

# **Growth Scrutiny Committee**

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## **Growth Strategy Update**

**25 July 2018**

**Karl Apps,  
Joint Housing Strategy and Growth Manager**

## **Economic Development & Housing Strategy and Growth Strategy – Key Themes**

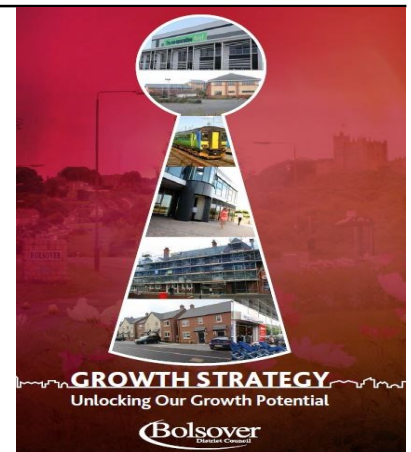
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Shared themes between the strategies:

- Supporting Enterprise.
- Enabling Housing Growth.
- Unlocking Development Potential.

In addition, the Econ Devp & Housing Strategy also addresses:

- Maximising Employment, Skills & Training.
- Town Centre Development.
- Developing/Supporting Rural & Visitor Economy.





## Progress on delivery and inter links between the two strategies

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- Common economic growth themes across the two strategies.
- Work being undertaken on various projects/strands helps to deliver on both strategies.
- Good progress made on business support, housing growth, and unlocking key development opportunities - as examples show on next three slides.



Economic Development and  
Housing Strategy 2015 - 2020

## Progress on delivery and inter links between the two strategies – Businesses

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### Business Support:



- Business Engagement - sign posting, networks, advisors, SCR and D2N2 Growth Hubs, etc.
- LEADER - 7 local projects granted £332,412 to create 39½ jobs.
- Business Growth Fund - supported 9 businesses with £71,200 to create 15.6 jobs; with extra £97,717 awarded to 11 other projects.
- D2 Energy Efficiency - 7 local projects supported with £47,000 and to save 103 carbon tonnes.

## **Progress on delivery and inter links between the two strategies – Housing**

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### **Housing Growth:**

- Working with developers to deliver sites, e.g. Keepmoat at Brookvale, B@home, Dragonfly etc.
- Bringing forward empty properties - e.g. the Station Hotel, Creswell delivered 15 apartments working with Action Housing, Homes England and the owner.
- Also, the Miners Welfare, Creswell, purchased by Action Housing to deliver 11 apartments.

## Station Hotel, Creswell

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Before



After



## Progress on delivery and inter links between the two strategies – Key Opportunities

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### Unlocking Sites:

- Development team approach established for major site developments.
- Major sites including Coalite, Clowne Garden Village, Sherwood Lodge etc.
- Developer Forum is well-established way of working with the development industry.
- Bolsover District Sector Analysis report published.
- [InvestBolsover](#) website provides wealth of information on development opportunities.

## High Street Working Group & Regeneration Frameworks progress (1)

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- HSWG established Spring 2017.
- Led by Councillor Fritchley supported by Allison Westray-Chapman and Officers from Economic Development, Planning, Partnerships, Property, Finance.
- Walkabouts around the four market town centres with local Members.
- Presentation about the Local Plan Retail and Town Centres Study.



## High Street Working Group & Regeneration Frameworks progress (2) – Next Steps

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- Delivery of Shirebrook Market Place Enlivenment scheme.
- Identify measures to support the high streets and opportunities to improve gateways and marketing/promotion.
- Working with DCC and D2N2 about town centres programmes/projects.

