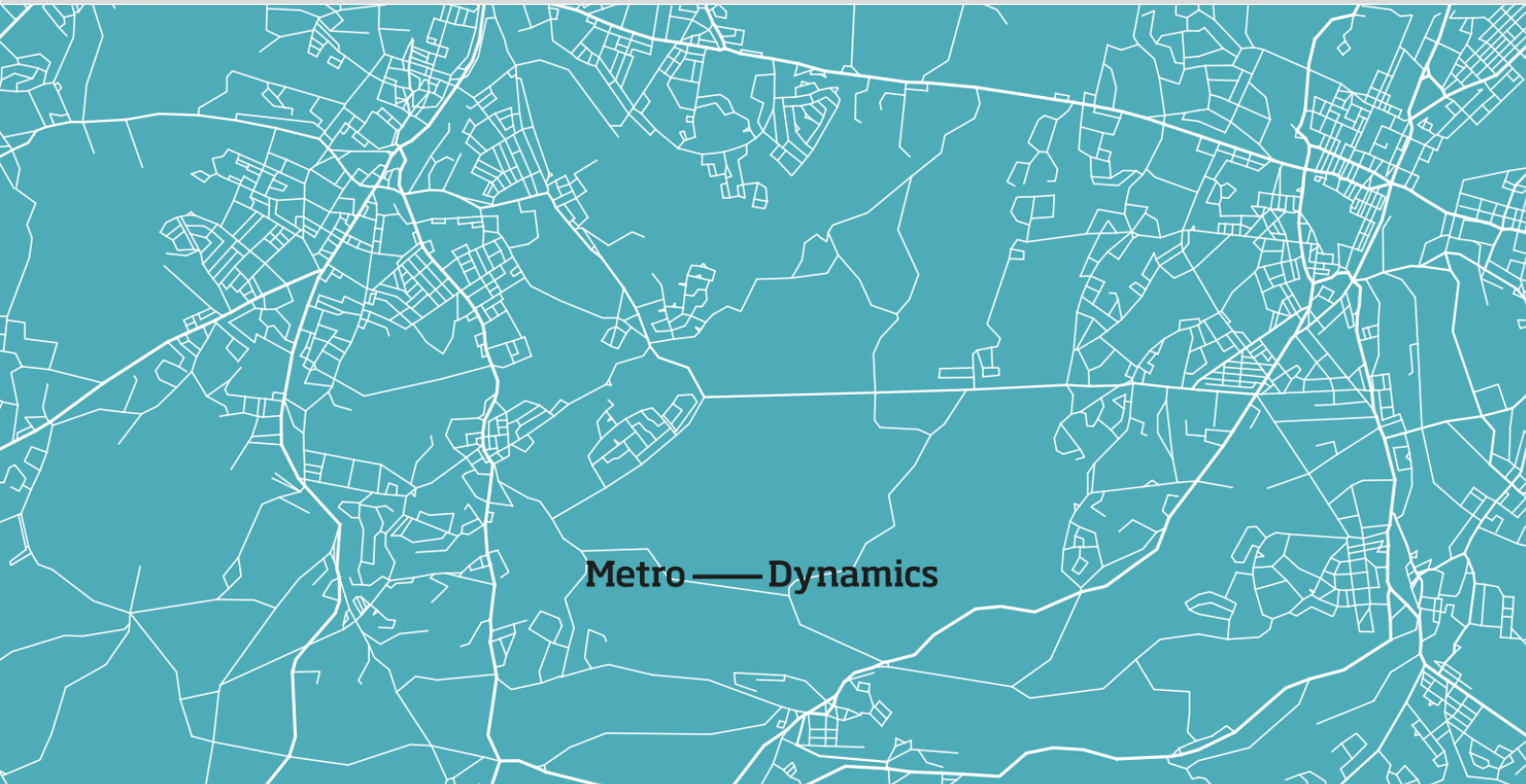
Developing a City Centre Strategy for Nottingham

A Metro Dynamics report to Nottingham City Council

July 2019



Metro —— Dynamics

Contents

Summary of findings from consultation

1. Introduction

Metro Dynamics was commissioned by Nottingham City Council to support the ongoing work to develop a City Centre Strategy for Nottingham. We have spoken to almost forty stakeholders to understand different perspectives on the city centre's performance (a full list is contained in Appendix 1). We have used these inputs, as well as several visits to the city centre and a thorough examination of the available data to inform our analysis.

The motivation for this work is to help Nottingham City Centre achieve its potential. Despite its many strengths, assets and history there is a sense that, in the recent past, Nottingham's city centre has not been as successful as it could have been in driving prosperity and improved wellbeing for the residents of the wider conurbation. But there are encouraging signs that this could be about to change. The city centre is about to benefit from nearly £2bn of major new developments and investments, which could provide a platform from which to build a new strategy for Nottingham. This can build on its strong commitments to liveability and being Britain's greenest city. The objectives are clear: more people living in, working in and experiencing the city centre.

Throughout this document we often compare Nottingham to the "Core Cities" – a group of ten large cities in the UK which together contribute over a quarter of national output: Birmingham, Bristol, Cardiff, Glasgow, Leeds, Liverpool, Manchester, Newcastle, Nottingham, and Sheffield. They are all regional capitals – the urban cores of a significantly wider area, powering the economy of the surrounding region. To understand how Nottingham is doing, we compare it to these other cities to understand what it's doing well, and where it needs to up its game.

This document is not the strategy itself, but rather is the summary of our contribution towards the strategy being developed by the Council.

The Context for the Strategy

The changing roles of city centres

The 21st century is the century of the city. Worldwide there has been a dramatic shift towards urban living – with multiple megacities (population greater than 10 million) now in every habitable continent bar Oceania.

