East Midlands which require skilled construction workers, such as hospital expansions, retail and housing developments, the construction industry has had to source labour from outside of the United Kingdom, due to shortages in local skilled labour. Even though this shortage is not unique to the East Midlands, it is possible that part of the East Midlands supply of skilled construction labour could migrate south to undertake the significant infrastructure and building work required for the hosting of the 2012 Olympics.

Although this could potentially mean that local construction employers will lose their staff to southern based developers, the Olympics could yield positive benefits for local construction firms in the form of new contracts, albeit in London. The challenge for the East Midlands is how we retain and continue to produce the supply of skilled labour required by local employers to undertake developments in our region, whilst also enabling our local businesses to compete on a national scale.

The East Midlands is a diverse region, both in terms of its social communities and spatial characteristics which contribute to the vibrancy of the region. Both these assets - people and place - are interdependent as they are the primary drivers for our future economic growth and economic well-being. For example, without local recruitment and employability measures, job opportunities will not be taken by local people and thus income will leak out of the local economy. This is particularly true for our cities, where areas of deprivation are often located very close to areas of high growth and relative affluence.

The Local Enterprise Growth Initiative (LEGI) will focus significant resources upon the most deprived areas of England over the next 10 years and so it presents a real opportunity to transform the economic landscape, and thus prospects, of specific deprived areas, four of which in the East Midlands are Priority Urban Areas.

The region's urban areas also need to take account of the context created by the growing Local Area Agreements agenda, in particular, the addition of 'Economic Development and Enterprise' as a fourth 'block' to their Outcome Frameworks.

In relation to SKILLS AND BUSINESS DEVELOPMENT, the Urban Action Plan will concentrate on:

- Activities aimed at linking people, especially those from disadvantaged communities, to employment opportunities;
- Activities highlighted as priorities in City Growth Strategies and BIDs;
- Fostering a culture of innovation, exploiting the science and technology base and exploiting regional research strengths;
- Harnessing the strengths of the region's universities and other higher education establishments, and endorsing stronger links with the region's many colleges.
- Supporting the development of a robust Nottingham Science City action plan encompassing a framework of key strategic themes that celebrate, promote and encourage activities necessary for a knowledge based economy.



TRANSPORT ISSUES

5.4 Transport Issues

Transport and accessibility are major issues for the region as a whole and key hubs and service centres are of particular relevance to our urban areas. Accessibility and connectivity are important to economic, social, and environmental agendas, and are key elements of creating sustainable and attractive urban areas. The existing RES 'Destination 2010', and the emerging RES identify transport as a key priority.

While regional strategy, action and investment is crucial, it is important to note that much of the strategic action and large-scale investments are coordinated at a national level. However, the 'Regional Funding Allocations' agenda will provide the region with greater opportunities to set priorities for transport investment by submitting advice to Ministers to help inform funding decisions.

Local Transport Plans (LTP) and the Regional Transport Strategy (RTS) will continue as major regional tools to help implement measures and investments to address regional transport and accessibility issues.

In addition to the strategies referred to above, an Economic Development Strategy for the Airport³ was produced in 2004 by *emda*, and as part of the RTS a Regional Freight Strategy⁴ was recently published. Both will be an important part of the context for our urban areas in relation to transport.

Partners in the region, including *emda*, Highways Agency, EMRA and NEMA are working together to develop a land use and transport interactive model (LUTI) for the Three Cities Sub-Region to help provide a fuller evidence based approach to transport and land-use planning. This approach allows more sophisticated analysis and understanding of the relationships between transport accessibility and investment, and land-use planning decisions and allocations, and the model will be developed to be consistent with, and effectively join-up the existing or emerging city-scale models. It will therefore assist in developing spatial strategies and regional priorities for investment.

Given the existing policy and strategy mechanisms, the UAP's role in relation to transport is as a means of raising key issues and concerns affecting urban areas, and to structure activity to ensure these concerns are evidenced and fed into regional and local decision making. Stakeholders have suggested that a more co-ordinated approach at a regional and sub-regional level is essential. Some important issues and concerns which have been expressed by urban areas within the region are as follows:

- Transport links at city level, across the region as a whole, and nationally, require significant investment. This includes improved mainline rail accessibility to other UK cities, implementation of the M1 and other strategic road improvements in line with the Multi-Modal Study recommendations. Bringing better rail services to the East Midlands is also seen as a key factor in improving strategic linkages, particularly to London.
- Transport must be used to better connect the more isolated urban areas to the rest of the region as well as to promote major towns and cities. Improved connectivity between the Three Cities to explore City Region development, enhanced competitiveness and collective action is essential. Transport infrastructure and service provision has a crucial role to play in connecting people to employment and services - it can support regeneration via initiatives to help increase the levels of employment of the inner city and help provide an urban population at major employment sites and areas of employment growth. Initiatives such as 'Skylink' in Nottingham which runs to Nottingham East Midlands Airport (NEMA) and 'Interconnect' in Lincolnshire which operates on key routes out of Lincoln across to Skegness, up to Grimsby and out to Boston are excellent examples of the importance of urban/rural connectivity. It is also important to note the essential transportation role our regional ports play i.e. distribution into East and West Midlands.
- Ensuring good access by a range of transport modes to all airports serving the region. Capturing the opportunities and benefits offered by NEMA is a particular priority. NEMA is located within the Three Cities sub-region, and accessible by road from a number of other UAP Priority Urban Areas. Robin Hood Airport Doncaster Sheffield is of particular relevance to the north and east of the region. Improving access to airports by public transport from a range of destinations is considered essential both to improve accessibility for passengers, but also for ensuring employment opportunities are more easily accessible.
- Transport infrastructure and links must be improved to accommodate the MKSM growth area, and ensure it is fully integrated into the regional and national networks.
- Encouraging more sustainable use of the transport infrastructure is a key issue, and lessons can be learned from initiatives in the UK and abroad in helping achieve behavioural change. In particular, encouraging public transport, as opposed to use of the private car, especially in urban areas. Cycling should also be promoted more, as it is in Europe, where there is a correlation between the prosperity of conurbations and cycle use. The Regional Transport Strategy has a strong behavioural change element to it, and the agenda contains environmental, social and economic drivers to reducing congestion, improving environmental quality, and improving accessibility.



Therefore from a TRANSPORT perspective, the Urban Action Plan will focus on:

- Urban partners providing input to future reviews of the Regional Transport Strategy and helping inform the Regional Funding Allocations process by making the case for investment in key schemes from the urban perspective, helping with evidence and support within the region;
- Partnerships to help implement key transport schemes through joint working on LTPs, work to deliver the RTS, and securing public transport infrastructure improvements to improve transport provision and gateways in our urban areas, and promote behavioural change;
- Support partnership working with national bodies and agencies to improve connectivity to and from the region, especially links to other key cities in the UK, particularly by rail;
- Working with regional and national partners to secure the necessary surface access improvements to serve Nottingham East Midlands Airport and other airports serving the region, to maximise the value to the region, and improve accessibility from urban areas and communities;
- Supporting actions to help reduce the need to travel, such as the use of technology and home working.



CULTURE TOURISM & SPORT

5.5 Culture, Tourism & Sport

Another clear message emerging from the consultation exercise is the importance of improving cultural and social attractiveness as an integral element of addressing urban competitiveness. Culture includes visual arts and music, the performing arts, crafts, museums, libraries and archives, heritage, sport, tourism, the natural and built environment as well as creative industries such as advertising, architecture, design, publishing, television and radio, film and video, software and computer services, and antiques.

Culture is a central factor in the quality of life of the citizen, as much in the urban centres as elsewhere. Cultural activity is an effective part of a programme which builds social capital, improves health and well being, social cohesion, inclusion, as well crime prevention and reduction. Community led initiatives, often enriched and animated by cultural activity, help build cohesion and ownership. Cultural activity has the capacity to engage all sections of community in the processes of building healthy, vibrant and inclusive neighbourhoods.

The Regional Cultural Strategy (RCS) sets the benchmarks and objectives for cultural development in the region and should inform all urban development plans in the Priority Urban Areas and elsewhere. The strategies of Arts Council England East Midlands, Sport England East Midlands, East Midlands Tourism, English Heritage, East Midlands Museums, Libraries and Archives, and EM Media should also be used alongside the RCS to inform future development in their respective aspects of culture.

From the economic perspective, cultural industries, including arts, sport, creative industries and the heritage, are a large and growing part of the success of urban areas as demonstrated in Appendix C. Nationally the creative industries grew by an average of 6% per annum between 1997 and 2002, compared to an average of 3% for the whole of the economy.

Culture is a significant attractor of tourism, and it is important to improve cultural and social attractiveness as an integral element of addressing urban competitiveness. East Midlands Tourism and the Regional Tourism Strategy will be instrumental in this respect, and the UAP should seek to complement its delivery. The role of Destination Management Partnerships at a sub-regional level needs to be recognised. Tourism currently generates 152,000 direct jobs, and there are an estimated further 91,000 jobs which indirectly depend on tourism expenditure in sectors such as retailing and other services. In 2003, domestic tourism was worth £1.35 billion. Inbound tourism was worth £292 million, contributing 4.1 % to regional GVA. (Source: Experian Business Strategies 2004 which is quoted in the EMT Corporate Plan 2005-2008).

