

North Northamptonshire Economic Prospectus

North Northamptonshire Joint Planning & Delivery Unit
June 2020



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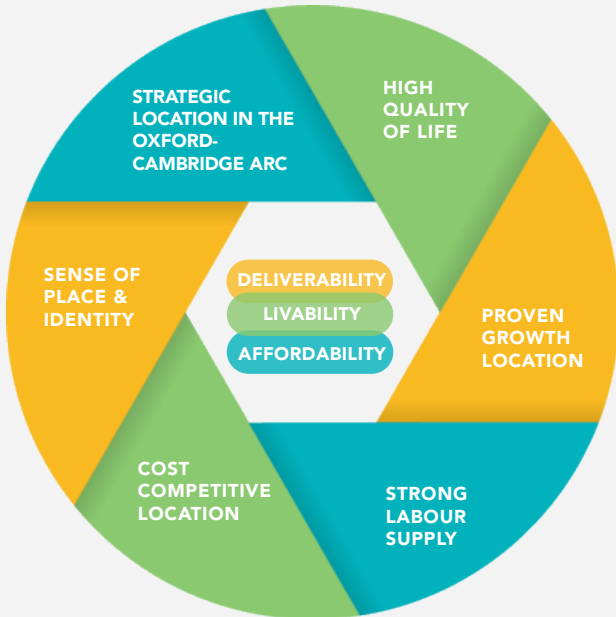
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EXECUTIVE SUMMARY

North Northamptonshire Economic Prospectus

ECONOMIC CREDENTIALS AND GROWTH POTENTIAL

An attractive and highly successful place for people to work, invest, live and visit, reinforced by a series of competitive advantages:



JOINT CORE STRATEGY GROWTH TARGETS (2011-2031)

A track record in delivering sustainable development, with strong appetite and potential for further economic growth over the coming years:



31,100
Jobs



35,000
New Homes



+ strategic opportunity
for a further 5,000
dwellings at Corby

CONTRIBUTING TO THE WIDER GROWTH AGENDA

North Northamptonshire is already making an important contribution to achieving wider growth objectives associated with its strategic location within a nationally important growth area.

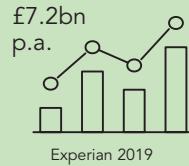
OXFORD-CAMBRIDGE ARC

- Capacity for transformational population and housing growth
- Ready provision of strategically connected employment locations to support key sectors such as life sciences
- Test bed for clean growth innovation
- Enhancing the Arc's connectivity links to better integrate business communities

SE MIDLANDS LOCAL INDUSTRIAL STRATEGY

- Trialling new approaches to placemaking by pioneering sustainable technology to develop exemplar new communities
- Exploit the area's existing sector strengths to respond to the Future of Mobility Grand Challenge
- Supporting the 'connected core' of the Oxford-Cambridge Arc through availability of land for development and critical infrastructure

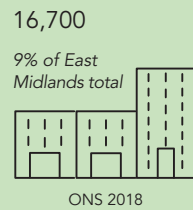
ECONOMIC OUTPUT (GVA)



JOBS



BUSINESSES



KEY SECTORS

A strong economy underpinned by both existing established sectors and innovative breakthrough sectors which offer high growth potential.

EXISTING SECTORS:



Logistics



Manufacturing

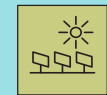


Retail & Leisure



Visitor Economy

FUTURE OPPORTUNITIES:



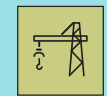
Renewable & Low Carbon Energy



Life Sciences



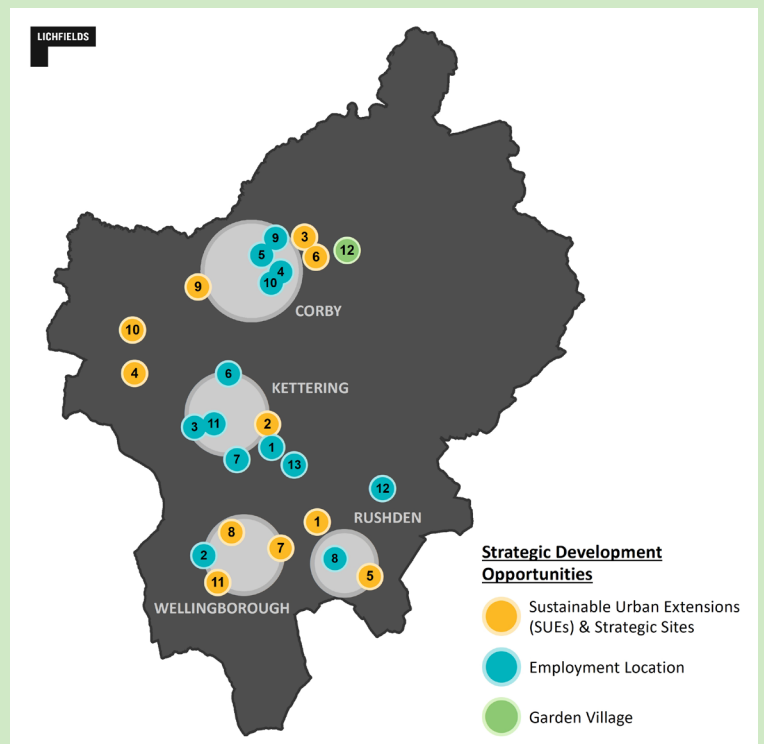
High Performance Technologies



Construction

STRATEGIC DEVELOPMENT OPPORTUNITIES

An ambitious growth agenda complemented by a large and varied portfolio of development sites and opportunities, dispersed across some of the most accessible locations and prime market areas. This includes major Sustainable Urban Extensions and strategic residential and employment locations:



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Introduction

This Economic Prospectus presents an overarching economic narrative for North Northamptonshire to articulate existing economic strengths and USPs and focus attention on key opportunity areas to maximise its growth potential and realise growth priorities. It is placed within the context of the area's wider amenity offer and underpinning place shaping ambitions which seek to ensure that development is genuinely sustainable and inclusive by creating places where people want to live, work and do business.

It is an important time to develop the Economic Prospectus with the formation of the new North Northamptonshire Unitary Authority due in April 2021 and much happening across the wider South East Midlands and Oxford-Cambridge Arc to define growth opportunities and approaches to maximise productivity improvements in response to national and local Industrial Strategies. The Prospectus therefore intends to provide a clear economic positioning statement for future growth that focuses on the specific contribution and offer of North Northamptonshire to ensure that the area can capture the opportunities associated with a nationally-significant scale and ambition for growth, and in turn the investment needed to support this.

