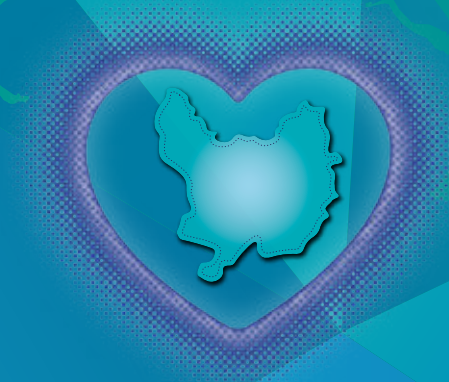


CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS



Irresistible to Investment

A Vision for Growth

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FOREWORD

A VISION FOR GROWTH

A Region on the Rise

“ I am proud to be the first Mayor of the East Midlands.

It is one of the most unique areas in the UK for investors, partners, and developers. Our industrial strengths in energy, aerospace, automotive and rail are pushing the boundaries of global innovation to keep the world moving. Add to that our strategic Freeport, Investment Zone incentives, and a world-class mix of heritage, education, and natural assets and you have a region ready to grow.

Since becoming the first Mayor, and through our strong relationship with the Government, we're investing:

- **Over £200 million in transport**, with £88 million of that newly secured to improve buses, roads, and commutes
- **£140 million to regenerate towns** including Carlton, Chesterfield, Clifton, Kirkby in Ashfield, Mansfield, Newark and Worksop
- **£38 million annually for the East Midlands Investment Fund**, already supporting major regeneration in Nottingham and Derby
- **£160 million towards the East Midlands Investment Zone**, growing clean energy and high-tech industries

That's our record of delivery and we won't stop there. We've developed this new Vision for Growth – a blueprint that builds on our successes and identifies the next generation of investment opportunities.

Through my Local Growth Plan, Inclusive Growth Commission, and our emerging Spatial Strategy, we are setting out a joined-up vision – one that reflects our communities and has real delivery power behind it.

We have a robust plan – with both mature propositions, like the Trent Arc, Supercluster, and Canal Corridor, and emerging opportunities ready to be shaped with partners.

This region has all the ingredients – two great cities, thriving towns, 2.3 million people, 80,000 businesses, and world-leading universities and businesses, like Rolls Royce and Toyota.

And this is the prize: we will create 100,000 new jobs, deliver 52,000 new homes and add £4 billion to the UK economy.

This is your invitation to help define the future of one of the UK's most determined and forward-thinking regions. We are laying the foundations for a new future for our region and I want your support to help me do that.



CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS

Mayor Claire Ward

East Midlands Vision for Growth

7 Growth Strategies

With 14 Growth Opportunities for investment emerging across a number of sectors including:

- Energy
- Industry
- Transport
- Placemaking
- Visitor Economy

Capitalising on our unique mix of grid, road, rail, water and natural infrastructure.

Underpinned by our regional skills, Freeports and Investment Zones.



KEY

--- Growth Strategy Areas

● Growth Opportunities

Canal Corridor

CC1 - Explore Park Investment Zone
CC2 - Markham Vale Enterprise Zone
CC3 - Chesterfield Town Centre
CC4 - Hartington and Staveley Investment Zone

Supercluster

SC1 - West Burton Power Station
SC2 - Cottam Power Station
SC3 - High Marnham Power Station

Trent Arc

TA1 - Nottingham City Centre
TA2 - Toton and Chetwynd
TA3 - Ratcliffe Power Station (Freeport)
TA4 - Infinity Park Investment Zone & South
TA5 - Willington Power Station
TA6 - EMIP (Freeport)
TA7 - Derby City Centre

Derwent Valley

DV1 - Derwent Valley Mills

Peaks and Dales

Heartlands

The Loop

East Midlands Spatial Vision

Growth Strategies

Trent Arc ● Canal Corridor ● Supercluster
Derwent Valley Mills ● Peaks and Dales
● Heartlands ● The Loop

For Investors, Partners and Developers

We are now looking to initiate conversations with partners who have the potential to support delivery across three of our more advanced Growth Strategy Areas:

Trent Arc (Page 23)

- Nottingham City Centre
- Toton and Chetwynd
- Ratcliffe Power Station
- Infinity Park Investment Zone & South Derbyshire Growth Zone
- Willington Power Station
- East Midlands Intermodal Park (EMIP)
- Derby City Centre

Canal Corridor (Page 28)

- Explore Park Investment Zone
- Markham Vale Enterprise Zone
- Chesterfield Town Centre
- Hartington and Staveley Investment Zone

Supercluster (Page 31)

- West Burton Power Station
- Cottam Power Station
- High Marnham Power Station

Contact us at: invest@eastmidsdevo.org.uk

Contents

A stylized illustration of a modern, multi-level interior space, possibly a museum or exhibition hall. The architecture features clean lines, white walls, and a high ceiling with large, rectangular skylights. People are depicted in various poses, walking on different levels and interacting with large informational displays or maps mounted on the walls. The overall atmosphere is bright and open.