Sport is a central part of culture, contributing an important economic role in our urban centres, as well as the wider 'quality of life' issues. Sport accounts for 47,000 regional jobs and 2.3% of the regional GDP of the East Midlands economy (2004 Economic Impact Study⁵).

Good sports facilities and venues are an essential part of the cities' economic infrastructure. Sport helps to create a healthier community and can help promote sustainable transport, e.g. cycling. The loss of urban green space and facilities is a growing issue that has to be addressed, especially in light of the Olympic decision for 2012, which will significantly encourage participation in sport and physical activity.

The museum, library and archive sector plays a significant role in relation to tourism, providing visitor attractions, tourist information, telling the story of the area and developing a 'sense of place'. The region's heritage, including the historic environment and historic attractions play a major part in tourism. The Regional Tourism Strategy identifies the historic and natural environment as the bedrock of the region's tourism product. It is important to recognise the impact of heritage within the built environment and the need for sensitive development in areas of historical significance. Maintenance is a vital issue in this context.

Investment in the quality offered by the region's tourism attractors, taking in the historic and natural environment, sporting, arts and other cultural attractions, will lead to an increase in demand for better accommodation, and the market can be expected to respond to this opportunity by investing in hotels and other accommodation suitable for the 21st century urban environment.



The Three Cities of Derby, Leicester and Nottingham are working together to create a joint cultural infrastructure drawing on the best elements of each city's offer. A Three Cities consortium is now being progressed which will inform and add value to the wider Regional Cultural Consortium and the UAP could help support its development. It is, however, no less important to note the forthcoming impact of cultural capital development in Northampton and Lincoln, for which substantial external funding has been secured.

To support the MKSM Development Area, a consultation document⁶ on Guidance for Local Delivery Vehicles has recently been published, which gives guidance on embedding plans for cultural infrastructure and provision in areas experiencing high housing growth such as the Northampton PUA and the wider MKSM area. Much of this advice is applicable equally in the other PUAs set out in the UAP.

The development or designation of cultural quarters has been significant in enabling the benefits of culture and the creative industries to be felt in the region's urban centres, and will continue to do so. Cultural quarters assist the development of key sites for cultural use, and help unify and highlight cultural assets in an area, building critical mass and encouraging shared approaches between agencies and institutions. For example, the Cultural Mile initiative is designed to develop a cultural quarter in the centre of Northampton. A number of potential locations for cultural activity have been identified. The redevelopment of key sites will be complemented by improvements to the public realm.

Advice and support on creating innovative, inspirational landscape and architectural design, and learning from national and international approaches is provided by Opun and the Regional Design Review Panel managed by REM (Regeneration East Midlands).

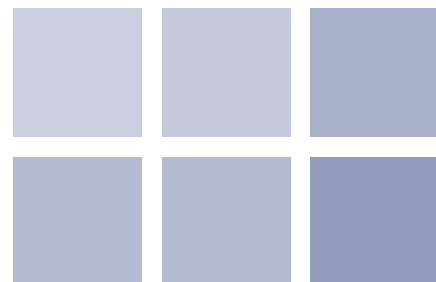
Culture and creativity are not only instrumental elements of the economy. The UAP seeks to build in support for approaches to urban planning and development which relate to the concept of 'civic creativity', outlined for example in The Creative City, bringing the indigenous capacity of the region to bear on imaginative problem-solving approaches to public good objectives.

Consequently, from a CULTURE, TOURISM AND SPORT standpoint, the Urban Action Plan will focus on:

- Support for the cultural dimensions of the RES, The RSS and the IRS, and implementation of the East Midlands Cultural Strategy, East Midlands Tourism Corporate Plan, Change 4 Sport and the regional strategies for arts, heritage, museums, libraries and archives, and for film and media;
- Supporting key themes: Product Development; Public Realm: Improving Quality;
- Helping establish the region as a world class destination, seeking to attract major investment, and increasing visitor numbers;
- Developing and improving major cultural facilities.

Summary

This section has sought to outline the major issues relating to the identification of the five themes which underpin the UAP. Most of these issues have emerged from key stakeholder consultations, and are mainly seeking greater priority and coordination of activities already underway rather than the development of new activities.



6. URBAN DELIVERY PLAN – 2005 - 2011

The following delivery plan identifies key areas of concentration against the theme based framework of the Urban Action Plan (UAP). These areas include a list of schemes and activities that the regional Urban Partnership Group (UPG) feel should collectively be achieved if our urban areas are to demonstrate true and sustainable urban renaissance.

It is important to note that the priorities identified will be reviewed by the UPG on an ongoing basis and that the UAP itself is an evolving working document that the region can mould and shape accordingly as policies, priorities and research findings alter over the years.

The projects identified have been measured against the criteria highlighted in the initial Summary section of this document and as such provide excellent examples of the kind of schemes we need to aspire to over the next five years within our urban centres.

Priority Project Identification

Each project within the delivery plan section in addition to relating to at least one of the UAP themes can be directly linked to at least one if not several of the key drivers of economic success defined by the Treasury in terms of improving productivity, namely skills, investment, competition, enterprise and innovation. For example, the key cultural development 'QUAD' if taken forward will help increase the competitiveness of the city of Derby, will provide creative industries workspace (skills development), and will help attract further investment by being an iconic structure in the heart of the City.

THEME	PRIORITY	DRIVERS OF GROWTH (IDENTIFIED BY ODPM)
Transport	Rail Enhancements	Investment/Competition
Transport	Connectivity	Investment/Enterprise
Skills & Business Development	Capturing Jobs	Skills/Innovation/Enterprise/Investment/Competition
All 5 Themes	Quality Design	Innovation/Competition/Investment/Skills
Public Realm	Public Realm Gateways	Investment/Competition
Culture & Tourism	Key Cultural Developments	Innovation/Competition/Investment/Skills/Enterprise
Land Supply	Brownfield Sites/ Employment Land	Investment/Competition
All 5 Themes	Olympics	Competition/Investment/Skills/Enterprise

DELIVERY PLAN

Rail Enhancements

UPG recognises the importance of rail enhancements to many of the region's urban areas but the ones that stood clear above the rest in terms of prioritisation and impact were: -

1. Corby link re-opened
2. Trent resignalling scheme - lobbying & influencing

The 'Corby Link' would provide a new direct link to London. Corby is a fast expanding, priority regeneration town located within the Milton Keynes South Midlands Growth Area which currently has no rail link.

The upgrading of the Trent resignalling scheme to include capacity enhancements would ultimately benefit the region as a whole.

Connectivity

3. Surface Access to NEMA - Parkway, Bus Links (Skylink/Kickstart)

Connectivity is another regionwide issue. However, the projected growth of NEMA over the next 10 years demonstrates a clear need to ensure improved or new linkages between the region's core urban cities and future employment opportunities. In addition, the economic value of tourism to the region also enhances the need for projects such as the Parkway link to go ahead effectively.

Capturing Jobs

4. Regional Toolkit: local people - local jobs, Upskilling - realising development opportunities, reflection of areas of disparity
- UPG understands the urgency in developing a framework for connecting local people to jobs generated through regeneration projects. Also, the region must prepare for future opportunities by upskilling individuals in advance of major developments, to ensure that when jobs are created they can be sourced within the region, preferably from within the locality.

Quality Design

5. Masterplanning - URC's, Civitas, BIDs
- A masterplanning approach to sustainable development is essential. UPG wishes to support the development of initiatives that adopt or add value to this approach, thus ensuring that future developments are not carried out on an adhoc, uncoordinated basis.
6. Regionwide best practice approach - develop guidance for urban areas without crime reduction programmes.

A tremendous amount of work has already been developed across the region and beyond to help reduce crime. UPG wish to capture all of this best practice and to disseminate it to urban centres currently lacking in crime prevention programmes.

7. Ensuring quality design -
 - a) Design Review Panel links
 - b) Shopping Centre Retail Developments
 - c) Infrastructure

The region now has a Design Review Panel in place to consider and advise upon the quality of new developments. UPG would ensure that the Panel has the opportunity to comment on all regionally significant projects as necessary and would advocate adoption of their comments.

The number of major retail developments programmed to take place over the next five years in the six Priority Urban Areas emphasises the need for UPG intervention to guarantee quality development in keeping with overall masterplanning for the centres as a whole.

The importance of considering infrastructure requirements (ICT/road/rail/energy/environmental) in the early stages of design and development needs to be highlighted. UPG partners have a clear responsibility to ensure that this is the case for all schemes they have an involvement in or influence on.

Public Realm Gateways - 'Places for People'

The following six projects will be excellent examples of the broad range of impact public realm can have on urban centres. The UPG felt that choosing just one type of gateway development to champion would undervalue the importance of the public realm to sustainable development.

8. **Railway station/City linkages** - Derby

9. **Waterside opportunities** - Trent River Park, Nottingham

10. **Historical significance recaptured** - Lindum Hillside/Historic Lincoln/Public Realm

11. **Innovative approaches to open space** - Cultural Mile key projects, Northampton

12. **Bringing parkland back into urban centres/creating a civic heart** - Parkland Gateway, Corby

13. **Economic impact on investment of Public Realm** - Leicester new business quarter

Key Cultural Developments

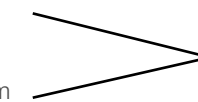
There are a number of significant cultural developments under consideration across the six Priority Urban Areas, but the following four are likely to create the most noteworthy impression both nationally and internationally.