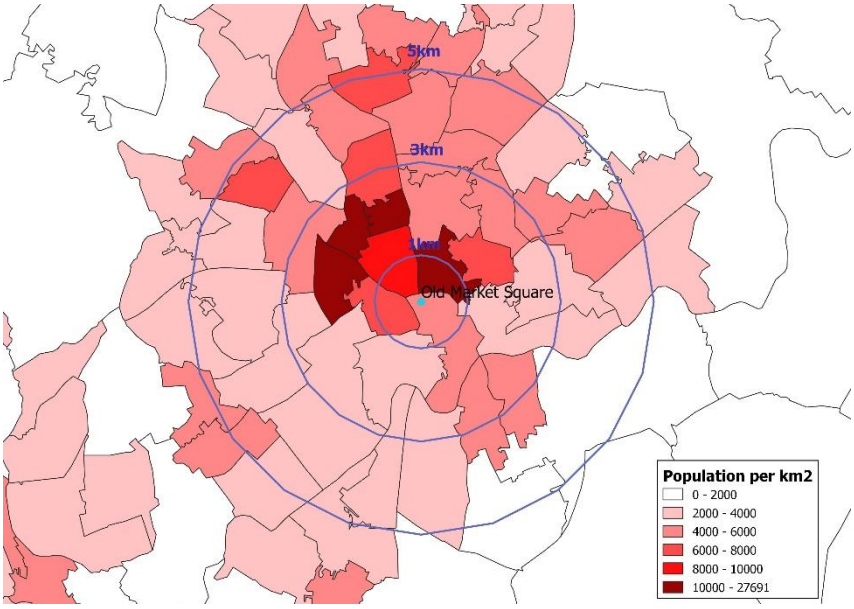
Figure 1. World cities by population in 1950 and 2018

Source: The Economist

However, the story in the UK has not been so straightforward. The UK was first among the nations to urbanise during the industrial revolution – but during the painful period of post-industrial decline many cities started to *decrease* in population, as the middle classes moved away from city centres to the suburbs. But in the last couple of decades, that trend has reversed – with a clear move back towards city centre living. This has been mostly driven by growth in student numbers at city centre universities, and a growing preference among young professionals to live in an area where there is a "buzz", with a variety of experiences to take part in.

Turning to Nottingham we do indeed see that population clusters around the city centre (see figure 2). City centre population growth has been notable (81% between 2002 and 2015) – but as Table 1 shows, Nottingham has grown at the slowest rate of all the English Core Cities.

Figure 2. Population density in Nottingham, 2017



Source: Metro Dynamics analysis of ONS mid-year population estimates, 2017

Table 1. City centre population growth in English Core Cities

City	% growth in city centre population, 2002-15
Liverpool	181%
Birmingham	163%
Leeds	150%
Manchester	149%
Sheffield	139%
Newcastle	113%
Bristol	85%
Nottingham	**81%**

Source: https://www.bbc.co.uk/news/uk-44482291

It is clear that the effects of urban transformation have not been as clearly felt in Nottingham as they have in other UK cities. To prosper in Britain's top league of cities, Nottingham needs to up its game.

The Challenges and Opportunities facing Nottingham

The City Centre Strategy needs to begin with a realistic assessment of what is successful, and less successful in Nottingham. Our analysis has highlighted some particular challenges:

- A shortage of grade-A office space in the city centre.
- An underutilised public realm – the centre is not busy enough.
- Lower city centre population growth than every other core city.
- Low graduate retention compared to other core cities.
- Lower business and employment density in the city centre compared to key comparator cities.
- A perception problem – too few people know what Nottingham has to offer.

It has also brought out some significant opportunities:

- There are a series of major developments all due for completion 2020-2021, which together could be a "transformational moment" for Nottingham.
- A growing rental market, with build-to-rent developments due to take off.

- The largest digital tech industry in the East Midlands.
- A best-in-class public transport system, with strong growth in ridership and revenue over recent years.
- The lowest transport emissions per capita of any core city.
- A population that is bucking the national trend and becoming younger, as its universities continue to grow.

2. The Strategy

A City whose time has come

We believe that Nottingham is a **city whose time has come**. After delays and ambitions put on hold by the financial crisis, development is now starting to progress at pace in Nottingham. Significant residential development is underway, and the construction of large amounts of new office space is on the horizon. The fact that Nottingham hasn't experienced growth on the same scale as many of its comparators suggests there is a significant amount of untapped potential in the city centre. What needs to happen now is to pull existing and future assets together into one coherent vision as the backbone of a strategy to renew the city centre.

Nottingham's assets

Nottingham is not starting from nothing – it has many notable assets which set it apart from other UK cities.

The approach

Nottingham has never been a city to shy away from taking risks. It has a proud tradition of rebellion against the accepted ways of doing things – seen in many of its most famous children. The legend of Robin Hood's stand against oppressive powers has made the city famous worldwide. Suffragist Helen Watts, and Eric Irons, the UK's first black high court judge, fought to overcome prejudice. And the city's artistic and cultural legacy – with figures such as D H Lawrence, Shane Meadows, and Wolfgang Buttress – has consistently questioned established norms and broken new ground.

This is the spirit in which any City Centre strategy for Nottingham must be written – with boldness, creativity and a refusal to simply accept convention.

What we're aiming for

There is a large economic prize at stake if Nottingham can seize its moment. If it takes the opportunities of the next few years, we believe the economy could grow to £18.4bn by 2040. This represents its total economic output (measured by Gross Value Added), £4.1bn larger than if it continues to grow at its current rate.

If Nottingham can seize its moment, what will result? Our analysis suggests that by 2040 the city's total economic output (as measured by Gross Value Added[1]) could be **£18.4bn – £4.1bn** greater than if the city continues to grow on-trend.