It does not represent a new economic strategy in itself, but builds upon a wealth of existing work and strategy base including the North Northamptonshire Investment Framework and Joint Core Strategy (JCS), the South East Midlands Local Industrial Strategy and local Economic Development delivery plans.

This prospectus provides a long-term view of the economic potential of the area and does not address the immediate economic shock created by the Covid-19 pandemic. The Councils are working to support economic recovery within the context of the national approach and the work of the South East Midlands Local Enterprise Partnership (SEMLEP) and the Northamptonshire Local Resilience Partnership. This will inform future revisions of this prospectus and overarching plans and strategies for North Northamptonshire.

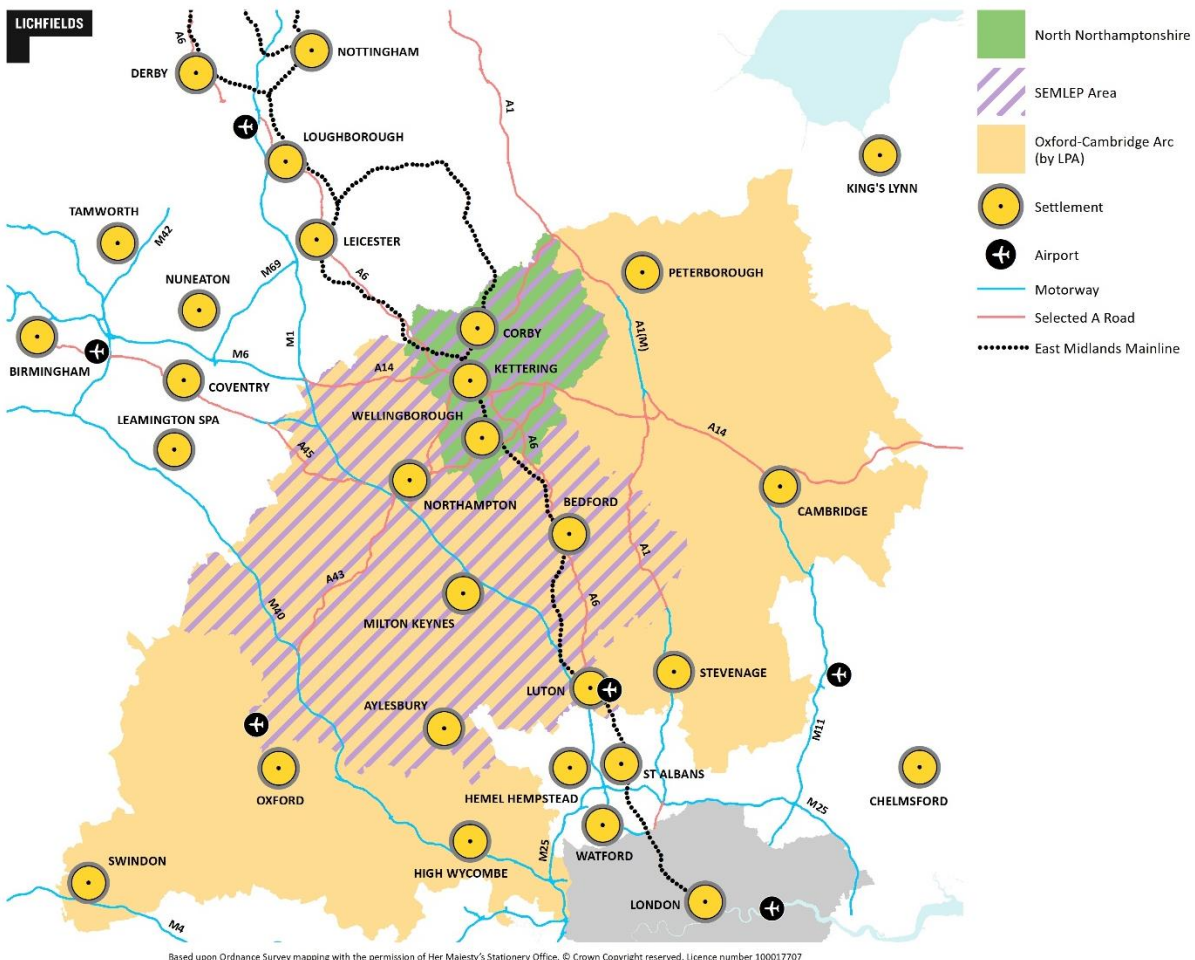
An Economic Portrait

North Northamptonshire has a proven track record as an attractive and highly successful place **for people to work, invest, live and visit**. Its population has grown at one of the fastest rates in the country during the last few years, and this is expected to continue in the future, driven by its location within the Oxford-Cambridge Arc.

	<p>Economic Output (GVA) £7.2bn p.a.</p>		<p>Jobs 158,000</p>		<p>Businesses 16,700 9% of East Midlands total</p>
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The area benefits from its **central location and excellent strategic connections** and is perfectly placed to access the UK's transport network and be the location of choice for business and residential development. The A14 provides links to the M1, M6 and A1 as well as the East Coast Ports, while the Midland Main Line provides connections from Corby, Kettering and Wellingborough to London (with onward Eurostar trains) and north to Leicester, Nottingham and beyond. A range of international airports are all within 70 miles of North Northamptonshire.

Strategic Context



Recent development has been facilitated by significant investment in key infrastructure¹, and this will need to continue, from a wide source of funding, to unlock North Northamptonshire's potential and ambition for growth over the coming years² and to build on the momentum already established by enabling recent delivery rates to continue.

North Northamptonshire's credentials as a competitive business location are supported and reinforced by a **strong local labour supply** which has grown significantly in recent years. As part of a commitment to developing vibrant and strong communities the area has ambitious plans to expand its further and higher education offer to deliver employer aligned skills for the future, through a range of innovative interventions such as the Wellingborough Prison construction skills centre.

