

Appendix 1: Economic Growth Strategy Action Plan 2023-2026					
Intent ("the what")	Implementation ("the how")	Impact ("the targeted success")	Role ("the who") and who in the team?	Next Steps	Time
To support the Retail Sector	To measure Footfall by implementing a new footfall measurement	Data recorded and shared monthly. Information provided to partners including agents to secure new businesses into town	Economic Growth & Visitor Economy Team	All 5 cameras installed in Newark as part of Heritage Action Zone and Reopening of High Street Funds as of August 2021. Review potential for other areas of District or extension of more cameras in Newark	2023
	To work with Newark Town Council to lead on the Newark Heart Programme & deliver an increased events programme maximising our assets and USPs.	3% increase in number of people using our Town Centre & 5% increase in dwell time within Town.	Economic Growth Team & Newark Town Council	New programme of events and activities for 2022 identified through NTC Event Strategy. Full Business Case required for March 2023.	2023
	To implement a shopfront grant scheme as part of the HAZ Programme	Improvements to 3-4 shop fronts to restore historic fabric and appearance	Planning & Economic Growth with Historic England	3 Shop Front Grant Projects identified for support	2023
	Allocate and deliver a High Street Diversification Fund to Newark, Southwell, Ollerton & Edwinstowe.	Support 100 retail business to diversify on to on-line trade.	Economic Growth & Visitor Economy Team	COMPLETED; review to continue if resource available	2023
To promote our District	Convene Town Team, Shop Local Taskforce and develop a 'Shop Local' Campaign	50 business supported.	Economic Growth & Visitor Economy Team	Moving to F&C by December 2023, applying for 2nd stage of Heritage Lottery Fund. Expected start 2024	2023
	Work with Businesses to establish the 'Good to Go' Visit Britain Standard across Newark & Sherwood.	100 Business supported.	Economic Growth & Visitor Economy Team	Assurance standard COMPLETED 2021/22	2021
	To attract a new hotel operator to Newark.	15% Increase of Visitor Numbers by 2026.	Economic Growth & Visitor Economy Team	Options for Hotel Site being reviewed including concept masterplan within Gateway Site, Newark (part of the S10CLog Towns Fund proposals)	2026
	To deliver the Castle Gatehouse Project.	15% Increased Visitor Spend by 2026.	Economic Growth & Visitor Economy Team	Moving to F&C by December 2023, applying for 2nd stage of Heritage Lottery Fund. Expected start 2024	2026
To repurpose & regenerate our Town centres	Collect and analyse data from STEAM Annual Tourism Data	Improved focus and understanding of our destinations to plan and deliver targeted interventions.	Economic Growth & Visitor Economy Team	STEAM Data provided in Autumn bi annually which allows for design of marketing and promotional campaigns within County and District giving targeted audiences, themes and locations	2023
	Delivering seasonal destination marketing campaigns to promote visitor economy key assets	Development and roll out of the tourism campaigns for Newark & Sherwood.	Economic Growth & Visitor Economy Team	Completed Easter Campaign, Jubilee Campaign, and Summer campaign and now working on Christmas 2023. Plan for 2023 being developed (will feed into PFC Review)	2023
	To develop key sites such as 32 Stodman Street for residential, commercial or retail uses.	3 new retail units & 30 new residential units creating increased footfall of 5% on Stodman Street.	Economic Growth & Visitor Economy Team	Undertaken. Contractor should to be awarded and construction to start; Development of other strategies may identify new priority projects and opportunities	2023
	To encourage the repurposing of town centres sites for residential through engagement with developers.	New residential offers in town centres.	Economic Growth & Visitor Economy Team	Discussions with developers. Council as developer also continuing to identify proposals in Newark (Stodman Street and Ollerton L11P 3)	2026
To provide the necessary infrastructure for growth	To redevelop the Cattlemarket site with a mixed use commercial, education and business use.	New mixed use site.	Economic Growth & Visitor Economy Team	Demolition complete, ASI Business Case approved, construction to start October 2022.	2024
	To redevelop the Buttermarket to provide a new retail, education or community use.	5 new jobs created and new retail and community space.	Economic Growth & Visitor Economy Team	Specifiers now occupied. Additionally inspire to occupy part of first floor from October 2022.	2023
	To define options for the Bridgeway Car Park Site (hospital area).	Delivery of 1 new Town Centre site for Car parking or commercial use.	Economic Growth & Visitor Economy Team	Completed lease with Sherwood Forest Hospitals Trust, works ongoing to start	2023
	Establishment of a land/road commission to understand how vacant or unused property can be repurposed.	Reduction in empty commercial space in town centres.	Economic Growth & Visitor Economy Team	Newark focus initially, linked to Newark Heart and TIP. Agents forum to be set	2023