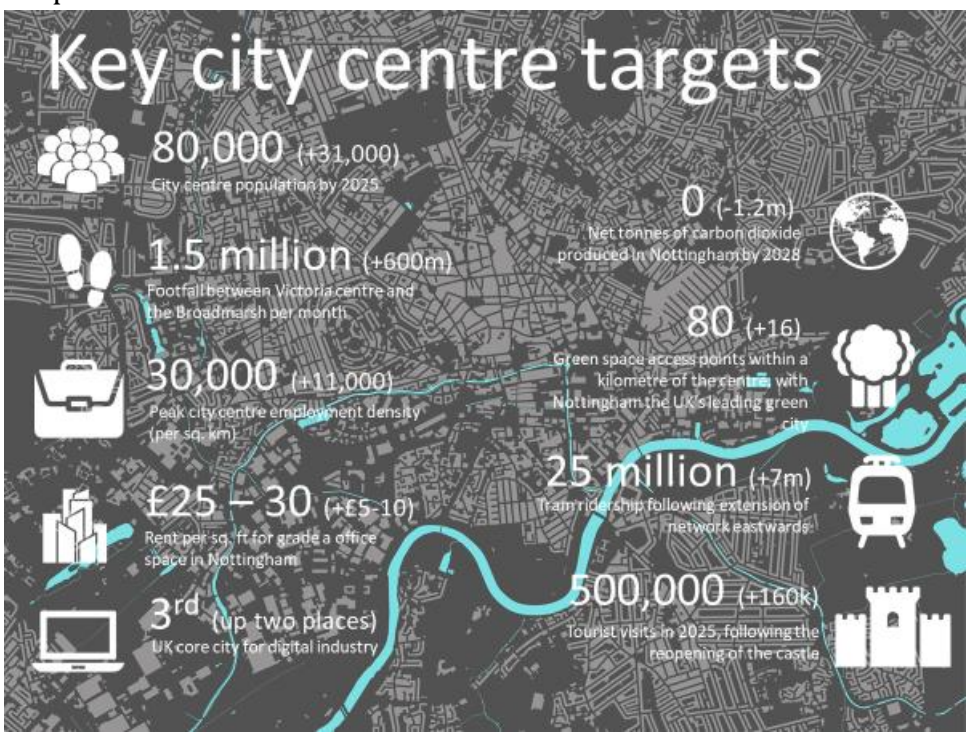
£18.4bn

The possible size of Nottingham's economy in 2040

To get to this figure we compared Nottingham's trend rate of growth over the last twenty years (1.5%) with Manchester's – a city which has strongly felt the benefits of urbanisation and has grown twice as fast (at 3.0%). If developments in 2020/21 can catalyse the same process in Nottingham, then this would be the greater output that would result[2].

[1] Gross Value Added (GVA) is a measure of the economic output of a local economy.
[2] For a full methodology used to calculate this figure, please see Appendix 2.

Alongside this economic prize, we have set some other ambitious targets, focused, among other things, on sustainability and quality of life – these are presented here in summary form, and explained in the text below.



To achieve these targets, and deliver the city centre that Nottingham needs, we have two key themes (the first of which also contains three sub-themes):

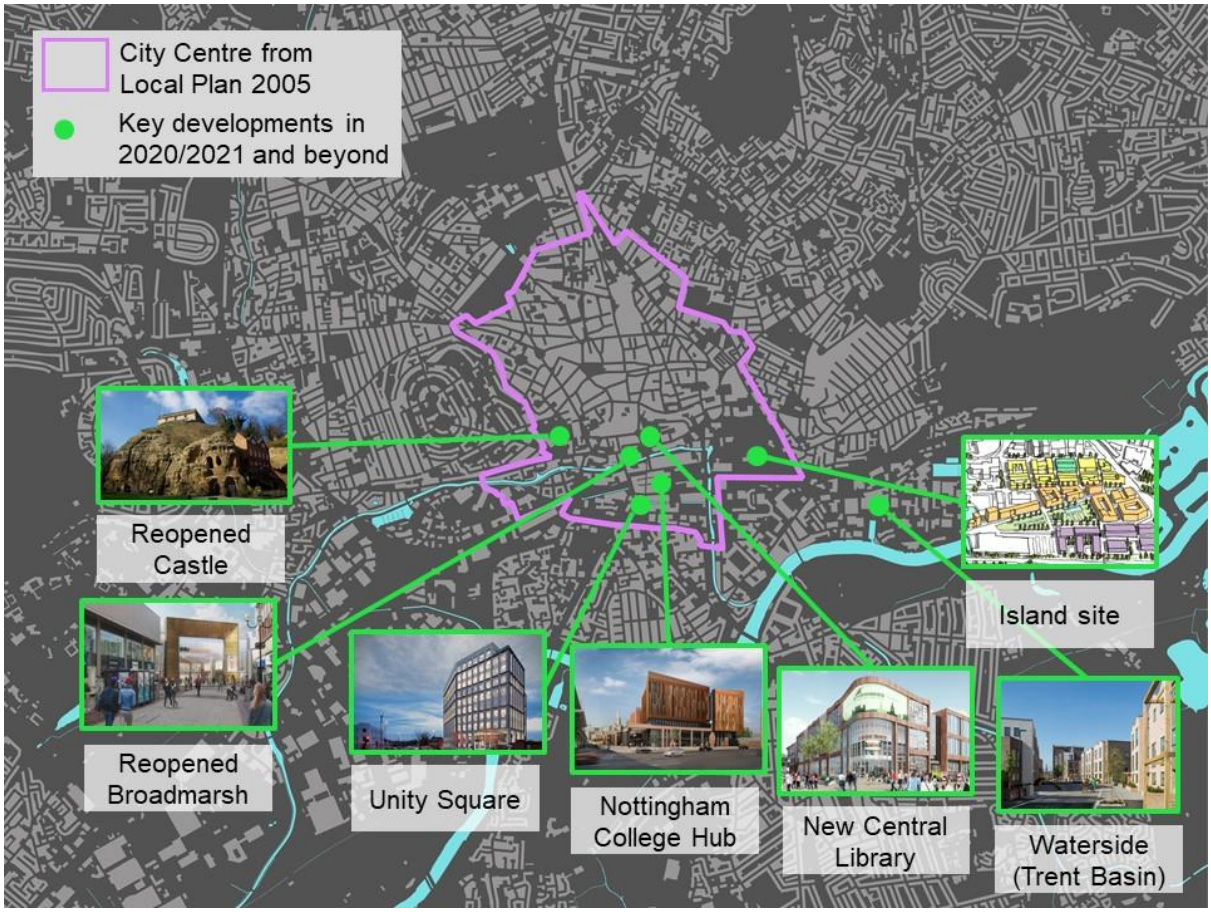
1. **Reframing the city centre**
    - A city centre to live in
    - A city centre to work in
    - A city centre to experience
2. **A new partnership for city centre governance and delivery.**

1. Reframing the city centre

The city centre is currently defined according to the 2005 Local Plan. It includes the historic core of the city, the train station, and Nottingham Trent University.

But much of the new development scheduled to be completed in Nottingham in 2020/21 is clustering to the south of the existing city centre.