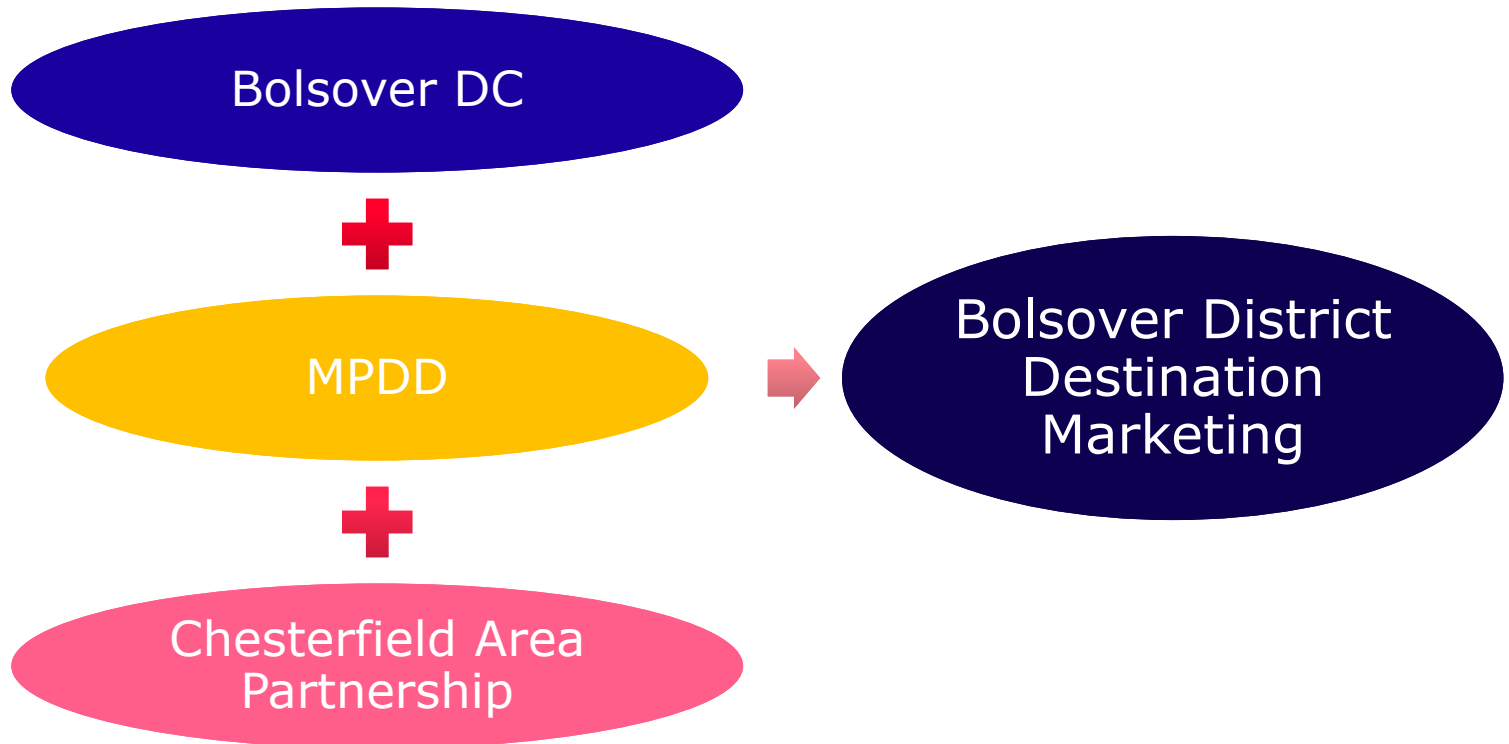
## High Street Working Group & Regeneration Frameworks progress (3) – Next Steps

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- D2N2 Infrastructure Plan being prepared.
- Derby and Derbyshire Business Rates Pilot being launched August:
  - Strand 1 - Business Support
  - Strand 2 - Feasibility / Enabling Delivery studies
  - Strand 3 - Quality of Place interventions etc.

# Bolsover: Tourism & Marketing

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# What do we Promote

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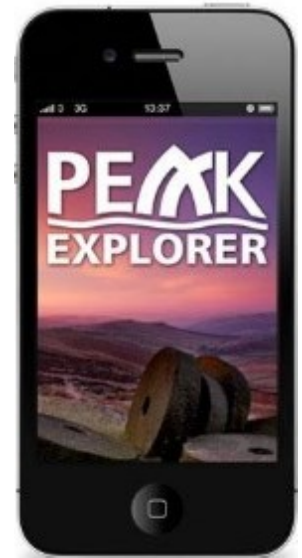


# Marketing Peak District & Derbyshire

[www.marketingpeakdistrictandderbyshire.com](http://www.marketingpeakdistrictandderbyshire.com)

- Official Tourist Board and DMO
- National and international promotion
- ERDF support for market towns and visitor economy.
- Promotes local tourist attractions (Creswell Crags, Bolsover Castle and Hardwick Hall) as part of their campaigns.

**MARKETING  
PEAK DISTRICT  
& DERBYSHIRE**




# Chesterfield Area Partnership

www.visitchesterfield.info

- Hosted by CBC (Visitor Information Centre)
- Raise the tourism profile
- Partnership with MPDD to deliver marketing campaigns.
- Develop the local tourism product.

Visit  
**Chesterfield Area**




**Welcome to Chesterfield Area**

Come to the Chesterfield Area of Derbyshire where you're sure of a friendly welcome and a wide range of things to do.