BACKDROP

A New Regional Collaboration - 09

Our Region's Assets - 12

EAST MIDLANDS VISION FOR GROWTH

What Is The East Midlands Vision for Growth - 15

The Why, What and How - 17

Emerging Principles - 19

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5: Peaks and Dales - 37

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VISION OUTCOMES

WORK WITH US

Backdrop A New Regional Collaboration

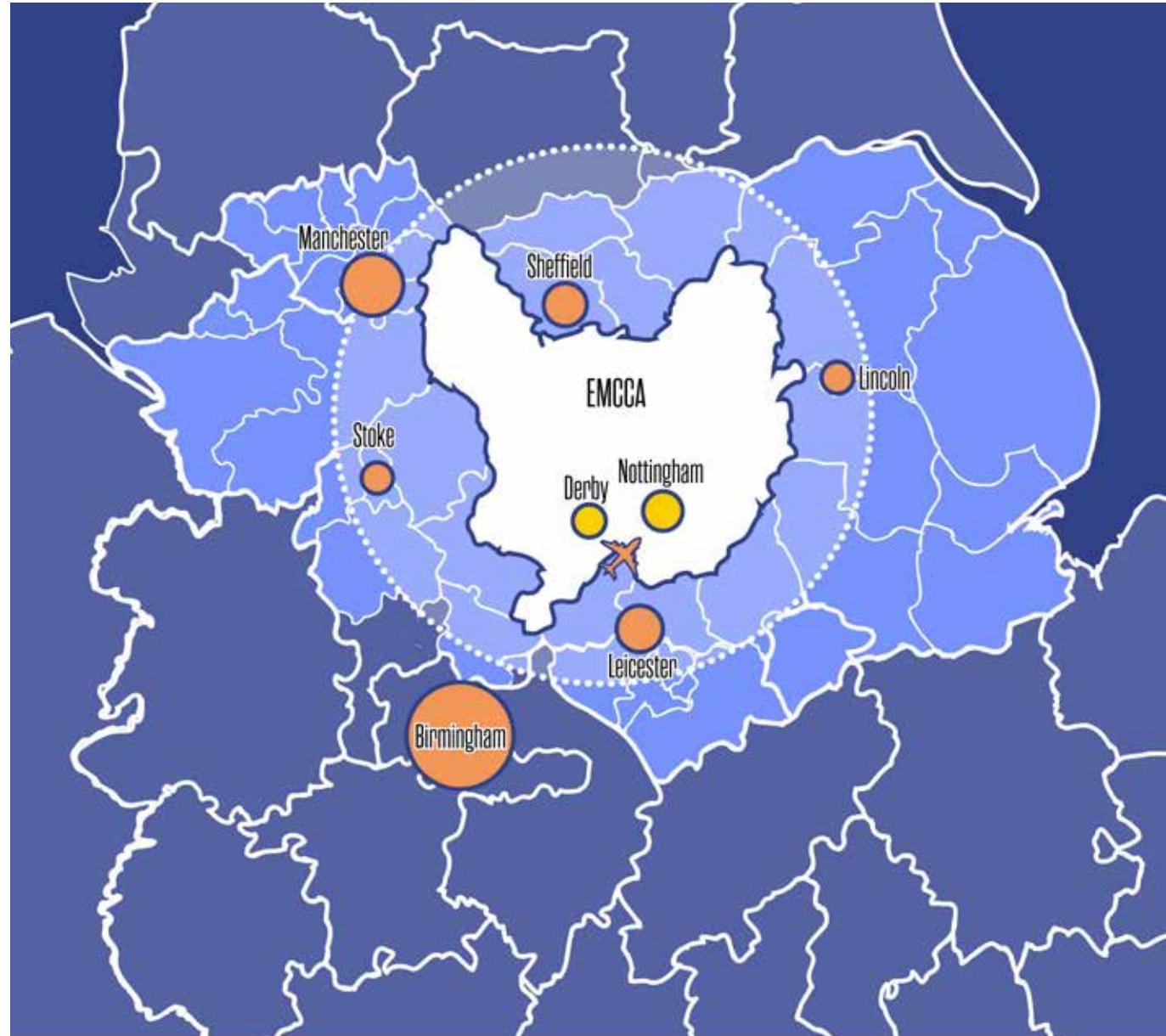
One of the largest regions in the UK, we were established in March 2024, bringing together the cities of Derby and Nottingham and the counties of Derbyshire and Nottinghamshire.