Historical

14. Magna Carta Gallery, Lincoln

Contemporary

15. QUAD, Derby
16. Performing Arts Centre, Leicester
17. Centre for Visual and Live Arts, Nottingham



3 City Diversity collective offer. Attraction of excellent architects.

Brownfield sites/Employment land

18. Investigation of key issues relating to loss of employment land to housing

- Identification of illustrative land supply priorities and likely support
- Working group to be established
- Suggested initial illustrations: Sinfin Moor, Derby
New Business Quarter, Leicester
Corby Euro hub Strategic Rail freight interchange

Olympics

19. Working group developed to explore:

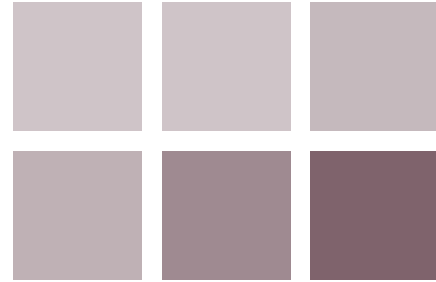
- Integration with other regional approaches
- Likely infrastructure implications
- Scale of opportunity for urban areas
- Healthy Cities - raising awareness of sport,
encouraging use of facilities through high profile
impact on key sectors in Priority Urban Areas,
i.e. food sector, tourism, construction, transport

Working Group to link in with policy group at *emda* leading on the Olympic Bid to ensure added value and co-operation.

20. Key resulting priorities identified for Delivery Plan

Further details currently available on the above priorities are provided in Appendix A.





7. CONCLUSION APPROACH TO DELIVERY

The region does not need to create any new structures or delivery arrangements to take forward this revised Urban Action Plan (UAP) and it is not intended for it to override any existing appraisal processes. The core role of the UAP is to identify significant regional projects, which if delivered successfully, will begin to transform our urban fabric and will impact on the region's national and international profile.

It is anticipated that the approach be a highly focused, resource efficient and delivery orientated management approach, championed by the Urban Partnership Group (UPG), to ensure delivery of the schemes identified and effective monitoring of their progress. The UPG will work to direct and focus existing partner resources to ensure that they are aligned and support the delivery of the actions specified as priorities in the Revised Plan.

The group will aim to:

- Review progress against the key themes outlined in Section 5;
- Provide an annual report on progress against the Delivery Plan;
- Establish Sub Groups focusing on identified activity, making links to all relevant stakeholders across the region as appropriate and identifying key measures of added value/success ;
- Hold stakeholder events to explore future activities, particularly against the wider regional, national and European urban agenda.

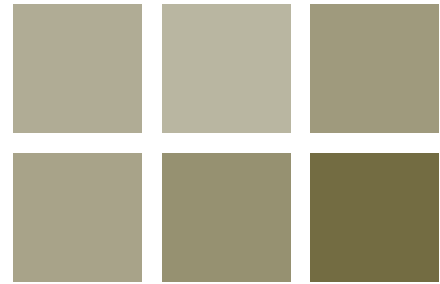
The current structure of the Urban Partnership Group comprises representatives from the following organisations:-

- | | |
|--|---|
| ■ East Midlands Development Agency - Chair | ■ Sport England |
| ■ Urban Regeneration Companies | ■ Association of Town Centre Management |
| ■ Nottingham Regeneration Ltd | ■ Regeneration East Midlands |
| ■ Investors in Lincoln | ■ English Heritage |
| ■ Three Cities Partnership | ■ East Midlands Tourism |
| ■ MKSM Local Delivery Vehicles | ■ Commission for Architecture & the Built Environment |
| ■ SSPs | ■ Nottingham Development Enterprises |
| ■ City/Local Authorities representing : Corby, Derby, Leicester, Lincoln, Northampton and Nottingham | ■ Nottingham East Midlands Airport |
| ■ East Midlands Regional Assembly | ■ Culture East Midlands |
| ■ GOEM | ■ West Northamptonshire Development Corporation |

It is anticipated that partnerships at sub regional and local level will identify their own delivery plans against the UAP themes and prioritisation provided within them, taking responsibility for their delivery and capturing the best practice they discover. By taking this collective approach to the urban agenda the region will undoubtedly achieve a step change in national and international perception of the East Midlands.

The delivery of the revised Urban Action Plan will be dependant upon:

- **Co-operation and Partnership** - The overall thrust and objectives outlined in this plan are dependent upon commitment from a broad range of partners working together in a co-operative manner. This needs to be clearly understood and accepted by all partners if the Urban Action Plan is to deliver.
- **Integration** - Opportunities for integration will need to be identified and implemented across all priority areas; a lack of co-ordination and linkage across and between policy areas and actions will hinder the delivery of the action plan.
- **Sustainable Development** - Actions must adhere to sustainable development principles. Activities must work towards, for example, greater energy efficiency, minimisation of waste, sustainable use of all forms of resources whilst considering the environmental impacts of actions.
- **Ownership** - If the plan is to succeed, the region must believe in and make use of it, reviewing its progress and assessing its added value accordingly. Joint ownership is essential to ensure that our identified regional priorities are progressed effectively and that emerging new ideas/initiatives for urban renaissance are captured.
- **Marketing & Communications** - This is a critical success factor of any Action Plan and the Urban Partnership Group will endeavour to ensure that achievements are celebrated and shared with the region.
- **Sharing of Best Practice** - organisations such as 'Regeneration East Midlands' and 'Association of Town Centre Managers' will ensure that best practice intelligence is gathered and disseminated across our urban areas and beyond.



APPENDIX A

Summary of Delivery Plan Priorities

Rail Enhancements

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Corby link re-opened	To re-open Corby's passenger rail service to London including a new station	Catalyst Corby	SRA/Network Rail, DfT, GOEM, emda, EMRA	Circa £10m	2008/2009
Trent resignalling scheme	Current signalling scheme for Nottingham area rapidly becoming life expired. The initial proposal is like for like renewal of existing system with modern equivalent. This would offer little if any increase in capacity. Hence the need for additional enhancements to be included as part of the re-signalling scheme which would give a step change in the capacity of the local rail network and improve train reliability and performance throughout the region. Like for like is unacceptable to the UPG.	Network Rail / Three Cities	SRA, regional agencies and Local Authorities	£20m+ - the solution MUST have greater network capacity than existing	Stages from 2005 - 2011



Connectivity

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Surface Access to NEMA	Midland Mainline (MML) propose to build a 1,000 space car park adjacent to the proposed Parkway railway station off the A453 close to Nottingham East Midlands Airport. The aim of the new station is to offer a park and ride option for commuters and shoppers travelling into Derby, Leicester and Nottingham; to encourage people to make the switch from road to rail; and to improve public transport links to the Airport.	MML Three Cities	SRA, Central Trains, Network Rail, regional agencies, Local Authorities	£17m	2006 - 2008
				£1.3m	October 2005 - 2011
				£2m	2004 - 2008

	Bus Links - 3 City/3 County joint Kickstart bid submitted to DFT in June 2005.	LAs	NEMA, emda		
	SkyLink direct bus network to Nottingham East Midlands Airport - Development and procurement of high quality bus services from Derby and Leicester to supplement the recently introduced SkyLink bus service from Nottingham.	Nottingham City Council	Local Authorities, Nottingham East Midlands Airport, emda		

Capturing Jobs

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Regional Toolkit: Connecting Local People to Local Jobs	Development of a sustainable infrastructure for connecting local people into jobs created through physical regeneration: <ul style="list-style-type: none"> - Upskilling - realistic development opportunities - Reflection of areas of disparity 	ESP	Job Centre Plus, SSPs, LAs, REM, LSC, EMCBE, Developers, Operators	£80,000	2004 - 2006

Quality Design

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Masterplanning	The UPG wishes to ensure that masterplanning is seen by all sectors as the clear approach to sustainable development. Only by supporting collective thinking and mutual understanding can true ownership of future development be achieved	CABE REM	URCs, Prince's Foundation, LAs, UDC	Project specific	2005 - 2030
Crime Prevention - Regionwide best practice approach	To promote, deliver and implement a business crime reduction strategy through design	SSPs	Police, LAs, GOEM, business communities, CDRP's	To be determined	2005 - 2011





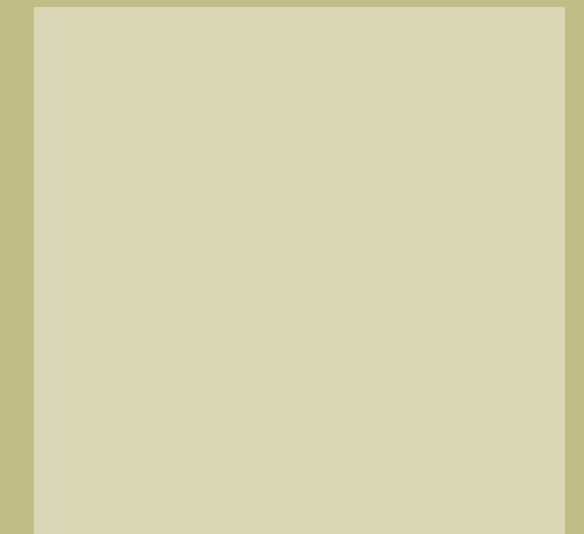
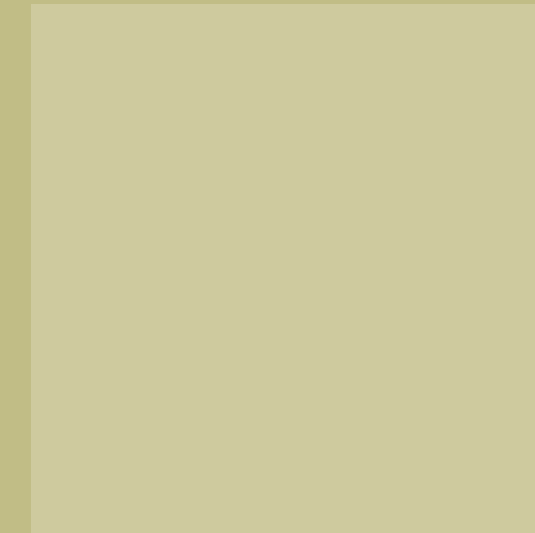
Ensuring Quality Design

DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
a) Design Review Panel links - Panel to meet eight times a year to advise on design quality. UPG can act as conduit for identifying schemes of regional significance	REM	LAs, CABE	N/A	2005 - ongoing
b) Shopping Centre Retail Developments - All PUAs looking at major schemes - quality and appropriate treatment of surrounding areas. Relationship with other parts of the towns and cities essential	URCs/UDC	emda, LAs, ATCM, BRC, REM	Project specific	2005-2011
c) Infrastructure - Consideration of the supporting infrastructure to provide long term sustainable solutions.	REM	CABE, emda, Environment Agency, Utility companies	Project specific	2005 - ongoing



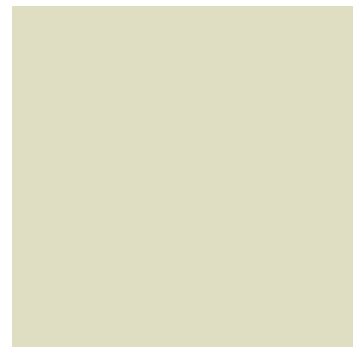
Public Realm Gateways - 'Places for People'

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Railway station - City linkages Derby	Upgrade existing walk/cycling route to City to sustainable light transit system. Improve legibility of the route. Improve lighting and security allied to redevelopment of Castle Ward area as outlined in Derby Cityscape Masterplan	Derby City Council	Derby Cityscape, emda	£3.75m	By 2009
Waterside Opportunities	The Trent River Park, Nottingham regeneration corridor concept stems from the belief that a major opportunity exists to maximise the regeneration potential of the River Trent as it flows through Greater Nottingham. Enormous potential exists to create a high quality urban river park at the heart of the conurbation which can be the vehicle for regeneration, leisure, tourism, sport, recreation and environmental improvements	Nottingham City Council, Nottingham Development Enterprise	LAs, NRL, Environment Agency, Groundwork trust, Nottingham Waterside Ltd, Severn Trent Water Ltd, Sport England	£3m	April 2005 - March 2008
Historical significance recaptured	Lindum Hillside, Historic Lincoln, Public Realm - tourism, heritage, jobs, public realm	City of Lincoln Council, Lincolnshire County Council	Lincolnshire Tourism	£3.3m	Usher Gallery improvements, linked to Museum 2005/6



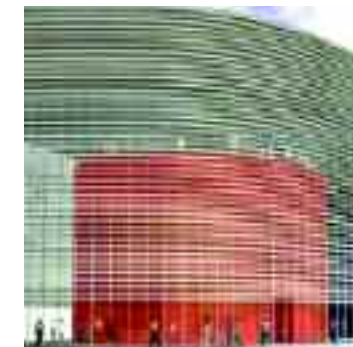
Public Realm Gateways - Continued

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Innovative approaches to open space	Northampton Cultural Mile and Northampton Riverlands. Masterplan, Action Plans and develop research to identify development sites for achieving Style Quarters and other developments that achieve step change in the central zone of Northampton	West Northampton Urban Development Corporation	NCC, NBC, SSP (NP), Northampton LSP, GOEM, Explore Northants	£1.5m	Next two years
Bringing parkland back into urban centres/creating civic a heart	Parkland Gateway, Corby - Creating a new civic heart for Corby including a new town square and public realm, 4205m ² Civic Hub, new swimming pool, new campus for Tresham Institute, new library, cafes, bars and residential apartments. Project includes substantially improved linkages between existing parkland and town centre.	Catalyst Corby	EP, emda, Corby Borough Council Northants Borough Council, Tresham Institute, Willows Arts Centre, Private Sector	£52m	Start on site 2006
Economic impact on investment of Public Realm	Leicester New Business Quarter. High quality of public realm and uninterrupted pedestrian links station/NBQ/City Centre, to link in with assembly of new mixed use development.	Leicester Regeneration Company	Leicester City Council, ERDF, private sector, emda	Public realm investment for Phase 1 in the region of £5-7m	2007 onwards



Key Cultural Developments

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Historical Magna Carta Gallery, Lincoln	The identification and development of an appropriate site to house this 780 year old document, one of only four surviving originals sealed by King John in 1215. On tour in the USA for a year as of September 2005, it is essential that upon return to Lincoln it has a place identified	Lincoln Cathedral	Lincolnshire Tourism, EMT, Lincoln City Council	To be determined	2005 - 2007
Contemporary QUAD, Derby	A visual arts and media centre, in the city centre, in an iconic building that will contribute to cultural and visitor offer. We need to identify additional partners, project content and funding	Derby City Council	Arts Council, emda, SSP, Q Arts, Metro, EM Media	£9m	2004 - 2007
Contemporary Performing Arts Centre, Leicester	A mix of cultural and creative employment and services to regenerate under-used and derelict central area, provide a landmark regional attraction	Leicester City Council	Arts Council England, emda, ERDF, LSEP, LSC	£48m	Works commence 2005 to open 2007
Centre for Visual and Live Arts, Nottingham	Creating a new contemporary visual and live arts centre in the Lace Market, Nottingham	Nottingham City Council	Nottingham University, Nottingham Trent University, LAs, emda, GNP, Arts Council EM, Experience Notts	£12.97m	2006 - 2008



Land Supply Brownfield Sites/Employment Land

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Investigation of key issues relating to loss of employment land housing	<ul style="list-style-type: none"> - Identification of illustrative land supply priorities and likely support - Working group to be established - Suggested initial illustrations: Sinfin Moor, Derby New Business Quarter, Leicester Corby Eurohub Strategic Rail freight interchange 	LAs	Emda, URCs, GOEM, EP	To be determined	2005 - 2011

Olympics

ACTION TITLE	DESCRIPTION	LEAD PARTNER	OTHER PARTNERS	COST	TIMESCALE
Working group developed	<ul style="list-style-type: none"> - Bring together a focused UPG working group to explore Olympic Opportunities for the region's urban areas - Establish links with partnerships exploring wider Olympic impact to ensure added value 	Emda	Various	N/A	2005 - 2012





APPENDIX B

Relevant Strategies and Wider Context for UAP

There are a range of existing strategies, plans and frameworks to which this revised Urban Action Plan relates. They include:

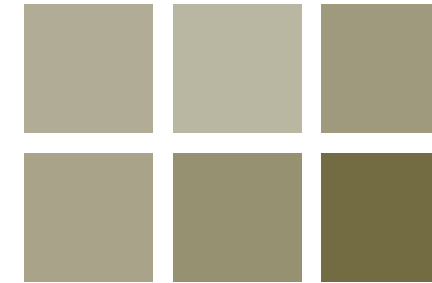
- **Sustainable Communities Plan & Milton Keynes South Midlands (MKSM) Growth Area;** the ODPM's Sustainable Communities Plan is a broad initiative seeking to inform regional and local planning and policy frameworks in order to deliver more sustainable patterns and types of development. MKSM is one growth area within the Sustainable Communities Plan. It seeks to increase growth in housing, employment and infrastructure in three regions. In the East Midlands, the focus of the initiative is based around locations in Northamptonshire.
- **The Regional Spatial Strategy,** prepared by the Regional Assembly, contains the spatial strategy for the region to 2021. The RSS will set the overall spatial framework, and so will be of key relevance to the urban areas in terms of the scale and location of developments considered acceptable, and their position and role in the region's polycentric urban structure. The RSS also contains the Regional Transport Strategy (RTS) which sets regional Transport policies and identifies key transport schemes for implementation or further investigation over the RSS period.
- There are three **Urban Regeneration Companies** (URCs) in the region in Corby, Leicester and Derby. They bring together a range of stakeholders in order to help address the physical and regeneration needs of several key urban areas in the region. They aim to co-ordinate stakeholder activity into focused areas, whilst promoting the area as an attractive investment opportunity to the private sector. There are two equivalent vehicles operating in Nottingham and Lincoln and an Urban Development Company is being developed to focus on Northampton and its surrounds.
- **City Growth Strategies** are based upon a model for economic regeneration developed in the United States by Professor Michael Porter of Harvard University. They aim to create economic advantage and opportunity via a business led and market driven approach, building upon the area's competitive strengths and resulting in a Strategy and Action Plan which can then be taken forward for implementation.
- **'Smart Growth: The Midlands Way'** is an emerging idea under investigation by the RDAs, Regional Assemblies, Government Offices, and other key partners in the East and West Midlands regions. It provides an opportunity to develop a Midlands Sustainable Communities Plan initiative to help better integrate action and raise the profile of the Midlands in the context of the MKSM Growth Area and the emerging Northern Way.

