

# A Prosperous Place

## Creating more jobs and more wealth for everyone

**Our Vision:** By 2020, Bassetlaw will be a place where people want to live, work and invest because of:

- ▶ Our vibrant economy
- ▶ Our healthy, safe and inclusive communities
- ▶ Our quality environment

Bassetlaw is a great location for business. It has land, purpose-built business sites and good transport links. We want to develop this and promote Bassetlaw to new businesses while continuing to support existing companies. The Economic Regeneration Sub-Group is spearheading this work.

### Our Goals:

- ▶ Strengthen and expand our local economy including rural areas
- ▶ Help people set up their own businesses
- ▶ Expand the use of computer technology in local companies and organizations
- ▶ Help develop new transport links
- ▶ Attract investment
- ▶ Create jobs
- ▶ Develop Bassetlaw as a tourist destination

### Our Progress: Key Achievements 2005

#### First Businesses At The Turbine, Shireoaks Business Triangle



The first two, of a potential fifty, businesses who have moved into The Turbine are already reaping the benefit of being based in the location for business growth.

#### Magazine Publishing Ltd.

Magazine Publishing Ltd is a dynamic publishing company, with key skills in web development, magazine and brochure publishing and sales and marketing. Its main products are:

- ▶ ePHOTOzine – the UK's leading photography magazine on the web;
- ▶ a paper-based subscription magazine 'Pentax User' (a club for Pentax owners); and
- ▶ the new 'Freelance Photography Made Easy'.

Founded by photographer and journalist Peter Bargh, the company has taken two offices at The Turbine and now employ an additional five staff.

Peter said: "I live in Worksop and was working from home. The company was ready to expand and we found out about The Turbine. It really will help us to concentrate on growing the company and focus on our business ideas."



(From left to right) Jill Thompson, Stephen Bulman, Councillor Pugsley (BDC), Chris Winterton (NCC).

#### Bowman Medical Sales Training Consultancy

Bowman Medical Sales Training Consultancy offers training solutions for companies whose sales people specialise in providing equipment and other products in the hospital environment.

The company was the second to move in to The Turbine, and its premises within the innovation centre include a classroom, and a mock operating theatre to demonstrate procedures and best practice within a clinical setting.

The company has been set up by Jill Thompson, Managing Director, and Stephen Bulman, Resources Manager. Jill previously worked as a medical rep with a global company, while Stephen worked in the voluntary/ charity sector. They currently employ two additional staff.

For more information contact Paul Mallatratt on 01909 512100 or go to [www.theturbine.co.uk](http://www.theturbine.co.uk)

## Tourism in Bassetlaw

Over the past 12 months there have been a number of milestones related to tourism in the area:

- ▶ The Bassetlaw Leisure Guide was produced in the summer, and 10,000 copies have been widely circulated nationally, and at key European ports including France and the Netherlands.
- ▶ The opening of Robin Hood Airport Doncaster Sheffield is one of the most significant events to impact on the future of tourism and after only 6 months of operation, has seen 700,000 passengers use the airport. The airport currently serves 43 destinations in 23 countries and recently welcomed Easyjet as the latest airline operator to fly from Robin Hood.
- ▶ Experience Nottinghamshire is a marketing and destination management partnership, established to raise the profile of Nottinghamshire and to realise the area's untapped tourism potential. Its mission is to promote Nottinghamshire as a centre of style, creativity, sport and heritage. It is a membership organisation and a number of Bassetlaw accommodation providers and visitor attractions have joined the partnership. In 2006 Experience Nottinghamshire is committed to producing more short break packages and awareness raising campaigns for North Nottinghamshire and will be closely involved in our plans to promote the Pilgrim Fathers, particularly in light of the forthcoming 400th anniversary in late 2007 of the Pilgrim Father's leaving Bassetlaw for Holland.'
- ▶ The local tourism forum, The Sherwood and Dukeries Tourism Group, has strengthened over the past year to become a powerful lobbying voice for the industry; their recently launched website [www.robinhoodtourism.co.uk](http://www.robinhoodtourism.co.uk) has attracted a substantial number of hits. Bassetlaw District Council has worked closely with this group to ensure North Nottinghamshire becomes more prominently represented with Experience Nottinghamshire which has in turn, sought to include more tourism businesses and local events into their printed and web-based marketing material.
- ▶ Bassetlaw District Council and Doncaster Metropolitan Borough Council have produced a new Pilgrim Fathers leaflet with an updated Mayflower Trail. The leaflet is to be launched in February 2006 and will be widely circulated nationally, in Europe and US. The leaflet will also serve to support Robin Hood Airport Doncaster Sheffield in its plans to secure transatlantic flights to the area, as there is a proven market of descendents wishing to trace their ancestry.



Scrooby Church

**For more information contact Sandra Withington, Development & Marketing Officer on 01909 535500, or email [sandra.withington@bassetlaw.gov.uk](mailto:sandra.withington@bassetlaw.gov.uk)**

## Town Centre Management in Bassetlaw

What is Town Centre Management? Town Centre Management is a co-ordinated pro-active initiative designed to ensure that our town centres are desirable and attractive places. In nearly all instances the initiative is a partnership between the public and private sectors and brings together a wide-range of key interests.