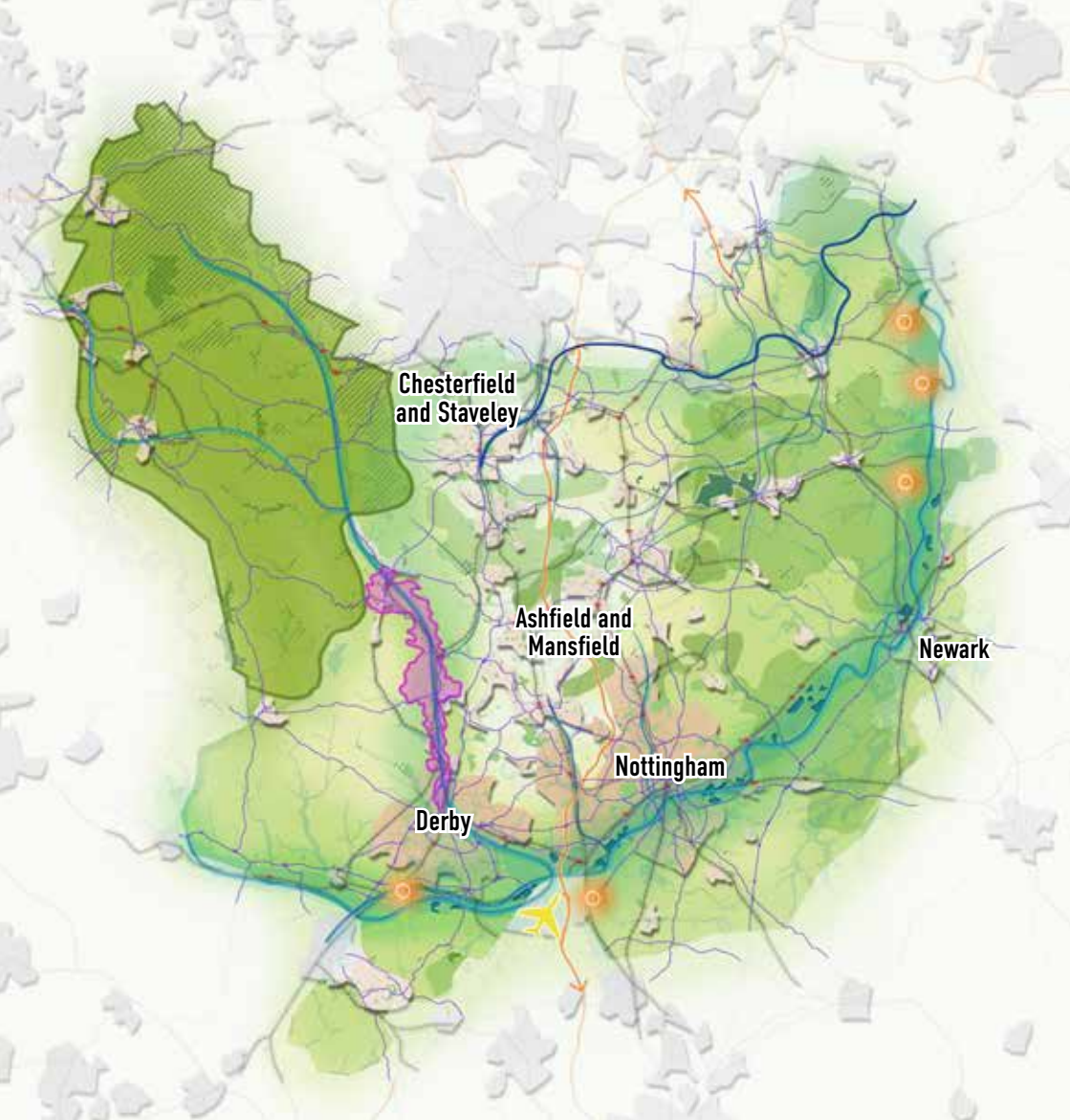
Combined Authorities are regional governance bodies created through devolution agreements between the UK Government and local councils. They enable more localised decision-making on key issues such as transport, housing, skills, and economic development.