- The **Core Cities** national network seeks to help support and develop the profile and economic performance of key regional centres, enhancing their role and that of wider hinterlands. A national Core Cities Working Group was set up in April 2002. The core membership was drawn from Government Departments, RDAs, Government Offices and the English Core Cities Group of Local Authorities. The main focus of this group has been to identify the key factors that bring about regional competitiveness. To help this process, the eight 'Core Regional Cities in England' (Birmingham, Bristol, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield) have produced their own prospectuses for economic growth and competitiveness, and a Core Cities Summit on 6 June 2003 provided a platform for their achievements to date. This event resulted in an Action Plan for productivity and renaissance called 'Cities, Regions & Competitiveness', which concentrates on specific areas, namely innovation and knowledge transfer, education and skills, investment in high productivity functions, spatial planning, strategic transport connections, and the roles of culture and sport, which correlate well with the key themes that are being put forward in this Urban Action Plan.
- The region intends to harness the potential of the **Three Cities** of Derby, Leicester and Nottingham as a focus for regional economic growth, through exploring connecting infrastructure and co-dependence, identifying complementarities and enhancing their collective competitiveness. Joint key stakeholder meetings across the Three Cities are now well established with a focused agenda on collaborative themes.
- Maximising the benefits of the operational development of the **Nottingham East Midlands Airport** is regarded as of high importance to Derby, Leicester and Nottingham and activity is already underway to ensure that the opportunity is not missed. The development of the Nottingham East Midlands Airport Economic Strategy in February 2004 recognises six key drivers relating to securing the supply of labour to airport activities, capitalising on NEMA's role as the UK's national dedicated air freight hub in the region, attracting and retaining more investment in international markets, retention of airport-related supply chain of goods and services and capturing the best regional tourism offer. There are a number of strategic principles including the development of appropriate airport-related activities off-site, the engagement of airport-related companies with economic development, proactive marketing of the benefits of the airport balanced with environmental management and improved surface access to NEMA by road and rail particularly with the Three Cities.
- Lincoln is one of 22 towns/cities piloting the **Business Improvement District (BID) Scheme**. A BID is a primarily business led initiative to give local businesses a more direct role in deciding how best to improve their immediate area. The lessons learned from the national pilots must be made available and applied with direct support for towns in order to gain a competitive advantage for the region. The Lincoln BID went to the vote in April 2005 and was successful in achieving a majority. Implementation of a five year business plan is now underway. Leicester will hold a city centre ballot in March 2006.
- **Sub Regional Economic Strategies** have been developed for all seven of the Sub Regions and each have area specific Business Plans now in place. The relationship between these plans and the UAP will be crucial if the urban framework suggested is to succeed.
- **Regeneration East Midlands (REM),** the Centre of Excellence in Regeneration, was formed in March 2004. This organisation focuses on Design and the Built Environment, Funding Access, Knowledge and Intelligence and Skills and Organisation Development. REM has recently established and manages the region's Design Review Panel. In partnership with REM, the East Midlands Construction Forum has established a regional centre that will provide a hub for construction sector development. The East Midlands Centre for Constructing the Built Environment (EMCBE) is based at the Innovation Centre in Loughborough, and it will work in close partnership with Regeneration East Midlands to improve the performance of the construction industry. The EMCBE will deliver the objectives of Constructing Excellence and will encourage innovation, better environmental practice and sustainable construction.
- **Civitas** is a national training programme led by the Prince's Foundation. It combines academic teaching with project based learning, highlights the importance of traditional urbanism in successful city making and applies basic principles to masterplanning.

- **Employment, Skills and Productivity Partnership (ESP)** has recently been established to help address the issue of linking local deprived communities with job opportunities.
- **Regional Energy Strategy and Framework for Action;** this sets out seven regional priorities for energy, working towards a low carbon economy. The seven regional priorities are owned specifically by one of the three regional bodies; Government Office for the East Midlands (GOEM), *emda* and EMRA.
- **Regional Waste Strategy;** this strategy sets out the region's targets for managing and reducing waste and using natural resources in a much more sustainable way.
- **Regional Cultural Strategy**
Lays out objectives for cultural development across the region. Currently under review.
- **Regional Tourism Strategy**
Destination East Midlands, the East Midlands Tourism Strategy for 2003 - 2010 focuses on seven key areas:

Branding & Marketing
Attractors (products and experiences on offer across the region)
Infrastructure
Business Support & Skills
Performance Management
Special Projects
Delivery (cohesive system for delivery of the strategy)

Sub Regional Destination Management Partnerships are the main delivery agencies of this strategy.



APPENDIX C

Economy of Culture - Regional Statistics

Statistical analysis

A view of the scope and scale of the cultural sector of the regional economy can be drawn from data provided by the Annual Business Inquiry (ABI) and from VAT registrations data, provided by the Office for National Statistics (ONS). Within the compass of this snapshot report, a simple analysis has been carried out using ABI 2002 (the latest available) data to profile the sector. A definition of cultural industries is used which takes advantage of the more precise coverage of the creative sector given by Standard Industrial Classification (SIC) 2003, as compared to SIC 1992/97. This therefore does not accord completely with the current Department of Culture, Media and Sport (DCMS) definition, which is based on SIC 92/97.

Total sector

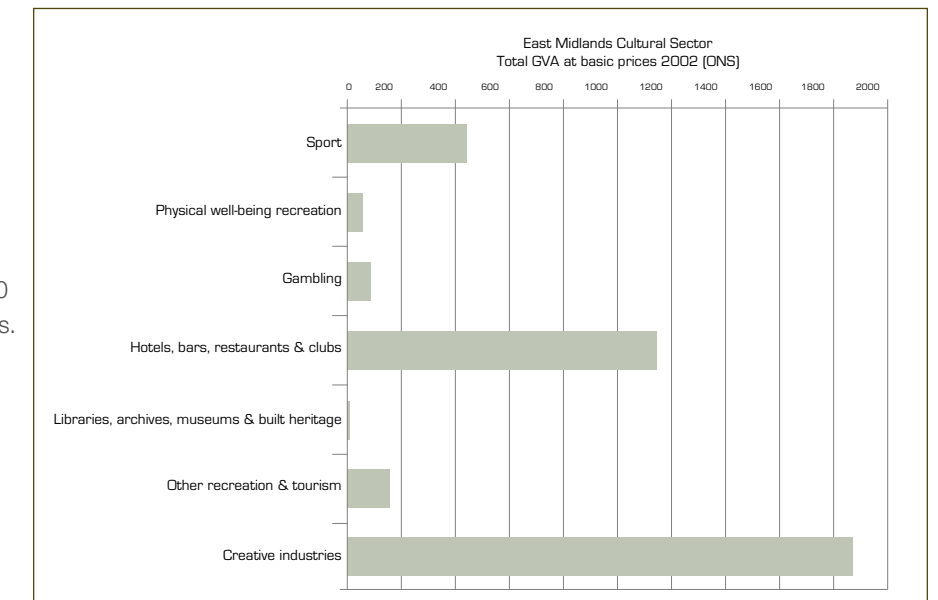
In 2002 the total Gross Value Added (GVA) of those industrial sectors which are recognised as containing the cultural industries was £3.69bn, 6.6% of East Midlands total regional GVA. 25,000 sites of cultural business employ 212,000 people, 10% of the total employment in the region.

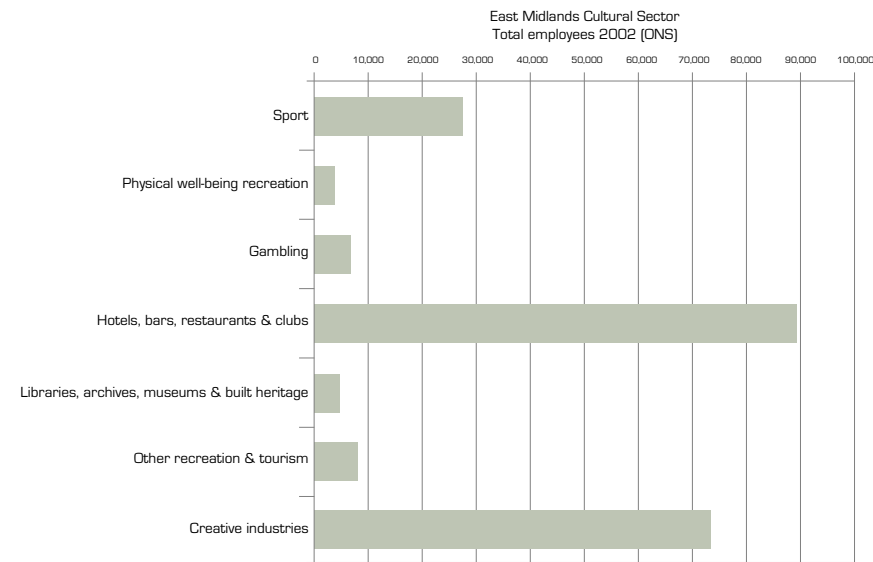
The average employment size of cultural enterprises in the East Midlands is 7.4 employees, confirming the view from other studies that this is a micro-business sector to a great extent.