Take a day in Chesterfield itself to find out how the 'Crooked Spire' got its twist. Or go bargain hunting on Chesterfield Market every Monday, Friday or Saturday. Get a taste of history at Chesterfield Museum or spend an evening at the Theatre.

Take a short break and explore the area - Chatsworth, Hardwick Hall, Bolsover Castle, Renishaw Hall and Gardens and the Peak

Read More ↓



STOKE-ON-TRENT    SHEFFIELD    CHESTERFIELD AREA    DERBY

Search Birth Records  
ancestry.co.uk/Birth\_R...

VISIT SITE

**Things to Do** From historic houses to stunning countryside. Theatres to things to do with the kids.

## What's On

Search our amazing events in Chesterfield Area.



Dronfest 2018

Jim Davidson On the Road Again

Grand Medieval Joust

Film: In the Fade (18)

**Search What's On** 🗄

Start Date  End Date   Any date in the future    What:   →

More options ↓

# Bolsover District Council



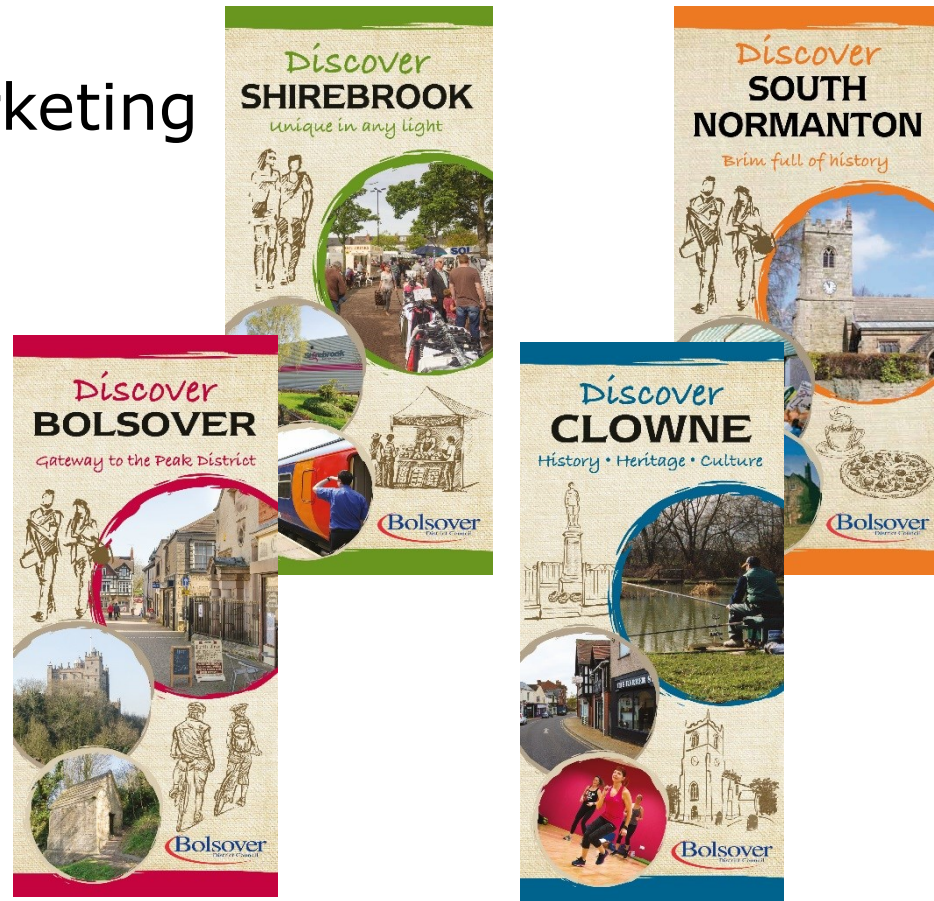
- Tourism promotions through the Communications & Marketing Team
- Bolsover Economic Infrastructure project (ERDF)
  - Discover Bolsover branding and marketing
  - Uplift of public realm
  - Events programme – food and drinks festival, antiques fair, Christmas festival, Town Jewel Awards
- Promotions through Bolsover Culture and Tourism Partnership
- Visitor Economy infrastructure through DCC Countryside Partnership
- Local Visitor Economy Group



## Direct Promotion...

### Communications & Marketing

- Four town centre guides
- Promotional films
- Small scale events
- Visitor Guides





## Wider Support

### DCC

- Visit Sleep Cycle Repeat Destination Plan 2018

### D2N2

- Visitor Accommodation Strategy 2017