There are three main aims that we hope to achieve these being:

- ▶ to enhance the economic vitality and vibrancy of Worksop and Retford Town Centres;
- ▶ to create an economic environment that will stimulate the regeneration of the town centres; and
- ▶ to ensure that the town centre is welcoming to all and somewhere that people can be proud of.



Retford Continental Market, September 2005

The precise role of a Town Centre Manager varies greatly from town to town depending on the nature of the town, the challenges that it faces and the way in which the post is funded. In Bassetlaw the Town Centre Manager oversees a number of key services such as car parking and markets, as well as the marketing and promotion of each town, planning special events and contributing to the implementation of regeneration projects such as the Worksop Renaissance programme.

There are a number of issues that are common to both towns such as the need to widen the retail offer and working to breathe new life into a number of long-term vacant properties. Other issues are more specific, such as the availability of car parking in Retford, and the need to improve the performance of the retail market and helping improve community safety in Worksop.



**Christmas Lights Switch  
On, Worksop 2005**

In the short term we will be looking to create a marketing plan for each town, using things such as shopping guides and directories, the internet, local media and working with key partners to promote each town to both local residents, visitor and potential investors. We will also be looking to host at least 2 special events each year, such as the Continental Markets held in Retford during September and in Worksop during November, which were successful in drawing hundreds of new faces into town and demonstrated the ability of each town to host such high profile events.

With the recent economic growth that the area has seen in recent years there is great opportunity for both Worksop and Retford to cement their position as important retail and service centres for years to come. In order to do this, there is some hard work to do (certainly more than one person can manage!). It will demonstrate the importance of working with existing partners and forming new partnerships with the local retail and business community all of whom have an interest in its success.

For more information contact:

Roger Ranson (Acting Chair) on 01909 533230 or email: [roger.ranson@bassetlaw.gov.uk](mailto:roger.ranson@bassetlaw.gov.uk)

Or alternatively email: [economic.regeneration@bassetlaw.gov.uk](mailto:economic.regeneration@bassetlaw.gov.uk)

## Key Targets

The table below outlines the six key targets agreed by the Sub-Group, as outlined in the Community Strategy Summary, that will be used to measure outcomes of the projects supported by the group. They indicate both the added value achieved by the LSP, and overall economic success of the District. These are monitored closely throughout the year and reported on annually.

Following the Annual Progress Report 2003/2004, it was agreed to amend the wording of ER6 from:

'Create at least 2,400 jobs linked to the Finningley Airport development ', to the following:

'Encourage the take-up of training courses by Bassetlaw residents to improve the opportunity to quality jobs at RHA'.

Our long-term goal... to increase the GDP<sup>15</sup> of the area by at least 1% above the national average




BLSP Indicator	Definition	Method of Measurement	Lead Contact	2003/2004 Performance	2004/2005 Performance
ER 1	To increase the GDP <sup>15</sup> of the area by at least 1% above the national average	(1) Data taken from Office for National Statistics  <b>Baseline</b> (1998) GDP for North Nottinghamshire = 81 compared to the UK 100 in 1998 <sup>6</sup>	BDC	(1) Data for 2003/2004 not available. GVA in 2002 for North Nottinghamshire = £4,870,000 compared to £926,275,000 for UK. (Most current data at time of printing)	(1) GVA for North Nottinghamshire = £4,870,000 compared to £926,275,000 for UK (Most current data at time of printing)
ER 2	Create 120 jobs and support 35 businesses through the Bassetlaw Business Innovation Centre (BIC)	(1) Monitoring usage and outcomes of BIC support against targets set by BIC  <b>Baseline</b> (2002/2003) = N/A	NCC	The BIC is not currently operational. Building work is due to be complete February/ March 2005.	Building work completed March 2005 (handover on 14 March 2005). First tenants due to move in June 2005.
ER 3	Support at least 40 new businesses through our Business Link Advisor	(1) Monitoring by Nottingham Business Ventures Advisor (a franchise of Business Link Nottinghamshire) of support provided – No. of businesses per year  <b>Baseline</b> (2002/2003) = Currently not available	NBV (also BLNotts & BDC)	(1) Approximately 200 businesses have been support with advice from November 2003 to date. <sup>16</sup>	(1) 106 clients were advised during this financial period. <sup>17</sup>