GVA per employee, a rough productivity measure, is £17,400 in the East Midlands with wide variation between sub-sectors. Total net capital expenditure is £485m.

Sub-sectors

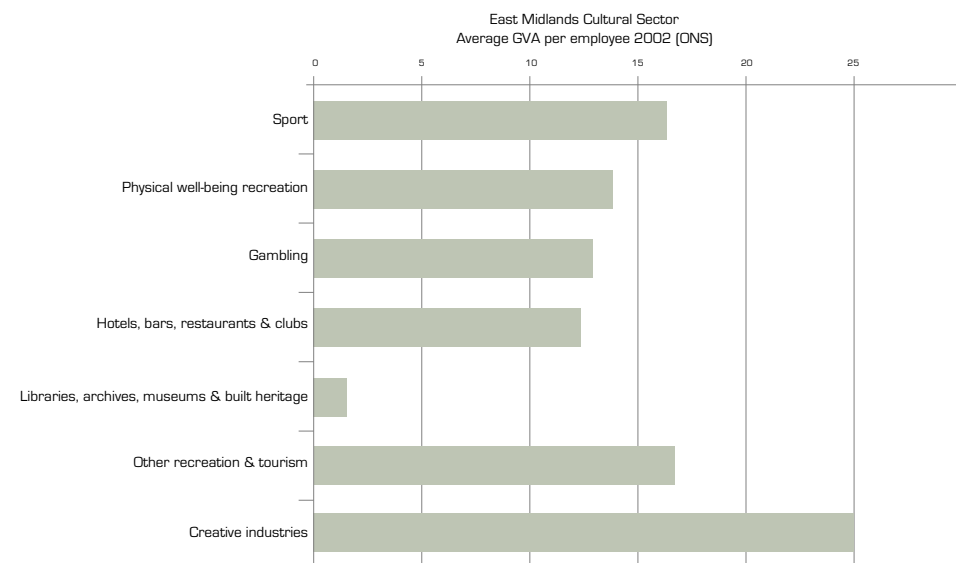
Analysis in more detail shows that the creative industries, the hotel and catering sub-sector, and sport play the leading roles, contributing over 90% of total GVA of the cultural sector. These three sub-sectors also employ the great majority of the people working in the cultural industries.



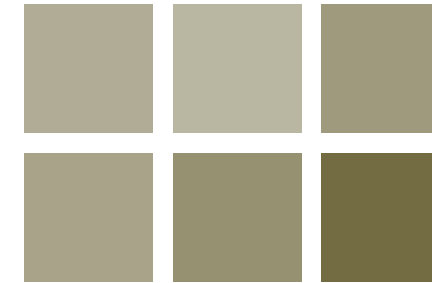


The average employment size of enterprises (sites) varies across the sub-sectors and between the regions. It is worth noting that the creative industries sub-sector, while it is the largest GVA contributor, is nonetheless characterised by small employment numbers.

Taking GVA per employee as a rough productivity measure, best performers on this basis are creative industries, other leisure and recreation, and sport. Lowest, is understandably the libraries, archives and museums group, which also includes historic buildings.



Net capital expenditure, a rough measure of investment, varied markedly between sub-sectors in 2002. Hotels and catering and the creative industries are in the lead in this respect.



APPENDIX D

East Midlands Urban Action Plan: Evidence Base Summary Report Data Profile - Employment: Source Labour Force Survey (LFS) Local Area Data, 2003

	Corby	Derby	Leicester	Lincoln	Northampton	Nottingham	East Mids	UK
Total labour force	24,000	99,000	112,000	35,000	96,000	105,000	2,008,000	27,789,000
Employees of working age in employment	93.3%	92.1%	90.3%	89.2%	89.3%	90.2%	88.0%	87.2%
Employees working full-time	79.2%	75.5%	78.5%	72.9%	77.4%	74.8%	75.0%	75.6%
Employees working part-time	20.8%	24.5%	21.4%	27.1%	22.6%	25.0%	24.9%	24.4%
Self-employed	5.1%	7.2%	8.9%	10.8%	10.3%	9.4%	11.4%	12.2%

Of the 6 UAP areas, Corby has the highest proportion of **employees of working age (93.3%) in employment** and the highest per cent who work full-time (79.2%). This compares to 88% of employees in employment in the East Midlands and 87.2% in the UK. For the East Midlands 75% work full time and in the UK 75.6% work full time.

Lincoln has the highest per cent of working age employees working part-time (27.1%) compared to 24.9% in the East Midlands overall and 24.4% in the UK.

For those in self-employment, Lincoln (10.8%) and Northampton (10.3%) have the highest per cent whilst Corby has the lowest (5.1%). This compares to an average of 11.4% for the East Midlands and 12.2% for the UK.

According to the LFS (2003) Northampton has the highest **employment rate** (79.8%) of the 6 UAP areas and Nottingham the lowest (60.5%). This compares to an employment rate of 75.3% for the East Midlands and 74.1% for the UK. (Employment rate: the number of people in employment aged 16 to 59/64 expressed as a percentage of all working age people.)

Of the 6 UAP areas, Nottingham has the lowest **economic activity rates** for all people (65.4%), males (71.7%) and females (59.0%). This compares to an overall economic activity rate of 79% for the East Midlands and 78% for the UK. However, the rate in Nottingham is affected by the large student population who are classified as economically inactive. (Economic activity rate (working age): The number of people, who are economically active aged 16 to 59/64, expressed as a percentage of all working age people.)

At 10.9%, Leicester has the highest **unemployment rate** of the 6 UAP areas while Northampton has the lowest (4.1%). This compares to an East Midlands average of 4.7% and a UK average of 5.1%.

Of the 6 UAP areas, Nottingham has the highest per cent of **economically inactive** people (34.6%) compared with 21% in the East Midlands and 22% in the UK. (Economically inactive: People who are neither in employment nor unemployed. This group includes, for example, all those who were looking after a home, retired or students.) Northampton has the highest per cent of economically inactive people who want a job (31%). The average for the East Midlands is 24.9% and 25.9% for the UK.

Derby, at 12.2%, has the highest **VAT registration rate** of the 6 UAP areas and Corby the lowest (8.9%). This compares with registration rates of 10.3% for the East Midlands overall and 10.5% for the UK.

Earning Estimates Workplace Based: Source ASHE, 2004

	Corby	Derby	Leicester	Lincoln	Northampton	Nottingham	East Mids	UK
Average gross annual earnings	£19,278	£23,932	£18,963	£18,816	£21,895	£19,732	£19,513	£22,248
Average gross annual earnings male	£25,611	£28,437	£22,866	£22,924	£26,713	£25,008	£24,569	£28,310
Average gross annual earnings female	£13,399	£16,102	£14,962	£14,861	£16,947	£14,898	£13,792	£15,901

Earning Estimates Residence Based: Source ASHE, 2004

	Corby	Derby	Leicester	Lincoln	Northampton	Nottingham	East Mids	UK
Average gross annual earnings	£18,049	£19,187	£16,867	£19,200	£22,136	£17,661	£20,187	£22,248
Average gross annual earnings male	£23,515	£24,906	£20,255	£23,207	£27,550	£21,204	£25,505	£28,310
Average gross annual earnings female	£12,905	£13,889	£12,771	£14,007	£15,718	£13,974	£14,155	£15,901

Of the 6 UAP areas, Derby (£23,932) has the highest average gross annual **earnings** for employees who are working in the area (workplace based) while Northampton (£22,136) has the highest earnings for employees living in the area (residence based).

The Index of Multiple Deprivation 2004 (IMD 2004) is a measure of multiple deprivation and is made up of seven Domain Indices: Income; Employment; Health Deprivation; Disability; Education; Skills and Training; Barriers to Housing and Services; Crime; Living Environment. The 6 UAP areas all have high IMD average scores with Nottingham City being the most deprived local authority in the East Midlands on this measure (IMD 2004 = 41.75).

Literature Review

The UAP is a delivery plan with its foundations in the Regional Economic Strategy (2003-2010- Destination 2010). Three other key documents cut across all of the themes of the UAP, namely the Urban White Paper (ODPM 2000); Three Cities Research (East Midlands Regional Assembly and *emda*, October 2003); and the State of the Cities Report (pending 2005).

Critical to **land supply** and specifically to future development in the 6 UAP areas is the Regional Spatial Strategy (RSS), which provides a broad development strategy for the East Midlands up to 2021. It also represents the spatial element of the East Midlands Integrated Regional Strategy (IRS). The RSS influences the urban agenda at three levels:

1. through its core strategy comprising 10 core objectives which provide the context for development plans and local development frameworks;
2. through its spatial strategy which outlines regional priorities for both urban and rural communities and defines Principal Urban Areas (PUA) and the Sub-Regional Centres in the region and their development priorities;
3. through its Topic Based Priorities which are Housing, Economy and Regeneration, Natural and Cultural Resources, Regional Transport Strategy and Monitoring and Review.

In spatial terms the 6 UAP areas fall within the Three Cities Sub Area (Nottingham, Leicester, Derby); The Southern Sub Area (Northampton and Corby); and the Eastern Sub Area (Lincoln). The RSS also proposes the development of a number of Sub-Regional Spatial Strategies of which particular relevance to the UAP are the Lincoln Policy Area and the Three Cities Sub-area. Northampton and Corby are included within the Milton Keynes and South Midlands Sub-Regional Spatial Strategy.

