

Economic Prospects for North Northamptonshire

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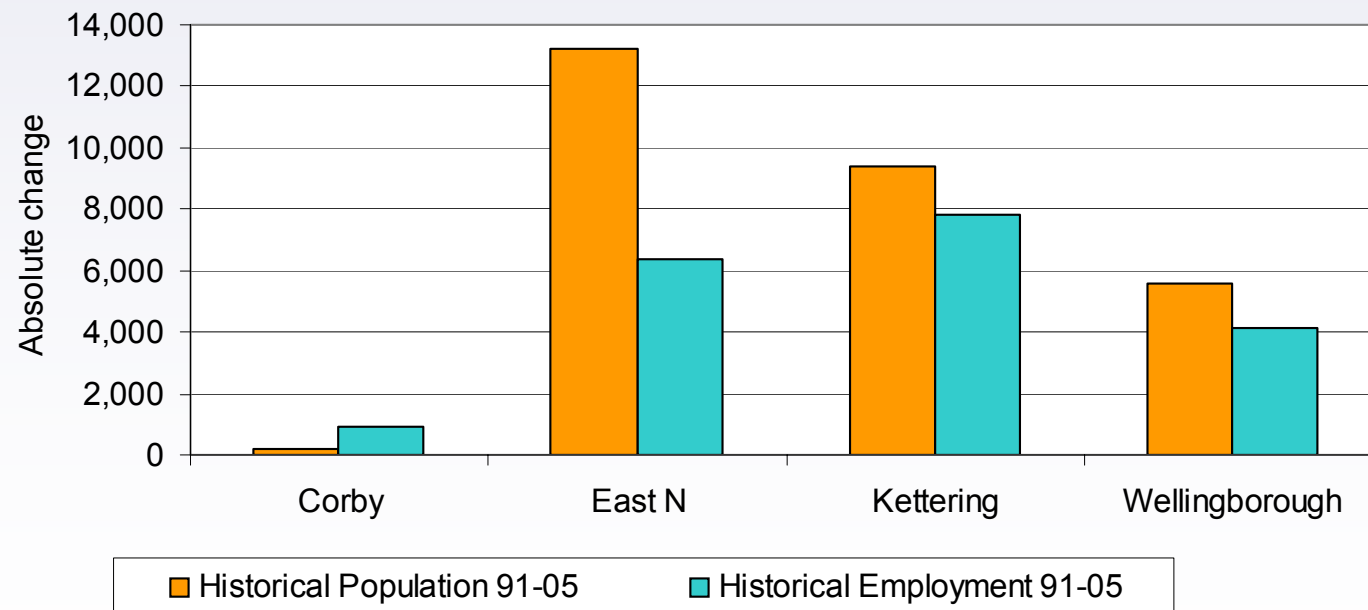
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Volterra Consulting Ltd

Growth Context

- Large scale housing growth planned
 - 52,100 new houses for the region by 2021
 - So population will grow by at least 85,000
- Which means employment levels will need to increase
 - At least 47,400 jobs by 2021
- What does this mean for the sub-region?