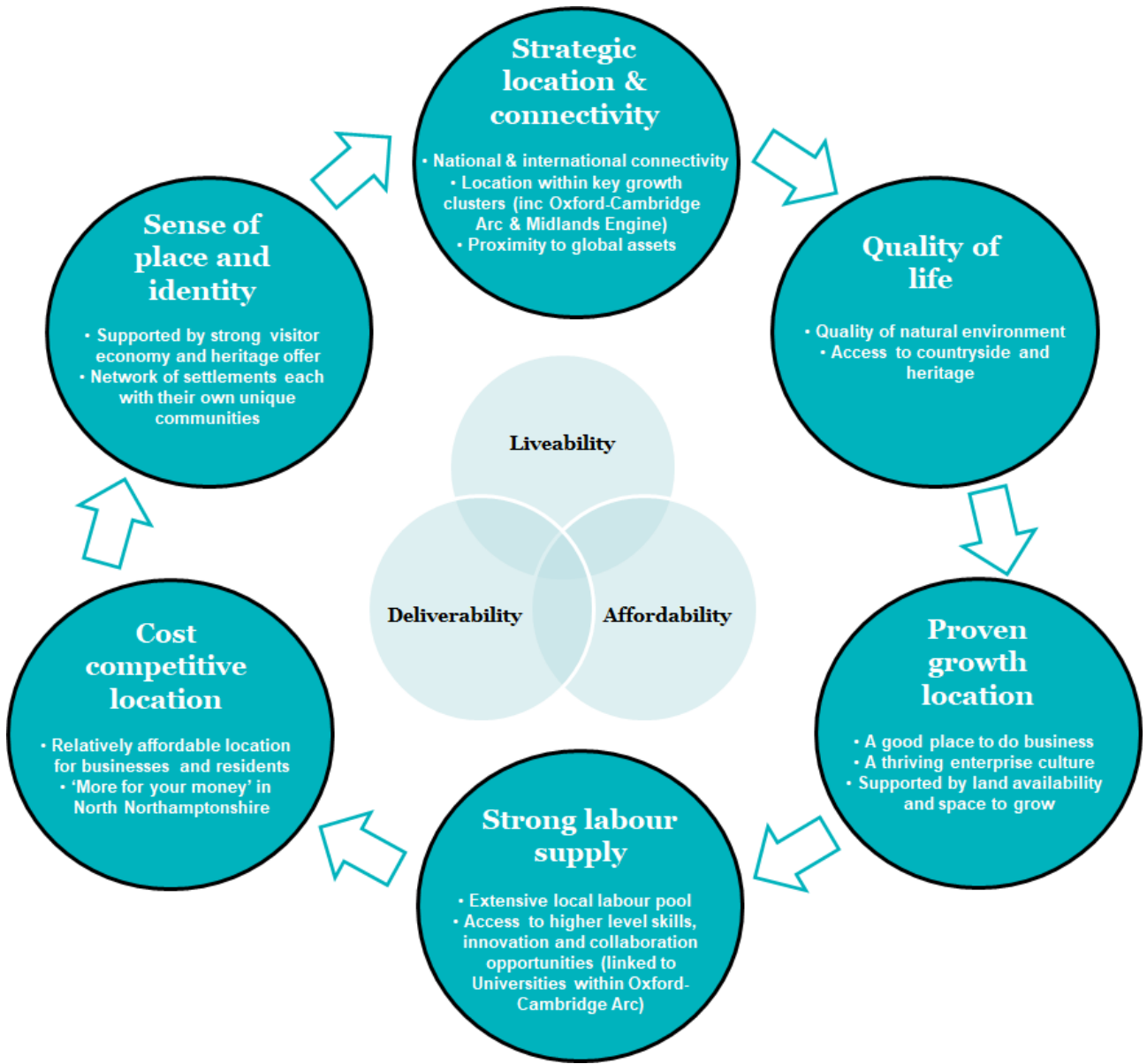
A **distinctive network of settlements** comprising growth towns, market towns and villages, each with its own economic role to play and contribution to make to the overall sense of place and character of North Northamptonshire. Many of these towns have undergone significant change and economic evolution in recent decades, following their expansion as centres for the boot and shoe industry or, in the case of Corby, for the steel industry. Whilst manufacturing still represents a key component of the area's economy, it has become significantly more advanced taking advantage of the latest innovative technology, with service-based sectors also playing an important role. The economy tends to function as two distinct sub-areas, with the northern area focused on Corby and Kettering and the southern area on Wellingborough and East Northamptonshire.

The relationship between the network of settlements and the surrounding countryside is a distinctive feature of North Northamptonshire and one of its main attractions for new residents and businesses seeking a **high quality environment**. A marked contrast exists between the quiet rural character of much of the area, particularly in the Rural North of East Northamptonshire and the main settlements in the urban spine where the emphasis is on investment in growth and renewal. The countryside incorporates many of North Northamptonshire's environmental, cultural and heritage assets such as the spectacular Nene Valley and Rockingham Forest.

¹ With key recent infrastructure schemes including A14 widening at Kettering, strategic sewer and new rail station at Corby

² For instance, the North Northamptonshire Investment Framework identifies a funding gap of approximately £315m for key projects

Economic Strengths and Competitive Advantages



Growth Potential

Drawing on its success as a proven growth location, strong appetite exists within North Northamptonshire to continue to accommodate **significant levels of sustainable growth and development in the future**. Support from Government will be necessary to realise and deliver these ambitions. This Prospectus has been prepared at an important juncture in North Northamptonshire’s growth trajectory as the area builds on the momentum associated with a large and varied portfolio of major mixed-use development to accommodate recent and expected future growth in its population and business base.

The Joint Core Strategy sets out a comprehensive vision for North Northamptonshire to be a nationally important growth area and identifies overarching growth targets for the 20 year period to 2031.






But this is just the beginning; North Northamptonshire is ideally placed to contribute substantial early economic and housing growth to the Oxford-Cambridge Arc. There is significant scope for **accelerated delivery of housing growth and economic development** across the area if emerging and existing infrastructure constraints can be overcome.

Delivery of new homes across North Northamptonshire has picked up recently and further investment in key infrastructure is needed to enable housing delivery to continue at pace, and to allow North Northamptonshire to achieve its significant growth potential. Meanwhile, job growth has been exceeding JCS targets and the key opportunity going forward is to align new employment generation with sector opportunities identified across the wider Oxford-Cambridge Arc economic area and in doing so, support higher value business growth and activity. This includes key growth sectors underpinning the South East Midlands Local Industrial Strategy such as those related to digital technologies and artificial intelligence, logistics, clean growth, precision engineering and autonomous vehicles, as well as life sciences specialisms which are starting to be realised across the wider Oxford-Cambridge Arc.

Central to the economic vision and overall growth strategy for North Northamptonshire is an **ambitious agenda for place shaping**, to ensure that development is genuinely sustainable and inclusive by creating places where people want to live, work and do business. New development will be guided by high quality design principles to create exemplar places that communities can feel proud of.