Figure 3. Key developments in Nottingham, 2020/21

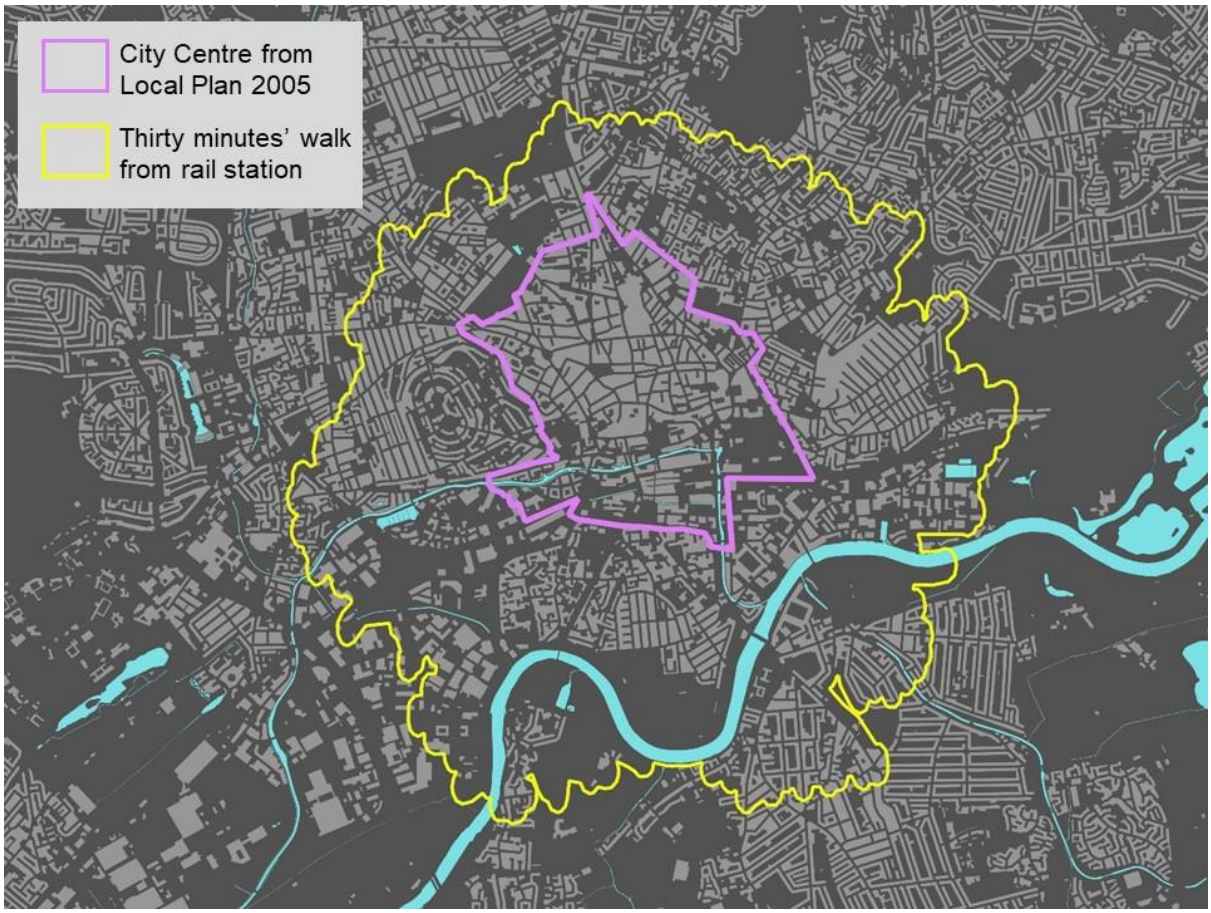


We also note that many of Nottingham's most popular entertainment venues, cultural attractions, and key employment sites lie outside of the city centre as currently defined. Nottingham city centre is straining at its boundaries. The area of the city centre definition is 2.4km^2. This compares to 2.9km^2 in Sheffield and 4.6km^2 in both Manchester and Leeds[3] – city centres which also take in housing areas considered part of city centre residential.

When examining what should constitute the city centre, we can also look at walking times. The train station is the point of entry into the city for many, and is increasingly becoming the city's public transport and employment hub. Modelling 30 minutes' walk from here gives an approximate area of space "within easy reach" that goes significantly beyond the current boundary.

[3] Areas are estimations based on maps from Local Plans.

Figure 4. The area within 30 minutes' walk of Nottingham Train Station



There is, then, a wider city centre *environment* which needs to be considered as we develop a strategy for Nottingham city centre.

We have developed a concept of five "activity-based zones" for Nottingham city centre. These help us understand what is happening where, who is using which parts of the centre, and what those different areas need.

The **Work and Learn Zone** includes the Southside regeneration area. The city should work creatively to increase the viability of office space in this area by creating a business district "feel" and working with funders and professional services companies.

The **Shop, Visit, and Dine Zone** is the traditional heart of Nottingham City Centre, containing the Castle, Old Market Square, and the two shopping centres. The city should tackle the heavy traffic flows on Maid Marian Way which divide this zone right down the middle.