In May 2024, Claire Ward was elected as the first Mayor of the East Midlands. She represents over 2.2 million people across the region and holds responsibility for transport, skills and adult education, housing and land, net zero, and economic development. As Chair of EMCCA, our Mayor works with partners across the region and beyond to deliver transformational change - boosting growth, shaping national policy, and unlocking investment.

We are the first regional Combined County Authority in the UK. Our ambition is to become a global model for regional development powered by the Green Economy. Just as the East Midlands led the Industrial Revolution, we are now poised to lead the transition to a decarbonised economy, drawing on our regional strengths, skills, and innovation.

Irresistible to investment: the heart of the UK





KEY

Nature

●

Peak District

●

Natural and Green Infrastructure

—

Rivers and Canals

Energy

●

Former Power Stations

—

Indicative Grid Connections

Transport

—

Trains and Trams

—

M1

✈

East Midlands Airport/EMAGIC

World Heritage Site

●

Derwent Valley Mills

Backdrop: Our Region's Assets

Building on our skilled workforce, strategic transport links, grid capacity, and natural assets - and supported by a Stations Growth Strategy to improve connectivity – our Vision will unlock the full potential of our unique strengths, including:

- Three Investment Zone sites;
- The UK's only inland Freeport;
- Five former power station sites offering hundreds of hectares of brownfield land for redevelopment, plus grid connectivity;
- The location for a New Town proposal with capacity for more than 30,000 new homes;
- Home of STEP, the UK's nuclear fusion programme;
- A World Heritage Site and a National Park;
- The centre of the Strategic Road Network and served by the Midlands Mainline, East Coast Mainline and Cross Country services.

EAST MIDLANDS VISION FOR GROWTH

LET US INTRODUCE YOU TO THE FUTURE

What is The East Midlands Vision for Growth?

This Vision sets out a clear and compelling future direction, establishing long-term development objectives.

It provides a platform for investors, partners, and developers to align their values, goals, and decisions - coordinating efforts to deliver bold and inspirational outcomes.

This document is non-statutory, but may influence planning decisions, investments and funding bids - with EMCCA having significant resources to deploy.



Some of the key requirements for successful planning, delivery and governance of the Vision have already been put into place, including for example the formation of EMCCA itself; regional transport thinking in the form of the Stations Growth Strategy; and future energy strategy planning with Kaya Partners. The work already undertaken and illustrated here has been instrumental in setting the foundations for the Vision and opening a pathway for growth.

The East Midlands Vision for Growth:

Why

A clear rationale for growth

To support the UK's ambition to lead the world on climate change mitigation, EMCCA will plan, orchestrate and deliver regional-scale economic growth based around clean energy innovation, de-carbonised industry and energy security.

The EMCCA Why?

Become a Global Model
for Regional Development
Driven by the Green Economy



What

The implications for action

We will create a vision that deploys 'green growth' across the region in a holistic manner using priority projects, catalysts, multiplier effects and closed-loop thinking to ensure the economy of the region as a whole is greater than the sum of its parts. This involves preparing spatial strategies, growth narratives and project sequencing to create great places to live, work and play.

How

Initial steps towards delivery

We will proactively collaborate with multiple stakeholders including public and private sector, government and national agencies, to deliver appropriate spatial growth across the region. This involves engagement with stakeholders, integrated planning, and brokering key projects.

The East Midlands Vision for Growth: Emerging Principles



Become masters of our own destiny

Proactively plan, guide delivery and take control where necessary.



Reimagine our identity

Understand what we are becoming & broadcast a single clear narrative.



Take people on a journey

Engage stakeholders, build advocacy and raise ambitions.



Put net zero & nature at the heart

Decarbonise the economy & harness nature for health & wellbeing.



Address difference

Drive growth and change relevant for every place, and every person.



Ensure 1+1=3

Look for multiplier effects, closed loop thinking and supercharged growth.



Radically simplify

Rethink processes, remove friction & accelerate outcomes.