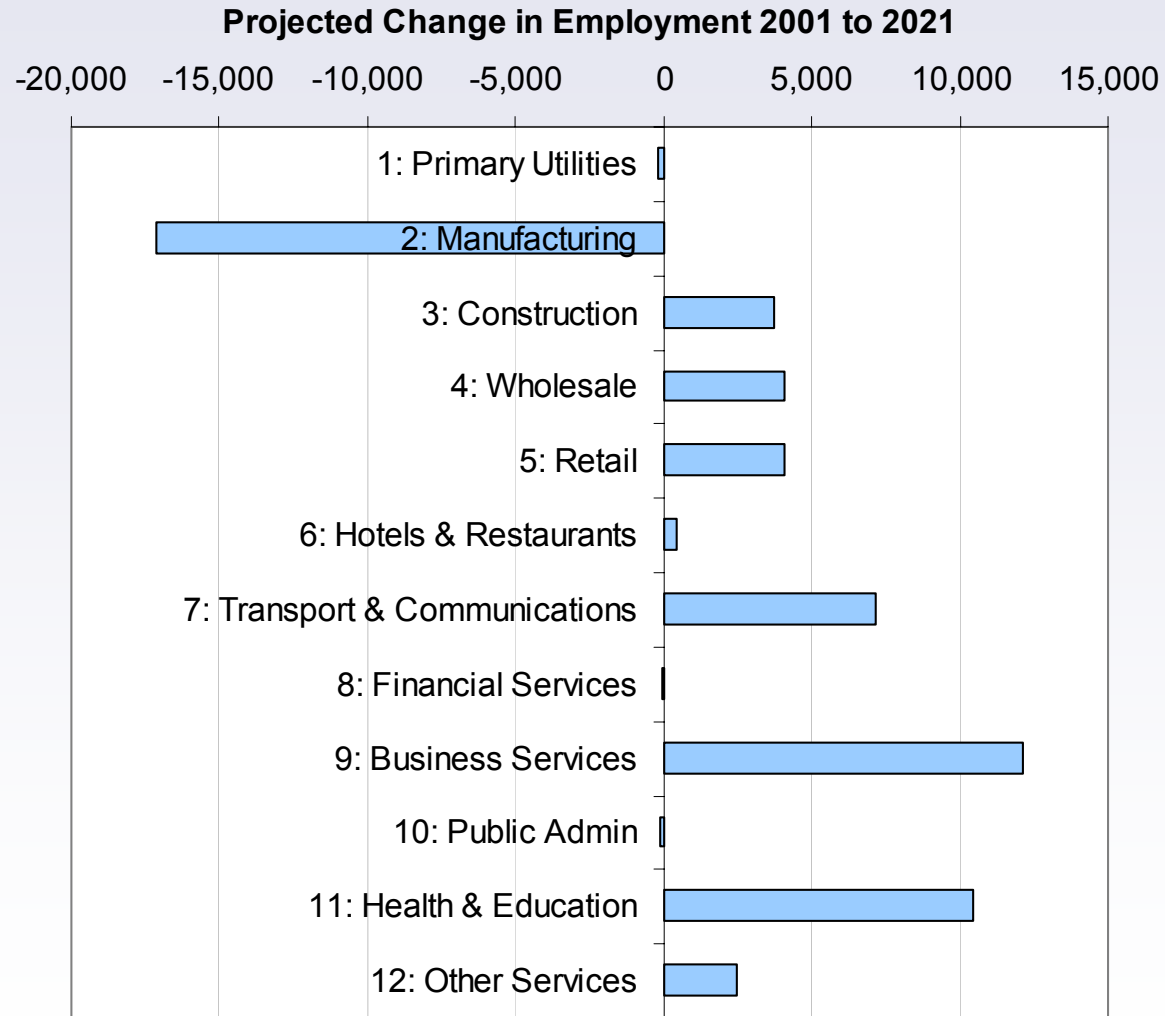
Historic Growth 91 to 05

- Employment grew by 19,200 jobs
- Population by 28,400 people
- Overall faster than East Midlands, or UK as a whole