Key Place Shaping Principles

	Sustainable growth and regeneration	<ul style="list-style-type: none"> Ensuring that physical, social and green infrastructure will be in place to match growth, improving and protecting countryside and buildings for future generations. This includes investing in our town centres to ensure they remain at the heart of the community and the changing economy
	Health and wellbeing	<ul style="list-style-type: none"> Reducing health inequality, increasing life expectancy promoting social inclusion, sport and recreation and providing more access to healthy lifestyle options to improve health and wellbeing
	Education and skills	<ul style="list-style-type: none"> Raising skills levels to ensure that workers have the right skills for a changing economy, addressing the skills shortage for 16-25 year olds through work based learning

	<p>Ensuring economic prosperity</p>	<ul style="list-style-type: none"> • Ensuring availability of relevant and appropriate business skills and training opportunities; build on the unique character and location to attract key economic sectors by providing high quality infrastructure and commercial space to support and encourage innovation and growth
	<p>Environment</p>	<ul style="list-style-type: none"> • Responding to the climate change agenda to achieve net environmental gain by; encouraging and promoting environmental protection, improving the environmental quality and value of the area, managing resources effectively, and providing access to sustainable transport for all
	<p>Strong and safe communities</p>	<ul style="list-style-type: none"> • Reducing and preventing crime as well as the fear of it by tackling violence, anti-social behaviour, re-offending and improving access to services and facilities
	<p>Connectivity</p>	<ul style="list-style-type: none"> • Sustainable transport, digital connectivity, network of walking and cycling opportunities for work and leisure

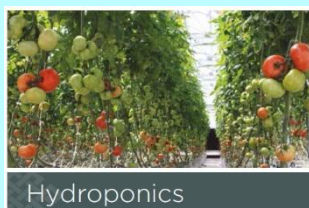
Source: Adapted from North Northamptonshire Joint Core Strategy 2011-2031

Kettering Energy Park

The North Northamptonshire JCS identifies land to the east of Burton Latimer for an Energy Park, its purpose to add to the existing renewable energy technologies at the site. The policy promotes the site as a decentralised energy network which will link the energy produced to new commercial developments at the park, plus the potential of connection to existing or new developments off site.

The Energy Park currently contains 22 wind turbines generating approximately 42MW. Planning permission also exists for 3 solar parks covering a site area of over 81 hectares, this would add a further estimated 46MW of energy, once implemented.

The aspiration is to attract employers who wish to source their energy from within their own building envelope, or through a park wide distributed energy solution. Creating a major employment park centred around clean, green renewable energy production on-site, and energy efficiencies, creating an exemplar business park for the future. The Energy Park is expected to attract a variety of users, including hydroponics, data centres and high energy use manufacturers.



Sector Strengths

North Northamptonshire has a strong economy that is underpinned by both existing established sectors and innovative breakthrough sectors which offer high growth potential. The area's strengths in these sectors are supported by a thriving start-up culture and the presence of major global brands.

Existing Sector Strengths



Logistics

North Northamptonshire has a natural geographic advantage: the major ports are all within 3 hours and over 95% of the UK's population is within a four-hour drive time. The A45 and A14 provide key strategic road connections, and ongoing upgrades to the A14 will help to further reduce travel times and enhance connectivity with the national network. The sector is supported by strong availability and growth potential of warehousing space such as Midlands Logistics Park in Corby and sites along the A14 corridor. Major occupiers such as Tesco, Primark, Sainsbury's, Amazon and a number of third-party logistics operators are already located in the area.

For over 20 years iForce, an Eddie Stobart company specialising in e-fulfilment have been entrusted by some of the UK's biggest brand names to help them maximise the potential of multi-channel retailing through their supply chain and retail logistics services.

iForce, opened a new state-of-art facility in the new Midlands Logistic Park developed by Mulberry Developments on Geddington Road, Corby, to support their businesses growth agenda. The 844k sq. ft. omni-channel fulfilment warehouse will house products for some of the UK's best-known brands and will bring up to 350 jobs for local people, in roles ranging from warehouse operatives to operational management.



Manufacturing

North Northamptonshire has a long manufacturing tradition and is now home to a range of innovative and advanced manufacturing sectors ranging from materials and components, motorsport engineering as part of the wider Motorsport Valley cluster, and food production ranging from household names such as Weetabix to start-up rural businesses. The area also performs a critical role in the supply chains for wider industries including those with real growth potential (as summarised overleaf).



Weetabix Food Company is proud to have nourished the nation since 1932, creating the UK's favourite breakfast cereal. Based in Kettering, with factories in both Kettering & Corby, Weetabix works hand-in-hand with local farmers and sources wheat from within a 50 mile radius of its factories which employ more than a thousand from the region.

In 2016, Weetabix launched the Weetabix Manufacturing Management & Engineering Apprenticeship Scheme with Tresham College in Northamptonshire, working to bring young people into the business and helping to inspire the next generation of talent into the food industry.



Retail and leisure

The town centres in North Northamptonshire are the focus of retail, leisure and cultural facilities and provide significant employment. They act as the heart of their communities and serve the surrounding rural area, whilst also offering opportunities for regeneration over the coming years. As shopping patterns have changed, cultural led regeneration is evolving the way these centres connect with people in North Northamptonshire, so they continue to act as the heart of the community. Beyond town centres, the Rushden Lakes shopping and leisure scheme brings together the very best in contemporary retail, leisure and dining; set beside a 200 acre nature reserve and lakes with visitors able to enjoy shopping, walking, alfresco dining and a range of other leisure activities including cycling and canoeing.

While Wellingborough benefits from SUE's such as Stanton Cross and Glenvale Park, the Council is developing a town centre vision to enrich the offer for the town's 41,128 residents.

Wellingborough Town Centre plays a key role within the community – providing essential amenities and facilities that are enjoyed by a wide array of people. The Council's aim is to provide more opportunities for business start-ups and innovation and build on the community of local independent retailers and businesses in the town centre.

The town centre vision provides a holistic approach to evolving the green market town centre, using assets to provide advantage in order to create a partnership of connectivity and experience.



Visitor economy

North Northamptonshire offers iconic landscapes and outdoor activities that support a growing visitor economy. The area is home to beautiful unspoilt countryside, historic market towns and attractive villages, together with a unique collection of historic houses and diverse range of arts festivals and other cultural events. This is complemented by an ever-expanding leisure and hospitality offer within the area's urban centres. Particular highlights include the Nene Valley corridor which provides opportunities for outdoor recreational activities whilst protecting the internationally designated environment and wildlife, Stanwick Lakes country park and Rockingham Forest which comprises a collection of ancient woodlands home to many protected habitats and species.

