

Economic Narrative and Prospectus for North Northamptonshire

To provide a clear economic narrative for North Northamptonshire that articulates existing economic strengths and USPs and focusses attention and resources to realise key priorities.

Key components to include

- A high level economic portrait
 - Focussing on strategic location and infrastructure
- Economic strengths, USPs and growth
 - Why North Northamptonshire in an attractive place to live, work and invest
- Sector strengths and unique clusters of business activity
 - How to stimulate diversification and focus on key employers and the wider skills agenda
- Wider amenity offer
 - Links with the environmental and cultural assets and high quality natural environment
- Strategic development opportunities
 - Key sites and locations
- Strategic fit and complementary role
 - Within SEMLEP and The Oxford – Cambridge Arc.

The output will be to provide a short and focussed prospectus style document including a one page executive style summary.