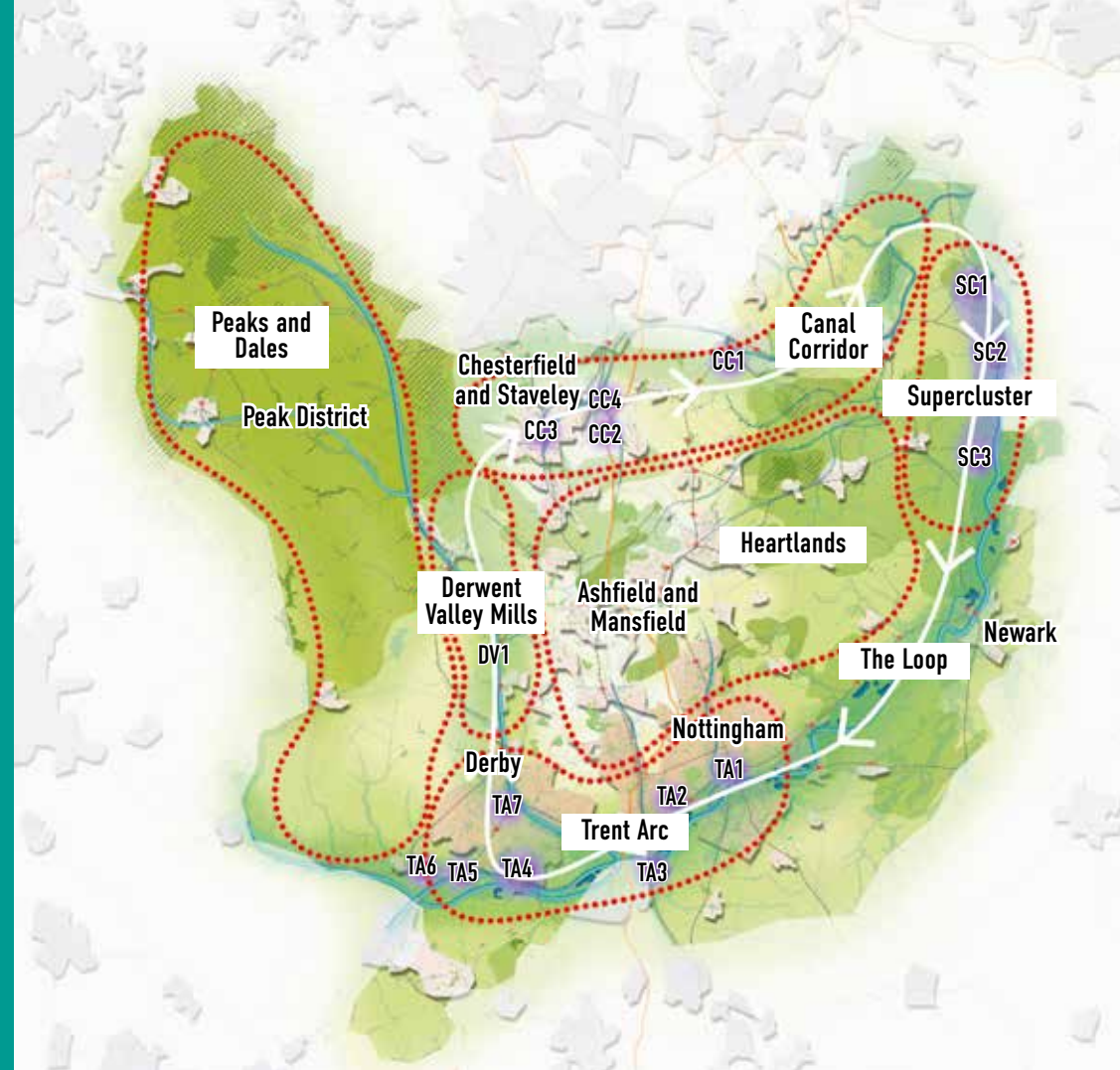
Evolve from Local to Global

Build regional capacity, then international reputation.

The East Midlands Vision for Growth: Seven Growth Strategies

We have identified seven emerging Growth Strategy Areas, each offering a range of opportunities for growth and investment.

Our current investment focus is on the **Trent Arc**, **Canal Corridor**, and **Supercluster**. At the same time, we are actively working with partners and stakeholders to shape and develop deliverable plans for the **Peaks and Dales**, **Heartlands**, **Derwent Valley Mills**, and **The Loop**.