Wicksteed Park



Wicksteed Park is a key visitor attraction for Northamptonshire and the Midlands, with over 800,000 visits each year. It is wholly owned by Wicksteed Charitable Trust with its heritage dating to early 1914 when the land was purchased by Charles Wicksteed.

The park remains free to enter and provides a range of leisure and recreation provision including a playground and rides set within a heritage landscape of national significance that extends to 145 Acres. The park operates throughout the year and is a significant employer with up to 500 employees working during the peak season and contributes to not only the visitor economy but the wider economic sustainability of the county.

Sector Opportunities and Growth Potential



Renewable and low carbon energy

North Northamptonshire has major potential in terms of renewable energy provision, notably at Chelveston Renewable Energy Park and Kettering Energy Park which together provide 750 ha of capacity for decentralised energy production. Growth projects across the area give potential for establishing testbeds and mainstreaming technology in support of a circular economy approach. For example, Electric Corby is seeking to become the UK's leading community-scale demonstrator location for future low carbon living, working and transportation, with pioneering Energy+ housing schemes such as Etopia Corby already underway at Priors Hall Park. Renewable and low carbon energy sits at the heart of proposals for the Tresham Garden Village which will generate at least 80% of its energy requirements on site.



Chelveston Renewable Energy Park, based in East Northamptonshire, is a 750-acre scheme which currently generates a combined output around 80MW of renewable energy, including wind and solar, following an £80m investment by the owners. The next phase of the development has commenced with the construction of on-site battery storage, with further investment planned on hydrogen production, which will be the largest facility in the UK when completed. The energy park currently generates enough power to supply in excess of 10,000 homes.



High performance technologies

North Northamptonshire is already well represented across a range of high-performance technologies, particularly related to motorsport. These include engineering, manufacturing, the application of lightweight materials and composites, testing, research and design, construction and electronics. These specialist sectors have significant potential for growth and scaling up in response to broader industry trends in terms of the future of mobility and automation.



Life sciences

The area's proximity to Cambridge and 'BioTech' cluster proposals in East Northants mean there is a significant opportunity for North Northamptonshire to expand opportunities by offering capacity for growth within the life sciences sector (broadly defined as the application of biology and technology to health improvement, including biopharmaceuticals, medical technology, genomics, diagnostics and digital health). The presence of world-leading companies such as Pharmaron within North Northamptonshire underlines the area's credentials and the scope for further investment and growth of the life sciences sector locally.

Pharmaron is a multinational R&D business with bases in China, UK and US. There are 3 offices in the UK, one of these is Rushden with 29,000ft of space for Radiolabelled Chemistry and Metabolism research. They have invested in Rushden in East Northamptonshire due to its proximity to Cambridge life sciences specialisms, as well as its affordability of commercial premises and general quality of life for employees and residents.



Construction





North Northamptonshire has nationally significant levels of planned growth in terms of housing, commercial space and an expanded infrastructure network. This presents opportunities to pioneer innovative methods of construction and trial the application of latest technologies as part of major development projects. For example, new eco homes are being built at Etopia Corby using innovative modern methods of construction, while the pioneering construction skills training programme is being delivered alongside the new Wellingborough Prison development and will equip the local workforce with much needed skills. From a national perspective, North Northamptonshire offers an ideal, central and accessible location for the manufacture of modular buildings for use on development sites across the country.











Designed to meet the gap in skills, the CITB-funded Northamptonshire Construction Skills programme is delivering on-site training to 500 learners across Northamptonshire. The programme is based around the rebuild of the Wellingborough Prison, with courses delivered in Rushden, Wellingborough, Kettering and Northampton. The courses are designed to be 'bite-size' in nature and cover the basics including Health and Safety and CSCS card and all include an essential on-site work experience element with the aim of making the participants 'job-ready'. The programme will secure at least 150 jobs for participants.

Wider Amenity Offer

North Northamptonshire combines a blend of economic, environmental and cultural assets that make the area a highly attractive place to live, work and visit. These factors support a high quality of life, and the critical ingredients for growing a productive economy that attracts and retains inward investment. This section highlights some of the key elements of the area’s wider amenity offer that are attracting businesses, entrepreneurs and growing communities to the area.

 <p>Environment & green space</p>	<p>Key assets include:</p> <ul style="list-style-type: none"> • Nene Valley • Ise Valley • Rockingham Forest • Country parks (inc Irchester Country Park, Fermyn Woods), nature reserves and accessible greenspaces • Network of walking and cycling across the area • King’s Cliffe Hills area of tranquillity
	 

 <p>Recreation, sports & leisure</p>	<p>Key assets include:</p> <ul style="list-style-type: none"> • Rushden Lakes • Stanwick Lakes • Greenways/Cycleways • Kettering Leisure Village sport provision • Adrenaline Alley, Corby (Europe’s largest urban sports venue) • Wicksteed Park, Kettering • Corby International Swimming Pool
	 

 <p>Cultural offer</p>	<p>Key assets include:</p> <ul style="list-style-type: none"> • Rockingham Castle • Boughton House • The Core at Corby Cube • Castle Theatre Wellingborough • Oundle International Festival • The Lighthouse Theatre Kettering • Kettering Museum and Art Gallery • Historic market towns 	
		

Natural Capital

The concept of natural capital lies at the heart of North Northamptonshire’s growth strategy which recognises the importance of the natural environment and the opportunities it provides to enhance economic prosperity, productivity and inward investment. These natural capital opportunities include enhancing biodiversity (e.g. within woodland, grassland and wetlands habitats), improving water and air quality, and increasing public access to natural greenspace.

In fact, North Northamptonshire has been particularly active in terms of planning for local natural capital across the Oxford-Cambridge Arc where the environment represents an overarching growth pillar and principle. Local partners are committed to embedding natural capital thinking throughout an approach to growth to ensure we can create sustainable places for people and wildlife and leave the environment in a better state for future generations.

Some of this pioneering work to assess the natural capital assets and benefits associated with new development has been trialled for the proposed Tresham Garden Village, which found that the net value of natural capital assets under the masterplan would be £14m, an increase of £12m above the current baseline.