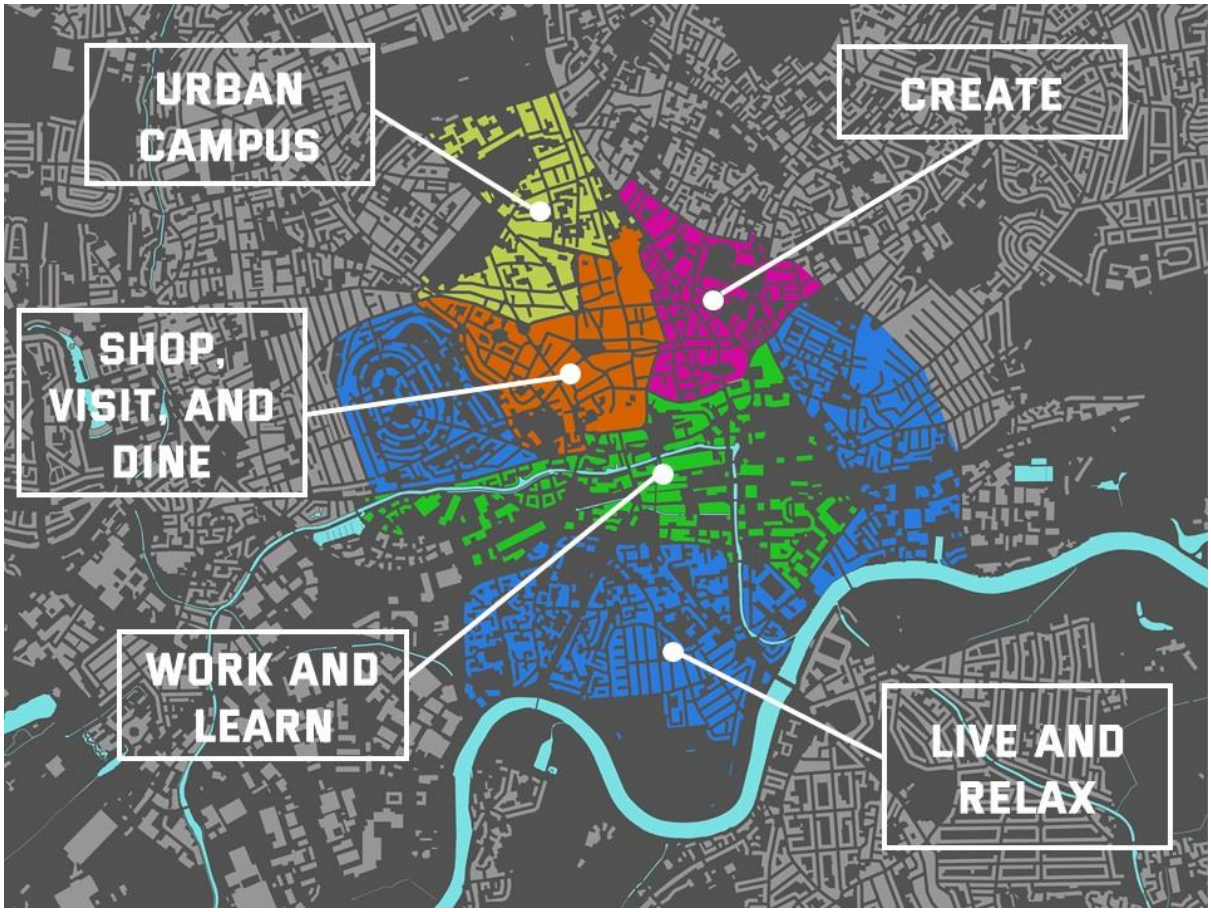
The **Urban Campus Zone** recognises that the area to the north of the city centre, where Nottingham Trent University (NTU) is based, has effectively become a city centre campus, and takes in facilities used extensively by students, like the Arboretum and Rock City.

The Create Zone includes Hockley, the Lace Market, and Sneinton Market, home to creative businesses and Nottingham's renowned independent retail sector. The city should tackle the large barriers caused by the A60 and increase pedestrianisation.

The **Live and Relax zone** includes city centre residential (such as the Park and Trent Basin) and areas to relax in, such as by the Trent. Improve access to the south of the city needs to be promoted for this area to thrive.

The approximate geographies of these areas are shown below in figure 5. While these are not rigid, and boundaries are porous, these show approximately where different activity is taking place.

Figure 5. Activity-based zones for Nottingham City Centre



Britain's greenest city centre – more walkable, with more people living in the centre

Nottingham needs more people living in its city centre. As we have already noted, this is an area where it lags behind other core cities. The city centre environment has 49,000 people living in it in 2017 – which was up 10,000 people from 2011. The target here should be for Nottingham to have **80,000 people living in the centre 2025.**

But in order to attract people, and to improve the quality of life for residents, there needs to be a real focus on making the city **liveable.** A key decision for Nottingham should be to have **the greenest and most sustainable city centre in the UK.**

Nottingham's target is to be a carbon neutral city by 2028. The importance of reducing our negative impact on the environment is being brought into ever sharper relief, and it closely aligns with the other goals of improving the air quality and increasing active travel (walking and cycling) in the city centre.

The most green-space access points of any core city

The city should increase access to green space. Nottingham has 64 green access points[4] within a kilometre of Old Market Square which is second only to Cardiff among the Core Cities. Nottingham should target **80 of these by 2025** – which can be helped by bringing green space as part of the redevelopment of the old People's College site by the Castle. And by encouraging greening of buildings and streets Nottingham can increase informal green space right across the city.

[4] Any point of access to a green space. E.g. if a park has multiple entrances, each constitutes a green access point. Source: ONS

Case study: Parisculteurs

In Paris, the city's government is leading an initiative to cultivate ordinary rooftops in the city.

Parisculteurs was set up in 2016, with the aim of growing plants on 100 hectares of building space across the city. One third of this must be dedicated to agriculture.

Partners sign a charter to partner with the city. So far, over 70 have signed, and the city has approved over 70 projects for development.

Businesses and homeowners can apply to participate in the scheme, and receive subsidies alongside advice from professionals.

In August 2018, the total space dedicated to urban agriculture projects across the city now adds up to 15 hectares. The increase in greenery on the city's walls and rooftops is clearly visible.

Parisculteurs has created 120 full-time jobs. Urban agriculture start-ups sell their produce to restaurants and grocery stores. Several have now expanded to several rooftops.

The best public transport system

Nottingham's public transport system is among the UK's best. Buses are frequent, and tram ridership has increased very significantly following expansion of the network – with the 18 million passenger journeys made in 2017/18 more than double the figure for 2012/13. But the city needs to go further – to make a shift away from car transport more viable.

Nottingham is planning to continue to grow the network– to join up to the HS2 hub at Toton, and to link the rail station to the new Waterside development and on to Gedling. Following this expansion, we will target **25 million journeys in 2024/25.** One idea that emerged during stakeholder consultation was that the city could develop a big data repository for all of its transport data – the first step in developing intelligent real time route planning apps for travel through and around the city centre.

The most walkable city

Walkability should be a major area of focus for the city centre strategy. Within the city centre there are barriers to walkability which make it a less attractive and healthy space. These barriers cut off important parts of the city centre – the Castle, the station, Nottingham Trent University, and Sneinton. The city is already choosing to tackle one of these, Collin Street, through the Broadmarsh regeneration, which will make walking from the station to the main shopping streets an easy and pleasant experience.

The next priority is Maid Marian Way, which divides the castle area from the rest of the city centre. The city centre would benefit from better pedestrian flow across Maid Marian way. This would help to create a more joined-up visit, shopping, and dining experience, linking the castle area with routes into the Old Market Square. Creative approaches are needed. For example, in Bogotá, Columbia, road art is used as a temporary means to calm traffic flows and build public support for permanent pedestrianisation reforms.

Traffic calming road art in Bogotá

A great city for cycling

Finally, there is a need for a clear strategy for cycling across the city. For many, the experience of cycling in Nottingham is too risky, which can discourage it altogether.

Key decision

The city needs to use the Government's Transforming Cities Fund money to develop good cross-city bike lanes and cycle parking infrastructure.