To encourage Foreign Direct Investment (FDI)	To develop the A1 overbridge.	Reduce congestion and increase traffic flows on the road network, reducing A1	Planning & Economic Growth	Negotiations ongoing with National Highways and Nottinghamshire County C the road. Negotiations ongoing with NCC. Hoped for a start in Jan 2023 for completion in late 2024	2026
	To deliver the Newark Southern Link Road	Addressing congestion and unlocking 3150 new homes, 2 m sq ft employment	Planning & Economic Growth		
	Provide cycling infrastructure through delivery of new hubs and docks throughout the town.	4 New docking station and infrastructure.	Economic Growth & Visitor Economy Team	Three Docks now established. Fourth dock by Newark Northgate.	2023
	To support the Trans Midland Trade Corridor Programme	Engagement in Programme.	Economic Growth & Visitor Economy Team	Negotiation with Midlands Connect to include Newark	2026
To provide a strong digital offer throughout the District	To review renewable energy programmes and assess suitability for development and infrastructure schemes.	Economic Assessment of renewable energy options for development and infrastructure projects.	Economic Growth & Visitor Economy, Corporate Pro	Not started.	2026
	To develop a Digital Strategy with local Providers.	Delivers of new Digital Strategy with Action Plan.	Economic Growth & Visitor Economy Team	Completed Digital Strategy online.	2022
	To work with utility providers to improve Wi-Fi capacity and capability across our towns.	Secure 5G capacity for 90% of our area.	Economic Growth & Visitor Economy Team	City Fibre starting roll out in Newark late 2022	2026
	Seek funding to deliver a full fibre offer to commercial premises.	Increase in business productivity locally.	Economic Growth & Visitor Economy Team	City Fibre starting roll out in Newark late 2022	2025
To encourage Regional Direct Investment (RDI)	Assess and develop the Invest Newark & Sherwood Campaign, further consider new ways or promotion and deliver	Increase in business and commercial enquiries.	Economic Growth & Visitor Economy Team	Brand developed and being rolled out. Mechanisms for promotion to be reviewed	2023
	To work with the DIT & D2N2 regional leads to facilitate requests for sites and data.	Increased demand and response for key Newark Sites, increase in enquiries.	Economic Growth & Visitor Economy Team	New enquiries being facilitated	2023
	To promote exporting opportunities to local business and industry.	Support 5 business to explore and develop exporting opportunities.	Economic Growth & Visitor Economy Team	New enquiries being facilitated	2023
	To work with key FDI interested stakeholders such as the China British Business Council, UK India Business Council to promote business dialogue for export and import opportunities.	Increase in enquiries from key sectors of FDI.	Economic Growth & Visitor Economy Team	New enquiries being facilitated	2023
To support business & industry to grow	Work with the Chamber of Commerce to encourage regional growth to Newark and Sherwood.	Increase in RDI enquiries.	Economic Growth & Visitor Economy Team	Improved and shared relationship with Chamber of Commerce	2023
	To uplift and rebuild our residents creating a culture of lifelong learning	Creation of a strategic voice for the skills and employment programmes in Newark & Sherwood.	Economic Growth & Visitor Economy Team	Operational and Ongoing bringing together stakeholders and partners to deliver shared projects and programmes and gather intelligence & data	2023
	To develop a new Construction College with Lincoln College Group in Newark.	New Construction College providing 688 training opportunities and new jobs.	Economic Growth & Visitor Economy Team	New Construction College open in 2023 and maybe looking to extend given interest.	2024
	Delivery of the Kick Start Programme throughout the District.	To support the Kickstart Programme with Newark College, Chamber of Commerce, Futures delivering 150 placements in the District. Further to engage with the programme and directly deliver 5 placements at NSDC.	Economic Growth & Visitor Economy Team	Completed and evaluation to be undertaken	2023
To support business & industry to grow	Support the new YMCA Newark & Sherwood Community Activity Village.	Successful completion of new facility creating new jobs, providing new skills and sports opportunities.	Economic Growth & Visitor Economy Team	Completed and opened in July 2022. Monitoring & Evaluation to be undertaken through to 2026 for Towns Fund	2026
	Provide the Future First Careers Expo Annually.	Support, advice and guidance to over 50 people per year for career development.	Economic Growth & Visitor Economy Team	Scheduled for November 2022 and November 2023	2023
	Delivery of a new training facility, ancillary functions and residential for 250 new students. Creating new jobs and 428 new training opportunities.	Delivery of a new training facility, ancillary functions and residential for 250 new students. Creating new jobs and 428 new training opportunities.	Economic Growth & Visitor Economy Team	Planning Application approved, F&C approved in September 2022, start on site in October 2022.	2024