Commanding some of Britain’s most spectacular views and stunning landscapes, the Nene Valley attracts over 2.4 million visitors and is an oasis of tranquillity with exciting opportunities for new outdoor experiences. The river valley has ancient hidden gems, ancient mill sites, wintering bird habitats, naturally important archaeology and buzzing wildflower meadows to name but a few. The peaceful countryside embraces exquisite country houses, wonderful gardens and countless historic curiosities. Celebrating the natural and historic assets of this beautiful landscape, the Nene Valley Festival takes place every September and includes events taking place at a variety of venues along the River Nene from Northampton to Peterborough and aims to inspire more people to connect with wildlife and heritage of the Nene Valley.

www.nenevalley.net



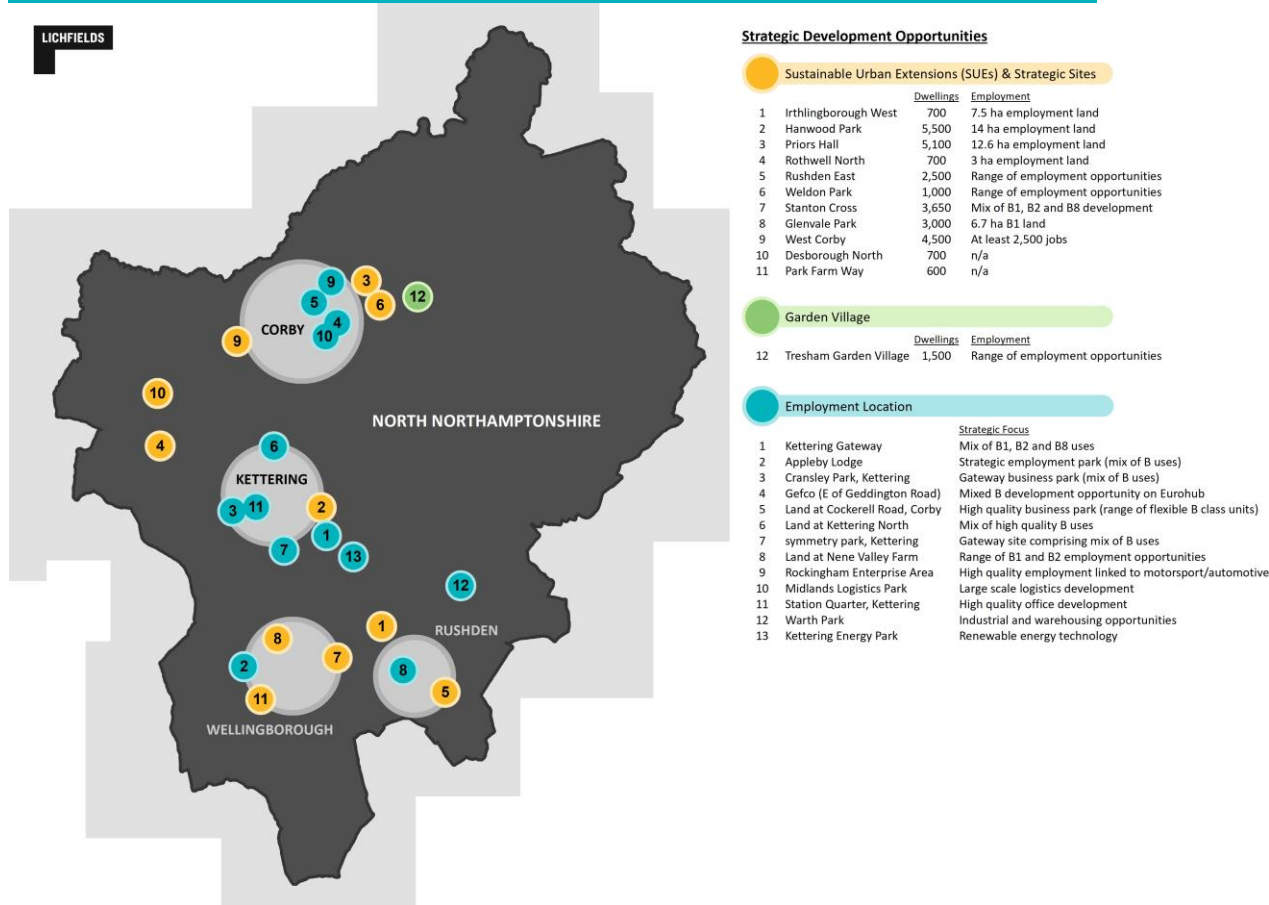
Strategic Development Opportunities

North Northamptonshire’s ambitious and nationally important growth agenda is supported by Government, including through the Garden Communities and Garden Villages programmes and investment from Homes England. It is enabled by a **large and varied portfolio of development sites and opportunities**, dispersed across some of the most accessible locations and prime market areas.

These include major mixed-use urban extensions and new settlements, as well as dedicated employment areas and strategic scale opportunities for inward investment, as shown in the map below.

Housing growth will be focused on North Northamptonshire’s growth towns and market towns, with much of this development taking place within a series of Sustainable Urban Extensions (SUEs) known as Garden Communities that benefit from strong accessibility and critical mass. Some of the largest SUEs are **already starting to deliver significant new housing and employment opportunities**, with construction well underway at Priors Hall, Hanwood Park, Stanton Cross and Glenvale Park.

Strategic Development Opportunities Sustainable Urban Extensions, New Settlements and Employment Locations



The wide mix of employment development opportunities across North Northamptonshire reflects a strong appetite and ambition **to broaden the local economic base** by providing high quality development opportunities for a wide range of sectors and employers, including those priority industries and growth sectors outlined earlier in the Prospectus.

This growth strategy focuses on SUEs for providing a range of high quality job opportunities, alongside identified key strategic development sites. These are supported by North Northamptonshire’s town centres as

the preferred location for office uses and new development. Some of the site-based opportunities are targeted at specific sectors and clusters of activity (such as energy, automotive and high tech logistics) while others provide scope for a complementary mix of business uses.

Collectively, the scale of activity associated with these strategic development opportunities provide significant scope for North Northamptonshire to lead the way in pioneering high quality building principles and landscape led design, to create unique communities each with their own identity and character.

Some of these sites are 'oven ready' for development or have already started to accommodate business occupiers such as Midlands Logistics Park in Corby and Warth Park in Raunds, where initial phases are now complete. Others require targeted infrastructure investment to overcome specific barriers to delivery and unlock their full potential; work is underway with government and other public sector partners to secure the necessary funding and support and the NNIF provides further detail.

Prestige Homeseeker

Prestige Homeseeker is the UK's leading manufacturer of Leisure Lodges and Residential Park Homes. With an excellent reputation for quality, service and bespoke innovative designs, Prestige Homeseeker create sustainable retirement living and luxury holiday accommodation.