Better access to the river

The Trent is one of Nottingham's great assets and within a short walking distance from the city centre. Currently, accessing the river by foot is difficult, signage is limited and there is no clear, attractive route from the city to the riverbanks.

Key decision

Nottingham should make accessing the river easier by increasing signage in the city centre and improving the routes which lead to it.

More people working in the city centre

More people could work in Nottingham city centre. The city has a peak employment density of 19,000 jobs per km^2 – that compares to 25,000 in Sheffield, and 42,000 in Leeds[5]. Research shows that towns and cities which have the most successful high streets tend to be those that have high employment concentrations, particularly of jobs in professional and technical sectors [6]. This brings money into the town and spurs the growth of an early evening economy of bars and restaurants for workers to use at the end of the working day.

The city as a broker for an expansion of office space on the Southside

For this to happen, Nottingham needs to work to create more space for these types of companies in the city centre. We have heard that many firms have been turned off Nottingham due to the lack of available Grade A office space in the centre. Increasing this must be a key focus for Nottingham – and take priority over bringing more retail to the city centre (which the evidence suggests naturally accompanies higher city-centre employment). Nottingham should **actively broker agreements with landowners and funders for city centre office development.**

This is beginning to take place around the Southside Regeneration area. At the moment the end users are largely public sector (e.g. Nottingham City Council in Loxley House, HMRC at Unity Square) but this forms a good springboard for also bringing more private sector companies into the area. **Nottingham should target a peak city centre employment density of 30,000 jobs per km^2 by 2025.**

But in order for this to take off the city also needs the private sector to engage in bringing forward office space. The rental value of Grade A office space in Nottingham is £20 per sq. ft – the lowest of any core city[7]. By bringing forward more office space around the Southside area it can *increase* this value due to the positive externality from creating a business district *feel* – professional services companies like to be near other such companies. In the medium term Nottingham should aim to catch up with Sheffield (£25 per sq. ft) and over the longer term to match Leeds (£30 per sq. ft).

Build on Nottingham's digital technology strengths

Nottingham also needs to build on its strengths in the digital tech sector, where Nottingham is currently the 5th Core City for digital tech employment (and 4th for turnover of digital tech businesses[8]). The city has many noted businesses in this sector – such as Capital One, Experian, UniDays, and Ikano Bank. Nottingham's immediate target should be to climb to 3rd place – and over the longer term aim to be **the leading digital tech hub outside of London**.

[5] See Appendix 3 for technical details
[6] City centres: past, present and future, Centre for Cities, 2019.
[7] Colliers International
[8] Tech Nation.

But to achieve this, Nottingham needs to increase the proportion of graduates staying in the city – at the moment fewer than three in ten graduates stay[9].

Key decision

The city should work with both universities and key local businesses to establish more graduate placements in Nottingham City Centre, leading to greater City Centre employment in the long term.

More people coming into the city centre – more shoppers, a better experience

The Local Plan identifies 13 public squares in the city centre, including Old Market Square, Canning Circus and Weekday Cross. These play host to popular events, like Light Night and Nottingham by the Sea.

Nottingham needs more to be happening, more often, in more places. Joining up activities across the city centre will help create more of a buzz and working with arts and cultural organisations to hold events in public spaces will grow footfall.

Nottingham should enhance the current events programme and decide to **animate the whole of the city centre with a year-round events programme and more distinctive experiences.**

Use the castle reopening as a springboard

Total visits to Nottingham have remained fairly static over the last decade. This needs to change. The reopening of the Castle gives the city a chance to use its most famous association – Robin Hood – to draw much greater numbers. To do this it needs to **advertise nationwide at the time of reopening.**

City of Light; City of caves

Nottingham also needs to build on two other key themes. The first is to establish the city as a **city of light,** building on the popular Light Night. This requires at least one new permanent "showstopper" light feature, and better lighting to highlight the city's historic architecture at night. Nottingham is already the UK's **City of Caves** – but this needs more prominence: The city should work with landowners to open up the cave network.

A coordinated events programme tailored across the whole city centre

As Nottingham plans events and activities across the centre, it needs to be mindful of the types of people who are using the space– this should shape what it looks to put on, where, and when. Here again our activity-based zones can help. Families are more likely to be looking for activities either in the Shop, Visit and Dine Zone, or the Live and Relax Zone. For students and 20 and 30 somethings, the Create and Urban Campus Zones will be more popular. And professionals working in the Work and Study Zone may be looking for lunchtime events to go to nearby their workplaces.

[9] THE GREAT NOTTINGHAM DEBATE 2016: Research Report, Christopher Lawton and Nelson Blackley, Nottingham Business School.

Maximising the retail opportunity

We should also think of retail as part of Nottingham's experience offering. Between the Victoria and Broadmarsh shopping centres is a clearly defined North-South retail corridor of big brand shops. Highest monthly footfall is seen at the Victoria (1.5m) but this drops to 300,000 near the Broadmarsh – which at present is undergoing renovation. When the new Broadmarsh opens, Nottingham should aim for continual heavy pedestrian traffic along the corridor – with a target of **1.5m all along the corridor.**

There is also a more diffuse **East-West retail corridor** of independent shops between Derby Road and Sneinton Market. This independent sector is a real strength of the City Centre – but footfall levels are lower – between 300,000 and 600,000 per month. The city needs to advertise its independent offer – signposting it more clearly from the main retail thoroughfare and promoting the city as a **city of independents.** This means a target of **1 million monthly footfall** should be set for key independent locations[10].

A modern food market

And Nottingham **should improve its street food offer**, taking advantage of the demand for street food and Nottingham's attractive public spaces to develop a modern food market in a central part of the city.

Key decision

To achieve this, it should relocate the Victoria Centre food market, currently underutilised in the shopping centre, to a more central location, and work with local food producers to include quality produce from the wider region.

[10] All figures are based on Local Data Company footfall figures at different locations in Nottingham City Centre in 2017.

2. A New Partnership to Deliver for the City Centre

There are a number of key stakeholders who have an active interest in making Nottingham City Centre a success. No one group can deliver strategy on its own, and financially, city will need to be self-sustaining.

Partners with 'skin in the game' need to make the sum bigger than the parts. A key decision for Nottingham should be **to create a Partnership for the City Centre.**

Shrinking public sector budgets have increased pressure on local government to provide core services. In this environment, its capacity to pursue policies and development in other areas is becoming increasingly limited. With a partnership, the city council could collaborate with organisations in the city centre which have an interest in improving the place for everyone here – and their students, customers, visitors and members. Through sharing resources and working together to manage the city centre, we can utilise a range of different expertise and ability for its improvement.

