About this Strategy…

This Economic Development Strategy expands on the vision in the council's Corporate Plan of working with our communities to sustain a thriving district. It reflects the changing local and strategic contexts, including the emerging importance of the Oxford and Cambridge economic geography and the significant opportunities associated with the science and technology sector, logistics and the visitor economy.

The Economic Development Regeneration and Tourism Strategy was approved by the council in 2017 and provides the policy response to the economic challenges and opportunities faced by the district. It provides a local platform for delivering the vision and priorities of the South East Midlands Local Enterprise Partnership (SEMLEP). This document provides an overarching summary and the framework for driving action.

Want to know more…?

Contact the Enterprising East Northants team on:

E – enterprising@east-northamptonshire.gov.uk
T – 01832 742014 | 07894 598408
W – www.enterprisingeastnorthants.co.uk

Great place to live

The district enjoys a diverse housing stock that meets a range of housing needs and demands. Ambitious plans are in place for further growth (including a new Garden Community) which will significantly extend and improve the housing choice within a range of communities in an area that, with its rolling hills and many golden sandstone buildings, has been described as the Cotswolds of the Midlands.

Why East Northants…?

Great place to do business

East Northants is at the heart of the Oxford Cambridge Corridor and provides excellent access to markets, workforce, skills, employment sites and commercial premises. With just under 4,000 businesses the district is home to a range of small, medium and large companies including household names such as Primark, Waitrose, Asda, Tesco, Sainsbury, Marks and Spencer and House of Fraser. The district is also home to life science company Pharmaron and global distribution company DSV.

East Northants is becoming the destination of choice for companies, with Howdens being a good example of a business relocating their HQ to the area.

We are also very proud of our home grown companies, such as Scotts of Thrapston that, as well as providing excellent services and products for a range of markets, are at the forefront of shaping the future of commerce at both a local and national level.

Great place to visit

The district offers an excellent quality of life including the renowned Nene Valley (linking Northampton and Peterborough) along the River Nene, which provides a range of sporting and leisure activity in a natural setting of international significance.

Rushden Lakes is a brand new ‘state of the art’ retail and leisure experience at the heart of the Nene Valley and is providing the platform for future growth in the leisure and retail offer for the district and the wider region.
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Our Vision...
The overarching Enterprising East Northants vision is:
To secure sustainable job growth that will make a significant contribution to improving the quality of life for residents whilst enhancing the quality of place and securing prosperity in the local economy.

Our Priorities...
The vision will be taken forward by 5 priority work areas:

- Increased Tourism
- Generating Quality Places with a focus on driving Town Centre Revitalisation
- Nurturing Business Growth which will include the delivery of quality support and ensuring council services are aligned behind the economy
- Nurturing the Skills Base of local businesses and communities

Enterprising East Northants will be reviewed on an annual basis and will include:
The Enterprising East Northants Economic Barometer which will review changes in the following national datasets (current position):

- Employment Rate
- Residents with NVQ Level 4 and above
- Number of businesses
- New business growth since 2016
- Job density
- Average resident weekly wage

Measuring progress...
Enterprising East Northants will be reviewed on an annual basis and will include:

- The number of businesses
- The number of inward investments secured
- The number of apprenticeships completed
- The number of inward investments secured
- The number of local people involved in economic development and related initiatives
- The number of visitors to the Nene Valley (24% since 2013)

Making it Happen...
This vision and priorities will be delivered via the following 10 work streams that will provide the basis for convening stakeholders, coordinating action and producing reports to provide the basis for allocating resources and monitoring progress:

- Business Charter
- Enterprising East Northants Enterprise Centre Project
- Town Centre Charter
- Destination Nene Valley
- Business Support
- Spurred Growth
- East Northants Economic Barometer
- Inward Investment
- Skills and Employability
- Sector Plans
- Public Realm Framework
- Supporting Delivery

These work streams will be detailed in a series of summary brochures that will provide the basis for convening stakeholders, galvanising support and securing resources to drive action.

Progress reports on key capital projects including the East Northants Enterprise Centre, Rushden Lakes, East Sustainable Urban Extension, Tresham Garden Village and various town centre schemes.

Monitoring reports of local activity including:

- Number of businesses
- Number of inward investments secured
- Number of inward investments secured
- Number of local people involved in economic development and related initiatives
- Number of visitors to the Nene Valley (24% since 2013)
Innovate… Deliver… Thrive…

JOB CREATION | INNOVATION | ENTREPRENEURSHIP

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