The company employs over 450 staff at two factories in Rushden and Kettering and build on average 12 homes per week. Homes are manufactured on-site in a purpose-built factory, ensuring environmental performance, efficiency, quality, and sustainability, resulting in shorter construction times using better products and processes. Prestige Homeseeker have the largest permanent showground in the UK, located at their head office in Rushden, in the heart of the Nene Valley.



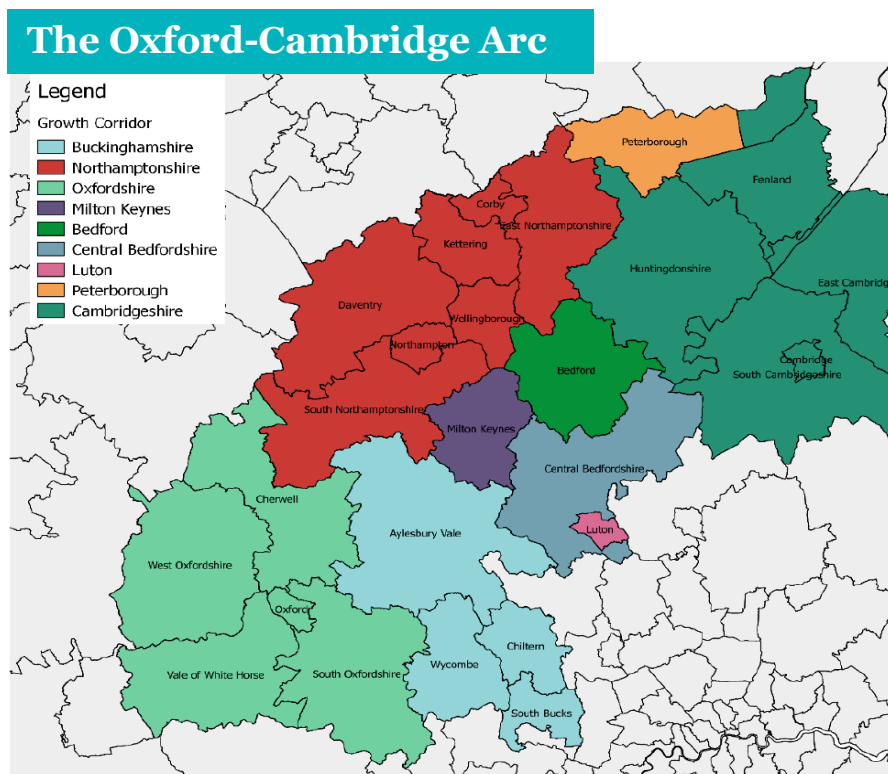
North Northamptonshire’s Economic Contribution to UK plc

The recent release of a range of strategies at the national, sub-regional and local level seeking to boost productivity and local economic performance provide a timely opportunity for North Northamptonshire to evidence the contribution that the area (and its key development locations) can make towards achieving these overall growth objectives.

This is set against the backdrop of the challenge faced by North Northamptonshire to plan for and manage growth in a way that improves its self-reliance and resilience, all of which remains critical to the wider place shaping agenda. North Northamptonshire’s track record in delivering sustainable growth, at some of the fastest rates in the country, can give partners every confidence that its economic contribution going forward will be substantial, as long as investment can be secured in key pieces of infrastructure and other measures to unlock this potential and accelerate growth outcomes.

Oxford-Cambridge Arc

North Northamptonshire represents an integral component of the Oxford-Cambridge Arc, a designated national growth area that comprises three of the most successful and fastest growing cities in the UK. It has been identified by Government as a location for transformational growth, and the opportunity exists – supported by the right interventions and investment – to amplify the Arc’s position as a world-leading economic place capable of supporting the Government’s Industrial Strategy aim to boost the productivity and earning power of people across the UK. The area already contributes £111bn of GVA to the UK economy per year and has the transformative economic potential to contribute nearly £200bn by 2050.



This provides an important opportunity for North Northamptonshire to deliver on its own ambitious growth agenda, whereby maximising the potential and capacity of key development sites to help achieve this wider

Arc ambition, but also to play a more proactive role in integrating clusters of business and economic activity across the Arc by maximising the strategic connectivity opportunities offered by key routes such as the A14.

A shared economic vision for the Arc is being developed to help achieve collective consensus about the respective roles and contribution that different places within the Arc should make. For North Northamptonshire, this contribution could include capacity for transformational population and housing growth, delivering ‘quick wins’ in the Arc as part of accelerating existing commitments, as well as ready provision of strategically connected employment locations. Investment in key infrastructure will be critical to realising this contribution by unlocking key sites for development and facilitating conditions for growth.

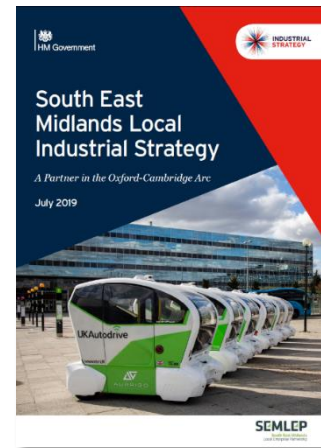
The area’s relative affordability over other parts of the Arc and fewer constraints to growth (through designations such as Green Belt etc) could provide a key competitive advantage in terms of accommodating development needs. For instance, prime office rents across North Northamptonshire are around a third of equivalent values commanded within Oxford and Cambridge, with industrial rents around half the value. The cost advantage from a residential point of view is also significant, with average house prices across North Northamptonshire typically less than half those of Oxford and Cambridge.