Getting the basics right

The functions of this partnership could begin with some essentials for a well-functioning city centre – active management to ensure it is clean, safe, and welcoming.

But beyond getting the basics right, the partnership could oversee and help coordinate:

- Land assembly for key developments

- Licensing linked to coherent zoning
- Events Strategy
- Co-investment in new opportunities
- Marketing and visitor attractions

3. Next steps

Nottingham is a city whose time has come. By taking decisive action for the city centre now, Nottingham can enjoy the benefits of urban growth adding an extra £4bn to its economic output – while at the same time ensuring the city centre is a brilliant place, to live, work, and experience.

There will now need to be consultation about this vision, and how to achieve its ambitions. In our view this should focus on the following questions arising out of this report:

- How can Nottingham use the major planned developments over the next few years to ensure that its time has once again come as one of Britain's top cities?
- How can Nottingham become a more liveable city, with more people of all household types living in the city centre?
- How can it consolidate its low carbon record to become Britain's greenest city? And what does this mean the priorities ought to be, for example, on pedestrianisation?
- How can we ensure that there are more people working in the city centre, and what does this mean both for building on Nottingham's digital tech strengths to develop more Grade A office space and for increasing graduate retention?
- How can Nottingham improve the city centre experience for visitors and shoppers, what does this mean for how public spaces can be used and how retail corridors can be developed?
- And how can a new strategy for the city centre best be delivered? What kind of partnership arrangements might best drive this? How can the different stakeholders who share an interest in an excellent city centre work together to achieve it?

Appendices

Appendix 1

Metro Dynamics provides strategic advice to those leading, growing or investing in local areas. We are experts in economics, finance, investment, policy and governance. Our approach is evidence-led and underpinned by a deep understanding of the dynamics of places.

Our experience working with cities, regions and areas with strong connections to urban centres across the UK has equipped us with an understanding of how places grow, particularly in terms of the links between infrastructure development/investment and growth.

Leaders in urban policy

At Metro Dynamics, we have extensive experience working with local cities and places across the country to develop economic strategies uniquely tailored to local conditions. Our directors have led negotiations with government for the landmark devolution of spending and powers to English cities, and our team adept in seeing that these can be effectively put into practice with economic strategies and plans.

Analytic expertise

We are experts at data analytics for cities and places, using a bottom-up approach based on raw data at a granular level. This builds up an accurate picture of residents and the local economy. We employ a range of analytical techniques to derive meaningful insights about how places work, and present data in accessible and interesting ways through innovative charts and maps.

Government influencers

Metro Dynamics is leading the development of Local Industrial Strategies, working with places to make the case for transformative funding. Through leading on one of the three pathfinder LISs – on behalf of the West Midlands Combined Authority – as well as supporting other emerging LISs around the country, we know how to make the case for urban renewal.

Our work has received endorsement from senior officials across multiple Government departments and are now co-designing the local industrial strategy process with the department for Business Energy and Industrial Strategy. Alongside this, we are working closely with BEIS, the Centre for Cities and the What Works Centre for Local Economic Growth to define the principles for a LIS, establishing a methodology for producing an evidence base which assesses local economic and business data.

Practical insight and policies which work

Our reports are concise and actionable, with a clear focus on policies which can be implemented, and which evidence shows will make a real difference to local economies.

We are excellent communicators, and regularly run workshops bringing together stakeholders from government, the private sector and industry across regions.

Appendix 2 – Our engagement process

Throughout this process, we have been reaching out to organisations and individuals in the city, to understand how they use the city centre, and what they would like to see changed.

Appendix 3– Stakeholders consulted

Andy Crawford, Senior Sales Account Manager, Jigsaw24

Andy Vaughan, Corporate Director, Nottingham City Council

Angela Rawson, Licensing Manager, Nottingham City Council

Brendan Moffett, Former Chief Executive, Marketing NG

Catherine Mayhew, Director of Programmes & Operation, Creative Quarter Nottingham

Chris Henning, Corporate Director for Development and Growth, Nottingham City Council

Chris Lawton, Lecturer/Senior Lecturer, Nottingham Business School, Nottingham Trent University

Clive Fletcher, Principal Advisor: Historic Places, Historic England

Gemma Price, Senior Location Planning Manager, Boots

Ian Curryer, Chief Executive, Nottingham City Council

Jeff Allen, Chairman and Director, Nottingham Business Improvement District

Kathryn Neilson, Store Manager, Nottingham House of Fraser

Ken Nettleship, Business Expansion Specialist, Invest in Nottingham

Jon Collins, former Leader, Nottingham City Council

Jon Rea, Engagement and Participation Lead, Nottingham City Council

Jonathan Ward, Principal Energy Policy Officer, Nottingham City Council

Laura Pullen, GIS Business Development Manager, Nottingham City Council

Lorraine Baggs, Head of Investment, Invest in Nottingham

Matthew Marshall, Senior Planner, Arup

Nelson Blackley, Research Associate at the National Retail Research Knowledge Exchange Centre, Nottingham Business School, Nottingham Trent University

Nick McDonald, former Councillor and portfolio holder for the city centre, Nottingham City Council

Nicki Jenkins, Director of Economic Development, Nottingham City Council

Nigel Cooke, Director, One Nottingham

Nigel Wheatley, General Manager, intu Victoria Centre & intu Broadmarsh

Nigel Wright, Deputy Vice-Chancellor for Research and Innovation , Nottingham Trent University

Nottingham Strategic Cultural Partnership

Paul Boulton, Head of Traffic, Nottingham City Council

Paul Russ, Artistic Director and Chief Executive, Dance4

Paul Seddon, Director of Planning and Regeneration, Nottingham City Council

Richard Tresidder, former Business Editor, Nottingham Post

Robert Dixon, Head of Business Growth and International Strategy, Nottingham City Council

Ruby Bhattal, Head of Communications and Marketing, Nottingham City Council

Sandeep Mahal, Director for Nottingham UNESCO City of Literature, Nottingham UNESCO City of Literature

Sarah Sharples, Pro-Vice-Chancellor for Equality, Diversity and Inclusion, University of Nottingham