KEY

--- Growth Strategy Areas ● Growth Opportunities

Canal Corridor

CC1 - Explore Park Investment Zone
CC2 - Markham Vale Enterprise Zone
CC3 - Chesterfield Town Centre
CC4 - Hartington and Staveley Investment Zone

Supercluster

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SC2 - Cottam Power Station
SC3 - High Marnham Power Station

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TA4 - Infinity Park Investment Zone & South Derbyshire Growth Zone
TA5 - Willington Power Station
TA6 - EMIP (Freeport)
TA7 - Derby City Centre

Derwent Valley

DV1 - Derwent Valley Mills

Peaks and Dales

Heartlands

The Loop

Trent Arc

A hyperscale growth initiative

The Trent Arc is set to deliver:

- More than 30,000 new homes
- Over 40,000 full time equivalent (FTE) jobs
- £2.4bn in Gross Value Added (GVA) per annum once fully developed
- 2.7 million sqm of commercial floorspace

The Trent Arc will be a trail blazing example of a nature led urban network linking Derby and Nottingham. The Arc will contain a 'New Town' proposal focussed on growth opportunities linked by three Midland Mainline railway stations - Derby, East Midlands Parkway and Nottingham. It will integrate employment and growth opportunity areas including the city centres of Derby and Nottingham, along with the East Midlands Freeport; Infinity Park Investment Zone; and two former coal-fired power stations (Ratcliffe-on-Soar and Willington), the latter of which provides particular scope for major net zero energy transition related investments alongside energy intensive uses such as AI and manufacturing.

These employment growth opportunity sites will be complemented by a mix of higher density residential growth opportunities in the city centres alongside the Infinity Garden Community in South Derbyshire and Toton in Broxtowe, Nottinghamshire.

Delivery of the Arc will be supported by a range of transport infrastructure investments including upgrades to Junction 24 of the M1 as well as a range of improved public transport options. Green and blue infrastructure will also play an important role in enabling the Trent Arc, with significant investment in natural capital and existing assets such as the Attenborough Nature Reserve.

Innovative approaches to land and equity linked investment will be considered in order to manage and support delivery as well as ensure benefits and value are captured by the public sector.