BLSP Indicator	Definition	Method of Measurement	Lead Contact	2003/2004 Performance	2004/2005 Performance
ER 4	Extend the provision of broadband internet access and encourage local use	<p>(1) Area of District capable of accessing Broadband through phone lines/ remote access – Taken from BT Information</p> <p><b>Baseline</b> (2002/2003) = Information currently not available from BT</p>	SSP	(1) Information currently not available from BT.	(1) This information is not available in statistical format for District level. However, it is possible to quote at County level and coverage for Nottinghamshire is 94.6%. <sup>18</sup>
ER 5	Support the redevelopment of our market towns	<p>(1) Successful implementation and ongoing monitoring of 3 Market Towns Initiatives (MTIs):</p> <ul style="list-style-type: none"> <li>• Retford</li> <li>• Tuxford</li> <li>• Bircotes &amp; Harworth</li> </ul> <p><b>Baseline</b> (2002/2003) = N/A</p> <p>(2) No. of MTI Action Plans in place</p> <p><b>Baseline</b> (2002/2003) = N/A</p>	BDC	<p>(1) All 3 MTIs operational, 2 initiatives – Tuxford and Retford – are currently running without a Co-ordinator/ Manager due to staff changes. Tuxford is running with support from the Mine of Information, and Retford is currently supported by the Retford Action Centre.</p> <p>(2) 3 Action Plans in place</p>	<p>(1) All 3 MTIs have now been completed support from Co-ordinators/ Managers has ended. Each of the areas covered is now continuing to work via the partnerships involved in the MTI process: Retford Local Area Forum, Tuxford Regenerating in Partnership, and Harworth Partnership Priority Area.</p> <p>(2) 3 Action Plans in place – ongoing implementation of objectives within Action Plans monitored by partnerships noted above.</p>

BLSP Indicator	Definition	Method of Measurement	Lead Contact	2003/2004 Performance	2004/2005 Performance
ER 6	Encourage the take-up of training courses by Bassetlaw residents to improve the opportunity to quality jobs at RHA	<p>(1) No. directly recruited in relation to Airport/ Supply Services etc.</p> <p><b>Baseline</b> (2002/2003) = N/A</p> <p>(2) No. on Airport Training Courses at North Notts</p> <p>(a) Taxi Courses</p> <p>(b) Taster Sessions</p> <p><b>Baseline</b> (2002/2003) = Not available. Data collated from beginning of courses – November 2003. Further data will be available following a College inspection beginning of 2005.</p>	BDC	<p>(1) No statistics available yet. Directions Finningley in Meteor House have over 11,000 CVs registered in database from interested candidates.</p> <p>(2a) Taxi Courses Retford = 30 Worksop = 33 Others (outside Bassetlaw) = 21 Total = 84</p> <p>(2b) Taster Sessions Retford = 51 Worksop = 90 Others (outside Bassetlaw) = 44 Total = 258</p> <p>Further data will be available following a College inspection beginning of 2005.</p>	<p>(1) 570 people directly employed at airport. A further 260 are employed in business park and supply chain services.</p> <p>(2a) Taxi courses completed August 04 (Retford based 'Little Arrows' ground transportation company were awarded airport contract c60 taxi drivers).</p> <p>(2b) Taster Sessions completed August 04. New courses introduced from 2005 focusing on cultural awareness and, language skills.</p>

## Economic Regeneration Action Plan – Our Performance

The charts below indicate how the Economic Regeneration Sub-Group is performing against the 'Actions' within their Action Plan. The key for the charts is as follows:

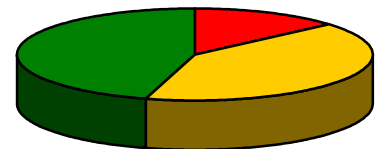
-  Red (R) = Not progressing to timetable
-  Amber (A) = Some work underway but underlying issues e.g. slippage on timetable, or funding concerns
-  Green (G) = Work underway to timetable

This 'traffic light' system was piloted by the Health Sub-Group in October 2003 and January 2004. This was then rolled out to all the Sub-Groups for April 2004, and included in the Interim Report May 2004.

In October 2005, a new reporting mechanism was introduced for reporting Sub-Group progress at Board meetings. One element included was the introduction of the table shown below for October's performance, which provides additional information as to how the Action Plan has been progressed.

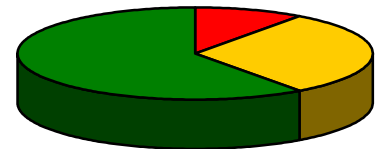
### January 2005

R = 3 (13.64%)  
A = 9 (40.91%)  
G = 10 (45.45%)



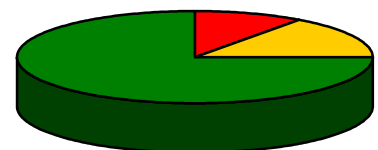
### April 2005

R = 2 (10%)  
A = 6 (30%)  
G = 12 (60%)



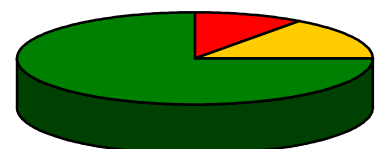
### July 2005

R = 2 (10%)  
A = 3 (15%)  
G = 15 (75%)



### October 2005

R = 2 (10%)  
A = 3 (15%)  
G = 15 (75%)



Total Number of Actions	Number of Actions completed and removed	Number of Actions amended (FROM JULY UPDATE)	Number of new Actions added
20	0	7 <sup>19</sup>	0