Stephen Barker, CEO, Creative Quarter Nottingham

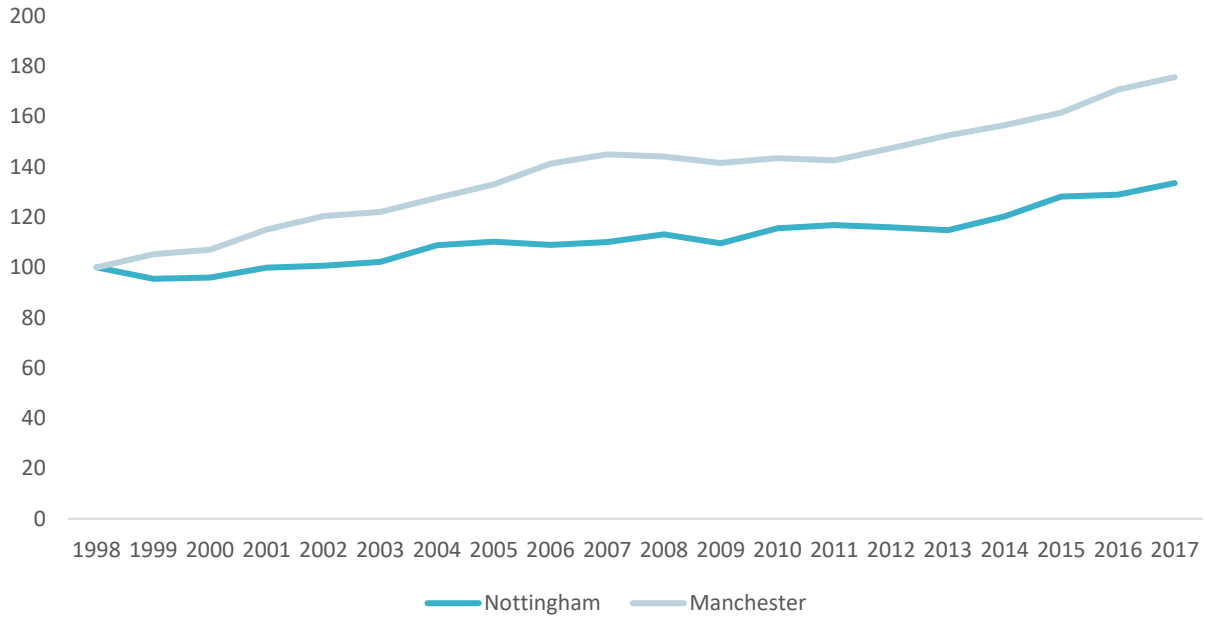
Susan Hallam, CEO and Founder, Hallam Internet; Creative Quarter Board

Ted Cantle, Chair, Nottingham Castle Trust

Appendix 2 – GVA target methodology

This value was calculate by comparing Nottingham's GVA growth for the twenty years 1998-2017. Manchester, a city which has experienced real urban transformation over this period, has grown at an average rate of 3.0% per annum. Nottingham, by contrast, has grown at half this rate – 1.5%.

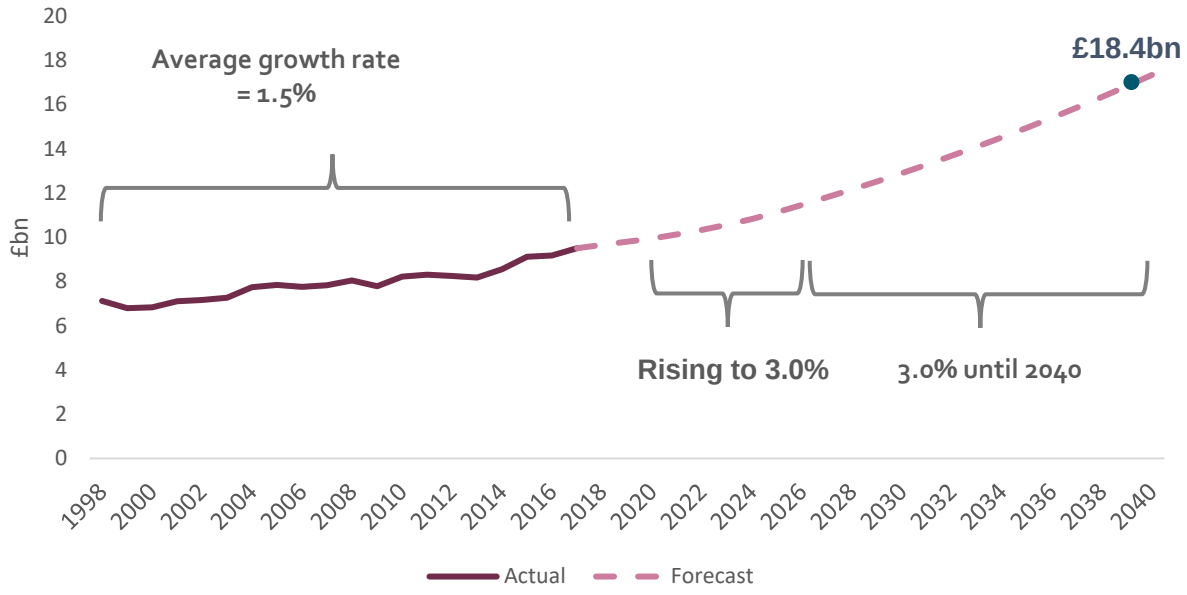
Gross Value Added in Nottingham and Manchester – 1998=100



If we assume Nottingham continues to grow at this rate up until 2020, when many of the key developments are completed which begin the step change in Nottingham's development. This becomes the inflection point for Nottingham's growth. Over the next five years we have assumed that as these catalyse urban transformation in Nottingham, the growth rate moves towards the 3% rate, and then grows at this average rate until 2040. This gives a value of £17.3bn in 2040.

Finally, the dataset this is drawn from is based on 2016 pounds. Therefore we have grown this value by 6.0% to convert to 2019 pounds, based upon growth in the CPI index. This gives a final value of £18.4bn.

Projected path of GVA growth



Appendix 3 – Employment density target

The "peak densities" of various Core Cities have been calculated by using employment numbers from the Business Register and Employment Survey (BRES) for Medium Super Output Areas (MSOA), then dividing by area to get density. The densest MSOA has then been picked for comparison purposes. In Nottingham this is Nottingham 039, an area which includes the Old Market Square, Broadmarsh and Train Station area. In order to reach the target density of 30,000 employees per km2, employment will need to increase from 40,000 to 63,000 (a 58% increase). The redevelopment of Broadmarsh and the Southside area should help to facilitate this.