A number of policies proposed in the RSS have a significant influence on the UAP through their future influence on Development Plans and Local Development Frameworks. Some of the policies relate to the general approach that should be taken to development in urban areas, whilst others refer specifically to future development within the 6 UAP areas.

The RELPS identifies a number of common themes for the Sub-regional Strategic Partnerships (SSPs) in relation to land requirements including one relating specifically to city centres. It also identifies priority activities for each of the SSPs, a number of which focus specifically on the 6 UAP areas.

ODPM Urban Policy Papers highlight the importance of land supply and good management in 'Making Towns and Cities Places for People' and identify a number of case studies of recycling brownfield land in East Midlands.

Most of the UAP areas have developed masterplans to identify development priorities for the area, with some having established dedicated organisations to deliver the masterplans. A number of the key developments identified at the local level have been supported in the UAP.

In terms of housing, land supply is influenced by the RSS - which itself is influenced by the Regional Housing Strategy and the RES. Specific housing policies affecting the UAP areas will be determined at a local level and be influenced by local Housing Needs Surveys. The RSS provides guidance on levels of overall housing provision, affordable housing and the managed release of land for housing.

In 2005, a report by DTZ 'Identifying the Sub-Regional Housing Markets of the East Midlands' identified a total of eight sub-regional housing markets mainly within the East Midlands. Each of the 6 UAP areas forms the focus of its own sub regional housing market Northampton; Corby- Kettering and Wellingborough; Nottingham; Derby; Leicester; and Central Lincolnshire (centred on Lincoln).

All of the UAP areas have been identified as key retail centres within the retail hierarchy within the Regional Town Centres Research (March 2003 DTZ). The report makes a number of recommendations with regard to future retail development in the region.

The significance of the **public realm** to the development of urban areas is emphasized in the Urban White Paper (2000) and the Midlands Way Research (Advantage West Midlands and *emda* Feb 2005). Within the East Midlands, the Three Cities Research (2003) framework identified the public realm as important to the future growth of Nottingham, Leicester and Derby and the value of the Cultural Heritage of these three UAP areas is also highlighted.

Other activities within the region support this strand of the UAP. Culture East Midlands is currently promoting the creation of an East Midlands Cultural Observatory project, associated with Intelligence East Midlands and with the region's universities, to gather and disseminate data and intelligence about the cultural sectors to the relevant agencies.

The RSS identifies three main documents influencing policies on the historic environment within the East Midlands: the Regional Environment Strategy; Viewpoints on the Historic Environment of the East Midlands (July 2002) produced by the Regional Heritage Forum; and the annual Heritage Counts: the State of the East Midlands Historic Environment Report, produced by English Heritage. Within the RSS emphasis is placed on the need to understand the impact of new development on the historic environment and to explore opportunities for conservation led regeneration. This is of particular relevance to Northampton and Corby given the major growth plans for these towns. The regeneration of the former Lace Market in Nottingham is identified as an example of what can be achieved.

Connectivity between urban areas in the region is integral to future growth and there is much evidence to suggest that it is high on national, regional and local agendas. Some facts highlight the importance of the region in terms of transport: Nottingham East Midlands is the largest pure cargo airport in the UK; 4.4m passengers passed through the Airport in 2004 with a total of 75 destinations including 3 long-haul; M1 / M6 / A50 polygon covers the City Region as the logistics hub for the UK; over 89% of England and Wales reachable by truck within 4 hours and over 7.5m people (more than 12.5% of UK population) within 1 hour drive time; Midland Main Line provides direct rail links to St Pancras Eurostar Terminal (London reachable in 1hr 30mins). (Source: *emda* research documents)

Report produced for the Urban Partnership Group by 'Matters of Fact', Northampton August 2005

Particular emphasis is being placed on increasing connectivity between the Three Cities - including the UAP areas of Derby, Leicester and Nottingham. The Three Cities Research (2003) focuses on 'transport paradise' as a key scenario and recommends the development of multi-modal interchanges and the need to investigate the value of a "Three Cities Travel Pass". The Midlands Way research focuses connectivity between the East and West Midlands and beyond.

Transport in the 6 UAP areas is influenced by a number of key national white papers and policy documents as well as a host of local and regional transport related studies. There are numerous Multi Modal Studies and Road Based Studies that will influence the UAP areas.

The RSS identifies a number of objectives to be taken into consideration by local authorities when drawing up their Local Transport Plans and Local Development Documents. It also identifies a number of Sub Regional Objectives with specific relevance to the 6 UAP areas. Key transport investment priorities are identified in the RSS, which relate directly to the 6 UAP areas. Of specific significance in the RSS, and a priority for the UAP is the future development of Nottingham East Midlands Airport and the need to improve accessibility for passengers and employees.

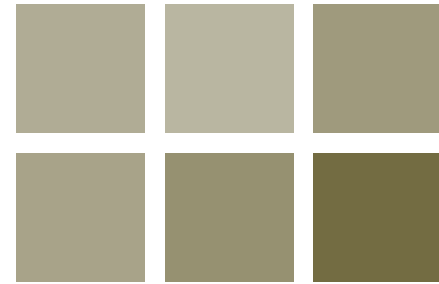
Skills and business development within the 6 UAP areas will be heavily influenced by the region wide strategy of the Employment, Skills and Productivity Partnership (ESP). Led by *emda*, partners include Jobcentre Plus, The Learning and Skills Council, the Skills for Business Network, Government Office East Midlands, the Higher Education Funding Council for England, employers, and Trade Unions. The ESP plan is based on six priorities and associated actions have been developed for each.

Whilst not specifically identified in the ESP Action Plan, the 6 UAP areas represent concentrations of population, businesses, public sector bodies, and education and training providers within the region, and will therefore be key to delivering the ESP plan.

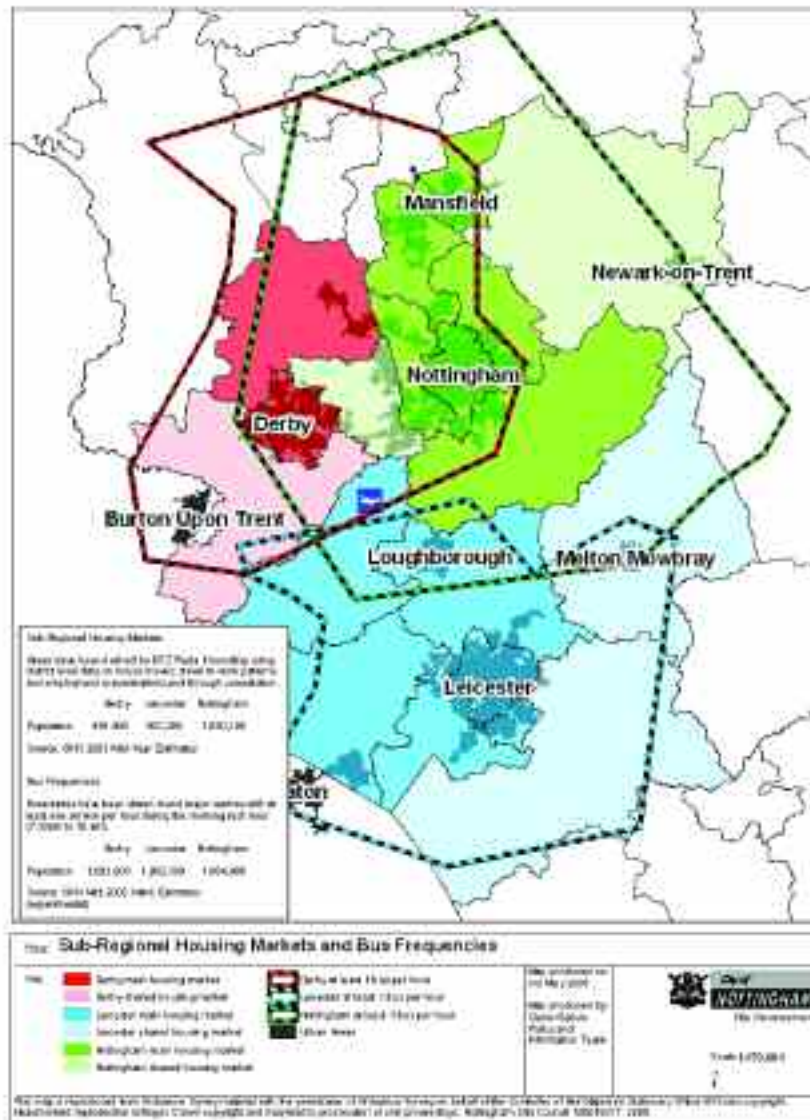
The 6 UAP areas contain all 10 of the Higher Education Institutions of the East Midlands. Seven are in the Three Cities areas of Derby, Leicester and Nottingham. Lincoln is home to the Bishop Grosseteste College and the University of Lincoln and Northampton, the Northampton University.

Destination East Midlands - Tourism strategy 2003-2010 (Oct 2003) emphasises the strength of the region's tourism industry. Links to the UAP are recognised and urban areas are identified in the vision as important to the visitor offer. Specific references are made to a number of the UAP areas.