	To create a SMART Innovation Zone (including S10CLog)	To implement a new innovation zone creating new jobs and new training opportunities.	Economic Growth & Visitor Economy Team	S10CLog Study complete with Focus, Full Business Case by end of 2023	2023
To provide business space throughout the District	Provide 3 Business Events per annum supporting businesses to adapt or grow.	Supporting over 60 business per annum with information, advice and guidance for growth, adaptation or resilience.	Economic Growth & Visitor Economy Team	3 events provided having supported over 50 businesses in 2022	2023
	To facilitate and host an annual growth conference with key partners.	To engage and support 50 businesses per annum with information and brokerage.	Economic Growth & Visitor Economy Team	Event held on 14th October 2022. 2023 Event to be organised	2023
	To maintain an understanding of the state of business and industry providing 6 monthly reports on state of local economy.	Completion of 2 reports per annum on state of economy, providing information, advice and guidance to industry on key issues.	Economic Growth & Visitor Economy Team	2 Reports completed each year and shared with partners for understanding and service shaping	2023
	Continue Strategic dialogue to understand and inform policy and action by engagement with business networks and clubs.	Present and attend at least 50% of invited to groups per annum to inform and update.	Economic Growth & Visitor Economy Team	Attendance at Business Clubs and other events underway & ongoing to gather intelligence and grow profile.	2023
To support industry clusters within the District	To directly support at least 50 business per annum through managed workspace, incubators, IAG, training & mentoring.	To directly support at least 50 business per annum through managed workspace, incubators, IAG, training & mentoring.	Economic Growth & Visitor Economy Team	Over 50 Business supported in 2022	2023
	To support start-up businesses through managed workspace, incubators, IAG and Training/Mentoring.				
	To maintain a Key Account Management with local industry leads.	Improved understanding of large employer needs in Newark & Sherwood.	Economic Growth & Visitor Economy Team	KAM System created, and 6 Businesses engaged	2023
	To develop and maintain a commercial property register.	Increase in commercial property enquiries.	Economic Growth & Visitor Economy Team	Created and Commercial Property Enquiries are increasing with Commercial Property team	2023
To provide business space throughout the District	To identify high growth businesses and support with bespoke workshops on finance, mentoring, advice and guidance.	To identify high growth businesses and support with bespoke workshops on finance, mentoring, advice and guidance.	Economic Growth & Visitor Economy Team	Created 19 jobs in 2022, reviewing ability to deliver next year	2023
	To maintain the Beacon Managed Office Space and review options for adaptation. Further consider development of call policy to encourage turnover.	Occupancy maintained above 75%, with 10 business supported annually.	Economic Growth & Visitor Economy, Corporate Pro	EEO attending meetings regularly support at site.	2023
	To provide more small and medium sized industrial and commercial units in the town utilising our estates and assets team and financing options available.	Development of new commercial units within Newark & Sherwood by NSDC.	Economic Growth & Visitor Economy, Corporate Pro	Commercial data being collected and analysed with assets and estates team - Gateway review.	2026
	To explore potential for further business incubators, flexi use space within town centres for commercial uses regulated by NSDC.	Assessment of estates and assets of NSDC and potential reuse.	Economic Growth & Visitor Economy, Corporate Pro	Commercial data being collected and analysed with assets and estates team.	2026
<b>Additional Workstreams undertaken in 2020, 2021, 2022</b>					
Newark Town Board Commissioning & Procurement.					
Newark Town Board Governance & Assurance.					
Newark Town Board Communications & Marketing.					
Newark Town Board Contract & Programme Management – HoT, Contracts, Monitoring & Evaluation.					
Business Resilience Programme – operating – evaluation report March 2023.					
Community Renewal Fund Programme x 37 bids and appraisal – moving on.					
Welcome Back Fund – GAP / SLA – last claim April 2022					
Tourism Action Group.					
Town Centre Masterplan.					
Land Ownership Data Update 2022/23					
High Street Task Force.					
Retailer database.					
Business E-Newsletter (7 published, 1 due end of May)					
Grant Finder searches for businesses – 203 searches completed as of May 2022. WP performing an online survey to understand effectiveness of reports produced for Grant Finder.					
Forest Corner Project / Masterplan.					
X2 LUF Bid and governance – southern link road and Sherwood.					
Cultural Development Bid.					
SPF Investment Plan.					
Key Development Brochures.					