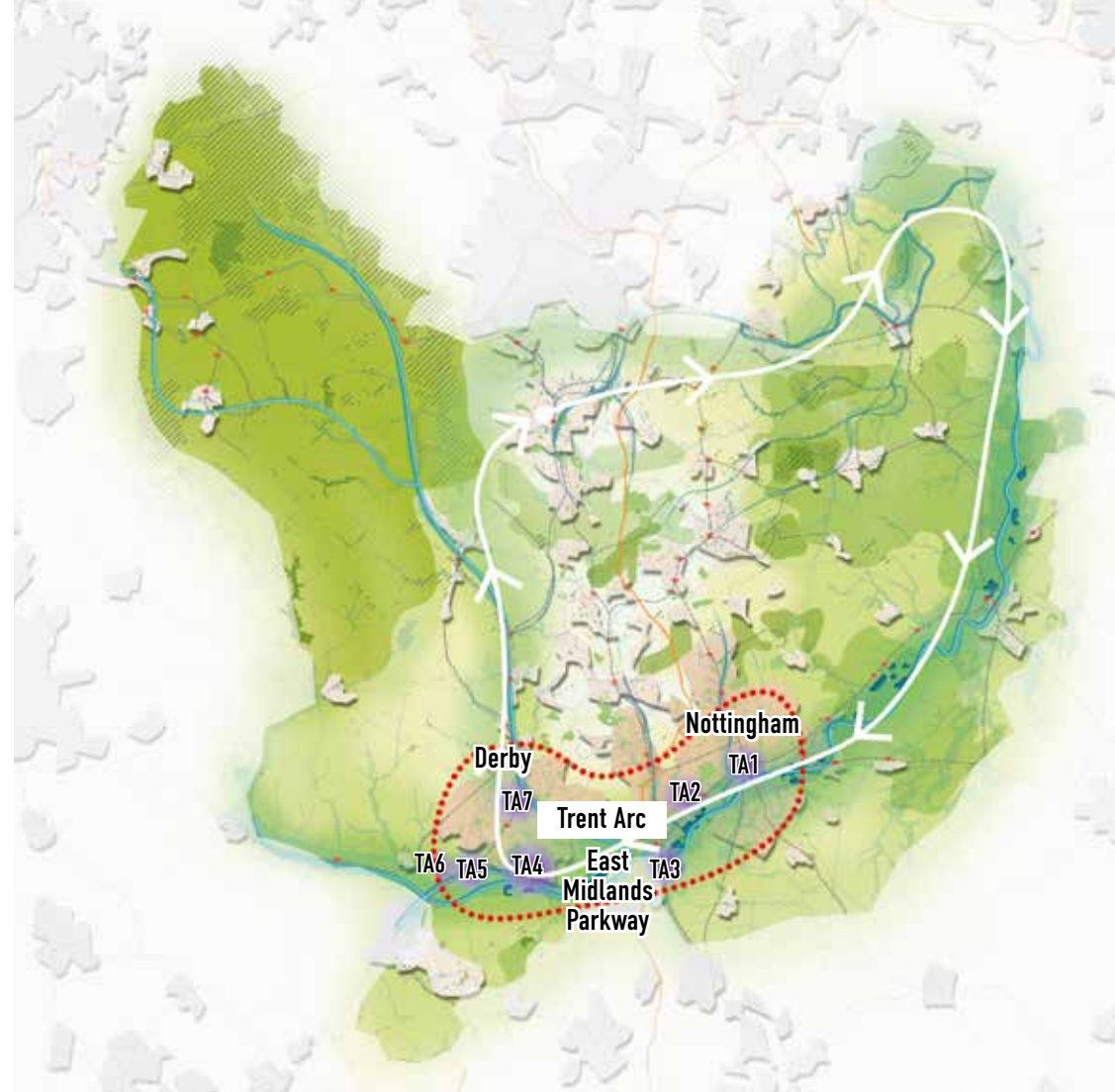


Trent Arc

Growth Opportunities

We are looking for partners to work with us and deliver seven significant growth and investment opportunities within the Trent Arc. These range from major city centre regeneration programmes; to cutting edge industrial and technology centres; to new communities.

Ref	Name	Description
TA1	Nottingham City Centre	Investment opportunities as part of the East Midlands Stations Growth Strategy, including Broad Marsh; Canalside; Island Quarter; Southside; Southside Works and Waterside.
TA2	Toton and Chetwynd	Opportunity to deliver a residential-led mixed use community, with direct access to significant green and blue infrastructure at the Attenborough Nature Reserve, and public transport connections to Nottingham City Centre.
TA3	Ratcliffe Power Station	Former power station site benefitting from Freeport status; immediate adjacency to East Midlands Parkway station; and access to National Grid Infrastructure.
TA4	Infinity Park Investment Zone & South Derbyshire Growth Zone	Investment Zone site in close proximity to East Midlands Airport. It offers the opportunity to co-locate with innovative industries including advanced manufacturing, logistics, nuclear R&D as well as the opportunity to deliver thousands of new homes as part of a major new community.
TA5	Willington Power Station	Large former Power Station site with potential to deliver commercial and industrial uses with access to National Grid infrastructure.
TA6	East Midlands Intermodal Park (EMIP)	Freeport site in a strategic location with access to key manufacturing and logistics hubs. Designed to attract high value industries like automotive, aerospace and logistics. Potential for supply chain collaboration and innovation.
TA7	Derby City Centre	Investment opportunities as part of the East Midlands Stations Growth Strategy, including the Station Quarter; Northern Gateway; Assembly Rooms; Riverside; Becketwell; Castleward; Nightingale Quarter and Pride Park.



KEY



Growth Strategy Areas
Growth Opportunities

Trent Arc

TA1 - Nottingham City Centre
TA2 - Toton and Chetwynd
TA3 - Ratcliffe Power Station (Freeport)
TA4 - Infinity Park Investment Zone & South Derbyshire Growth Zone
TA5 - Willington Power Station
TA6 - EMIP (Freeport)
TA7 - Derby City Centre



Canal Corridor

Chesterfield and Staveley alone could deliver:

- 3,900 new homes
- 7,800 new jobs
- £473 million in GVA per year

The Canal Corridor spans Chesterfield, Worksop and Retford as well as connecting into Rotherham (South Yorkshire) and Gainsborough (Lincolnshire). The market towns within it have been historically linked by the Chesterfield Canal, which was once vital for trade and used for transporting coal, quarried material and agricultural goods.

Today the canal is primarily used as a leisure asset and has had sections restored in recent years. It is considered that the canal can connect growth around Chesterfield station and the East Midlands Investment Zone sites at Staveley and Worksop to the Supercluster as part of a new Canal Corridor Strategy within this vision.

Spanning different counties and districts, the towns within the corridor need to diversify their economies and improve transport and digital connectivity. Through EMCCA and its Partners, the strategy will be to work together to develop interconnected yet differentiated business and service economies as well as a collective visitor offer that can be leveraged in the near term.