Arc Priority	How can North Northamptonshire Contribute?
Global leaders	<ul style="list-style-type: none"> Accommodate a thriving supply chain network to support global brands, some of which already call North Northamptonshire home (including a number of logistics HQ) In particular, maximise the growth potential of innovative high-end manufacturing businesses who supply global firms with components and composites
Cross-fertilisation potential	<ul style="list-style-type: none"> Leverage planned mixed-use development to secure transformational investment in infrastructure to enhance connectivity across the Arc and more effectively embed innovation taking place within North Northamptonshire with wider Arc networks Combination of affordability (housing and business space) and access to nearby hubs, clusters, and human capital
Knowledge economy	<ul style="list-style-type: none"> Site based opportunities to drive/accommodate growth in high productivity sectors (including low carbon/clean growth, high performance technologies, logistics and life sciences) Pioneering new, more sustainable technology to develop exemplar new communities (e.g. at Tresham Garden Village) with momentum already building, including through modern methods of construction and low carbon technology etc.
Innovation test bed	<ul style="list-style-type: none"> Providing a test bed for clean growth, demonstrating how new development can deliver positive net environmental gain (building on recent successful trials by Electric Corby of Energy+ homes at Priors Hall)
Commercial critical mass	<ul style="list-style-type: none"> Ready provision of strategically connected employment locations (‘oven ready’ in some cases) to accommodate existing sector strengths and emerging growth opportunities Bring strong track record of commercial and mixed-use delivery to help achieve Government and Arc partner ambitions, at a relatively affordable cost compared to other areas in the Arc
Connectivity	<ul style="list-style-type: none"> Reinforce and enhance the Arc’s northern (via A14 and A6) and southern (via the A509, Midland Mainline) connectivity links to better integrate business communities across the Arc Enhance digital connectivity across the Arc through provision of high-speed broadband and competitive digital infrastructure networks
Wider UK growth	<ul style="list-style-type: none"> Delivering ‘quick wins’ in the Arc as part of accelerating existing commitments (start making an early contribution to housing delivery) with the right support for infrastructure delivery

South East Midlands Industrial Strategy

Following publication of the Government’s national Industrial Strategy, the South East Midlands Local Enterprise Partnership (SEMLEP) has recently produced a Local Industrial Strategy (LIS) covering the South East Midlands.

This recognises the area’s potential to drive wider regional growth, focusing on clusters of expertise and centres of economic activity. The LIS positions the South East Midlands to play a major role in the UK’s response to the ‘Future of Mobility’ Grand Challenge alongside major strengths in the ‘Clean Growth’ field through a series of beacon projects that showcase the practical application of renewable energy, green design and clean technology. Both of these areas of focus provide tangible opportunities for North Northamptonshire to make a significant contribution to delivering the Industrial Strategy objectives.



South East Midlands LIS Ambition	How can North Northamptonshire Contribute?
<p>To become the ‘Connected Core’ of the Oxford-Cambridge Arc: the place with the space, and connectedness between key innovators and markets, to enable ideas and inventions to be tested, enhanced, commercialised and spun out into high growth ventures</p>	<ul style="list-style-type: none"> • Availability of land for business development and expansion, including many ‘oven ready’ sites in strong strategic locations (capacity to accommodate land hungry technology/activity in R&D supply chain) • Relative affordability of land, providing cost competitive development and premises solutions • Maintain investment in core infrastructure and related services, by responding proactively e.g. via North Northamptonshire Investment Framework
<p>To lead the way on the Future of Mobility Grand Challenge, through continued investment in the area’s aerospace and advanced engineering excellence, and by pioneering the use of innovative freight technologies and demand-responsive transport</p>	<ul style="list-style-type: none"> • Exploit the area’s transport and logistics sector strengths to respond to this Grand Challenge, pioneering new technologies (e.g. low carbon vehicles and composites)
<p>To put employers at the heart of innovative skills provision and to become the Oxford-Cambridge Arc’s core provider of digital skills, attracting and training the next generation to lead the global digital revolution</p>	<ul style="list-style-type: none"> • Capitalise on the momentum generated by existing skills development projects (such as Wellingborough Prison construction skills centre) and economic development initiatives (such as Enterprise Kettering, Enterprising Wellingborough, and Enterprising East Northants) to expand employer engagement across North Northants • Provision of high-speed broadband across North Northants and competitive digital infrastructure networks, supported by the skills required to take advantage of this infrastructure
<p>To improve productivity and sustainability in tandem, fueled by renewable energy, smart and connected transport solutions, and greener vehicles, buildings and design principles</p>	<ul style="list-style-type: none"> • Pioneering clean growth technologies and innovation through existing clusters and new developments at Chelveston Renewable Energy Park and Kettering Energy Park in support of a circular economy • Also linked to development of exemplar new communities (e.g. Tresham Garden Village) building on recent successful trials by Electric Corby of Energy+ homes and modern methods of construction at Priors Hall

<p>To provide an exemplary business environment, with high-quality commercial premises and support for incubator, scale-up, innovation, trade and investment activity within the Arc</p>	<ul style="list-style-type: none"> • Provision of a variety of purpose-built, modern accommodation for businesses across North Northamptonshire, drawing on existing network of enterprise centres and new facilities (such as new Enterprise Centre under construction at Raunds) • Provision of a varied portfolio of different site development opportunities (choice of locations) and ‘ladder of premises’ to support businesses across the whole life cycle
<p>To trial new approaches to placemaking, through the ‘Settlements of the Future’ agenda, and work with partners to promote and enhance natural capital, clean growth, culture and inclusivity</p>	<ul style="list-style-type: none"> • Pioneering new, more sustainable technology to develop exemplar new communities (e.g. at Tresham Garden Village and the various SUEs) with real momentum already building • North Northamptonshire offers one of the most significant opportunities to trial this within the SEMLEP area, building on place making momentum established over recent years

Leading the way with renewable and low carbon energy

Electric Corby provides support across North Northamptonshire for businesses, development projects and the public sector to bring forward low carbon energy solutions and deliver clean economic growth. Over £7.5m of funding has been secured to date for projects in renewable generation, energy storage and energy efficiency. Corby is also in the top 4% of UK locations for available EV charging points.

Using off-site manufacturing and Modern Methods of Construction (MMC), future homes standards are already being set in North Northamptonshire. **Etopia Corby** has delivered 47 new homes in Corby that offer residents Net Zero Carbon living. MMC enables industry-leading levels of insulation and airtightness to be matched with on home renewable energy generation and storage giving residents the prospect of no or low energy bills.

Through its participation in HM Governments “Building for 2050” programme, this scheme will also give home builders a commercially viable route map to meeting improved sustainable development standards. At the same time the project is helping sector skills development working with local Further Education colleges to support the delivery of large-scale sustainable construction across North Northamptonshire.



Etopia Corby development at Priors Hall Park



Conclusion

This Prospectus provides a clear economic positioning statement for future growth that focuses on the specific contribution and offer of North Northamptonshire. It aims to ensure that the area can capture the opportunities associated with a nationally significant scale and ambition for growth, and in turn the investment needed to support this.

North Northamptonshire's track record in delivering sustainable growth, at some of the fastest rates in the country, can give partners every confidence that its economic contribution going forward will be substantial, as long as investment can be secured in key pieces of infrastructure and other measures to unlock this potential and accelerate growth outcomes.