Source: Mid year population estimates and Annual Business Inquiry

Employment Forecasts

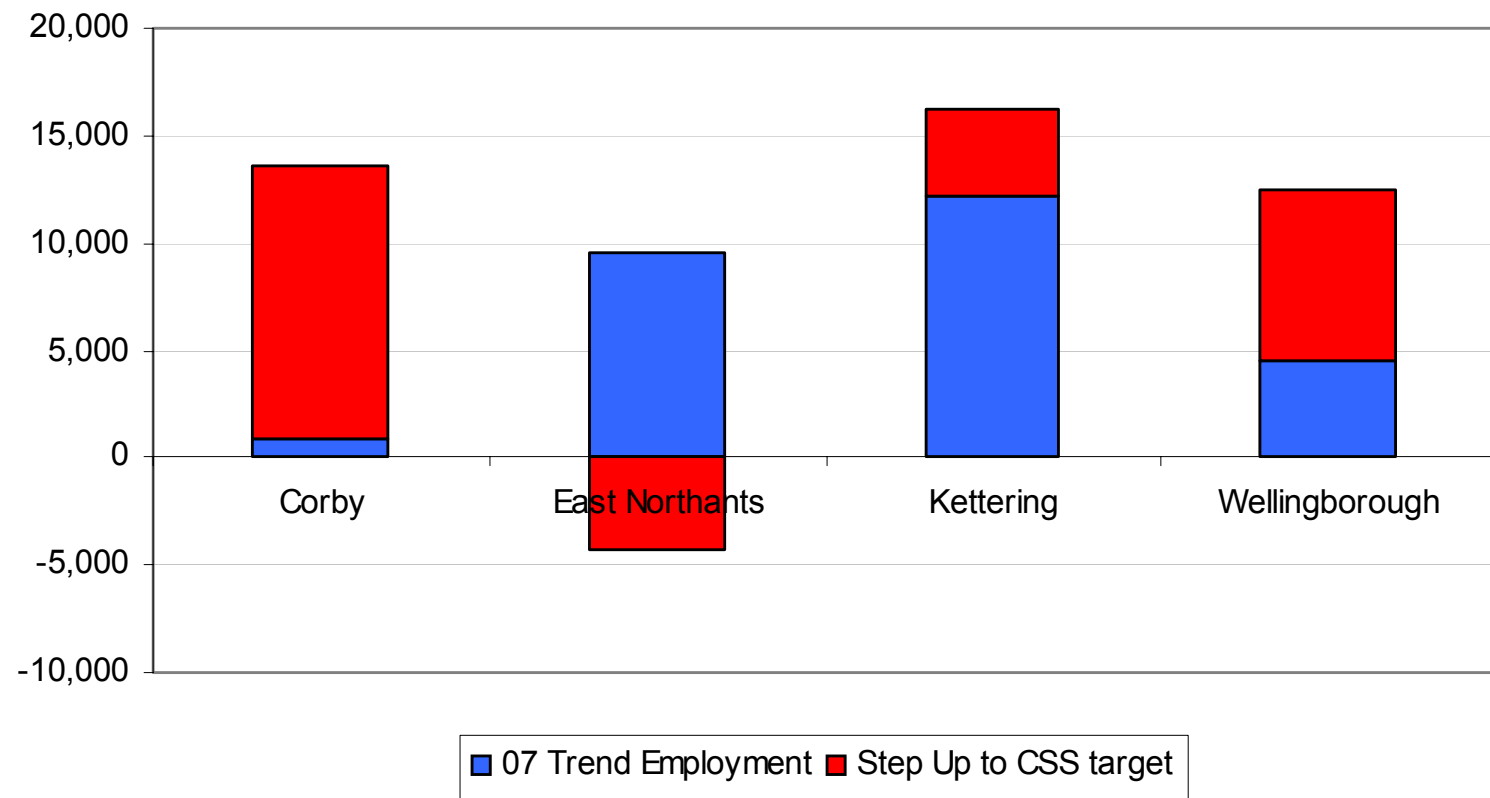


The Challenge! (1)

- Growth to 2021
 - Trend growth 27,100 jobs
 - Target growth 47,400 jobs

- Step Up required
 - 20,300 jobs !

The Challenge! (2)



Stepping Up - High Skilled Jobs

- Ambitions for more Managerial, technical and professional occupations
- Reaching Current East Midlands levels
 - 6,400 additional jobs
- Can this be achieved?

Stepping Up - Local Services

- Opportunity to improve services
- Retail
 - 1,900 jobs to reach East Midlands levels
- Health and Education
 - 4,700 jobs to reach East Midlands levels

Stepping Up - Other Sectors

- Logistics
 - Restructuring of the economy means distribution is important!
 - Look for opportunities to attract mix of job types

- Green Opportunities
 - Green branding and business location
 - Green opportunities in all business sectors

Strategy

1. Provide Health and Education Services
2. Go Green
3. Provide Strong Office Offer
4. Provide Green Distribution Centres
5. Provide Retail Space
6. Improve Infrastructure