In 2004, Knight, Kavanagh & Page and York Consulting undertook an assessment of 'the economic impact of sport in the East Midlands'. The study found that sport and sports-related businesses, industries and employment are very significant to the regional economy accounting for 46,775 jobs (approximately 2.4% of the overall number) and for 2.28% of the regional economy, contributing around £1,421 million to the total gross value added (GVA). The report emphasises the significance and potential of this sector to contribute to future economic growth in the East Midlands.



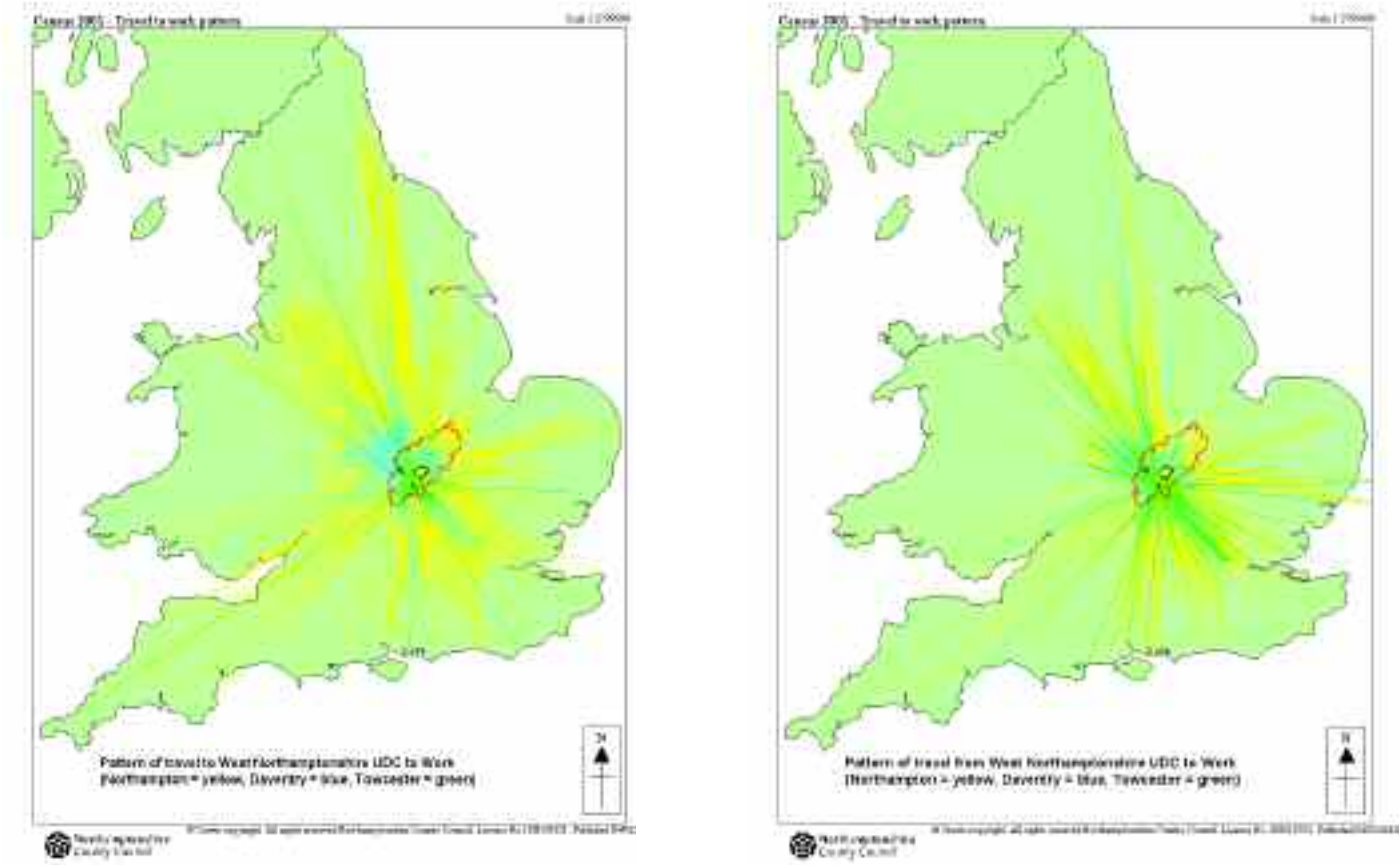
APPENDIX E



The following map provided by Nottingham City Council shows the impact of house moves and travel to work patterns on the Three Cities of Derby Leicester & Nottingham using District level data.

It demonstrates effectively their relationship to each other given their close proximity and how between them the 3 Cities lie at the centre of three contiguous/overlapping housing markets (defined as “sub-regional housing markets” by DTZ Pieda).

Travel to work figures for Northampton below, taken from the West Northamptonshire Development Corporation Baseline Profile 2005, show the significance of this urban centre to North West Northamptonshire and hence the Milton Keynes South Midlands Growth Area.



Source: Office for National Statistics Travel to Work data from the Census of Population 2001.

	NORTHAMPTON	DAVENTRY	TOWCESTER	WNDC
LIVE & COMMUTE OUT	97777	11628	4678	114083
LIVE & WORK IN	75362	7875	2379	85616
RATE	77%	68%	51%	75%

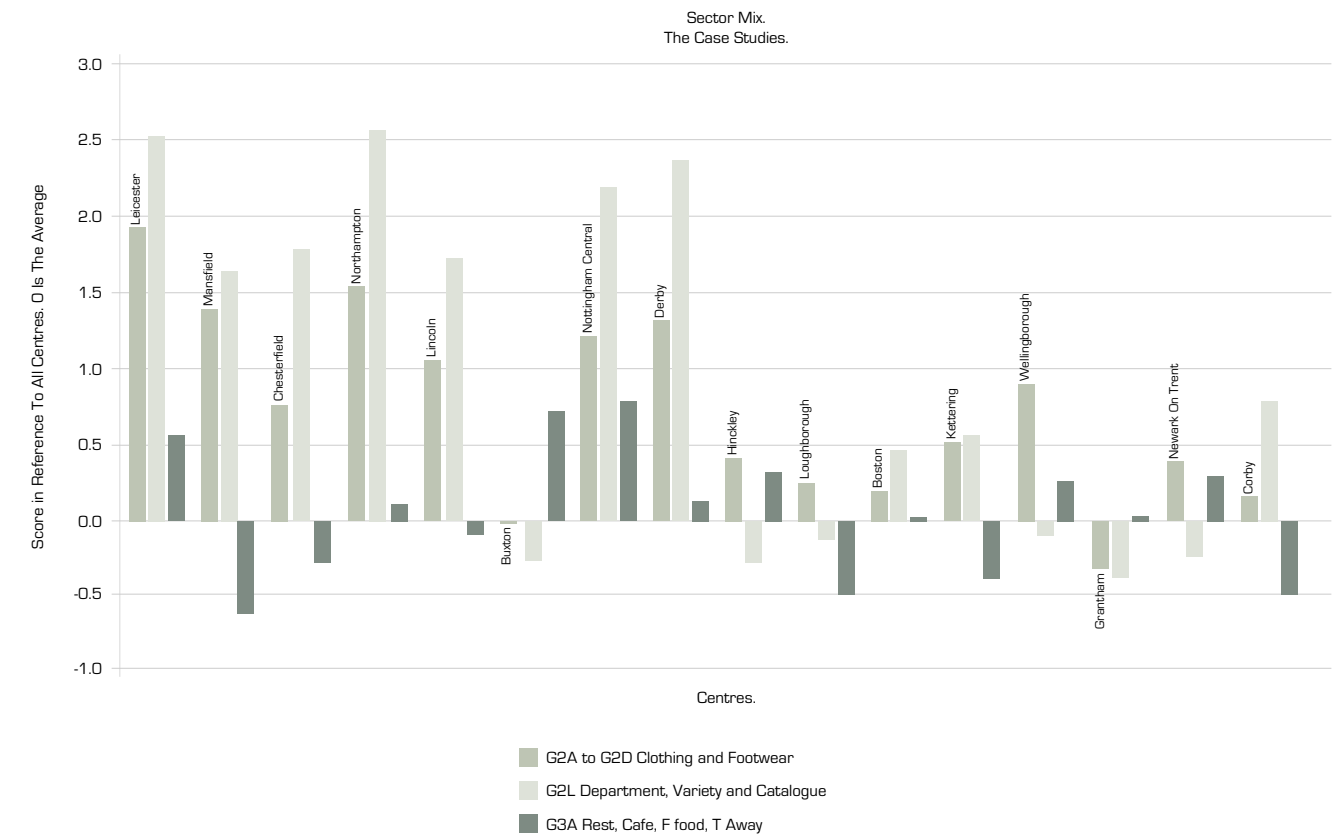
Source: West Northamptonshire Development Corporation: A Baseline Profile March 2005 compiled by Tim Herbert and Pat Toulmin

The relationship of Lincoln to the wider Lincolnshire area is demonstrated clearly in the following map.



Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorized reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Lincoln City Council Licence No. 100018414. 2005

When considering retail hierarchy and its relevance for retail planning it becomes evident that each urban centre has very different requirements. The Regional Town Centres Study for the East Midlands shows in Section 3.60 - 3.63 the importance of the PUAs in terms of retail and reveals why guidance on policies that are appropriate is necessary at a more local level. The bar chart below has been extracted from this report and shows the retail mix within the East Midlands.



Much analysis has been carried out across the region on the Priority Urban Areas and the above is only a snapshot of the information available.