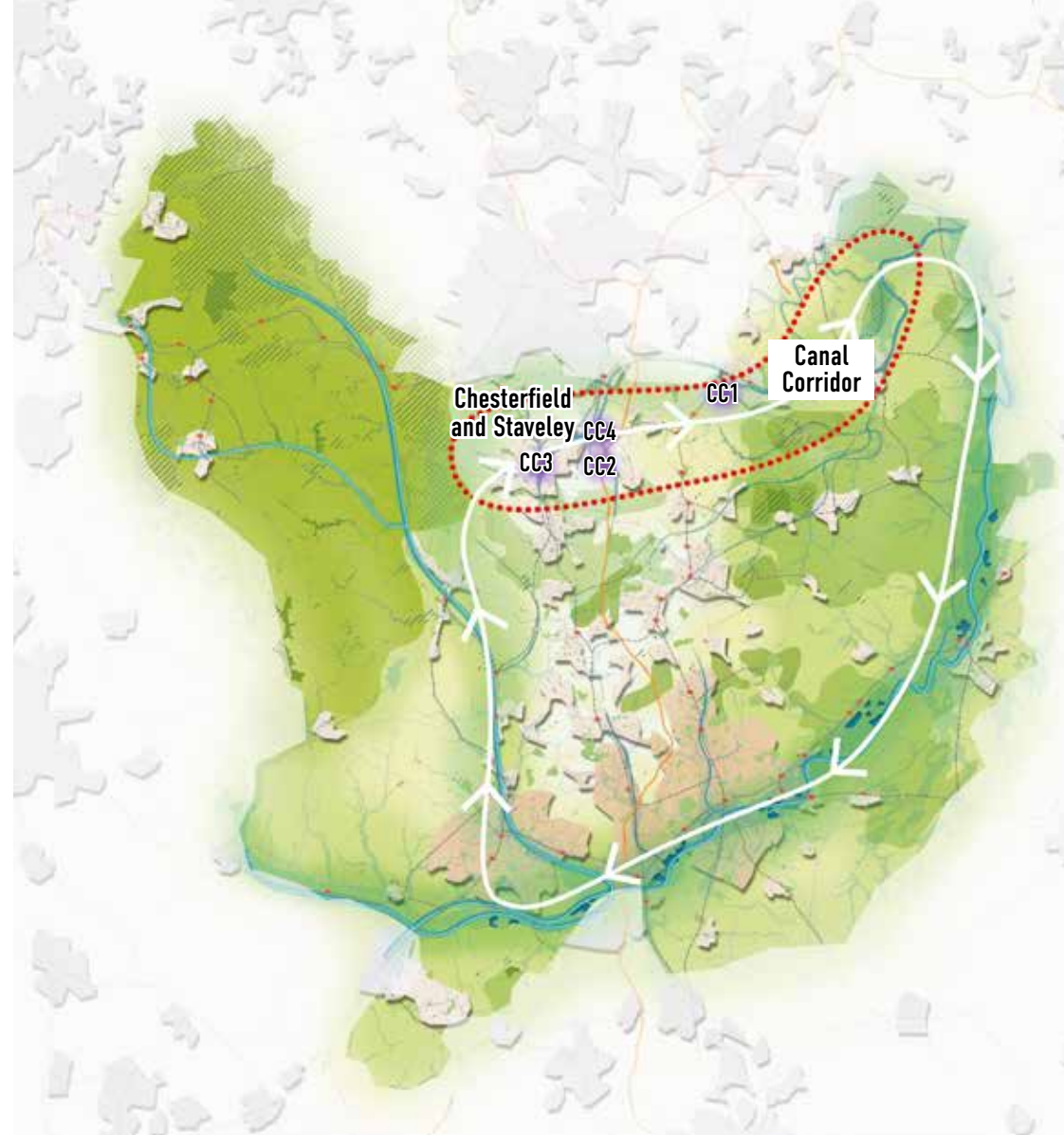
In the longer term and as the Supercluster develops and matures, it is likely that the construction and future operations workforce will be located here too, so town extensions need to be created along with new social infrastructure.

Canal Corridor

Growth Opportunities

We are looking for partners to work with us and deliver four significant growth and investment opportunities within the Canal Corridor. These include major town centre development opportunities in Chesterfield as well as leading construction and manufacturing Investment Zones.

Ref	Name	Description
CC1	Explore Park Investment Zone	Investment Zone site boasting Europe's largest and most advanced pre-assembly manufacturing facility. The site is poised to transform the future of manufacturing in the UK and deliver critical infrastructure across essential sectors including nuclear, data centre, robotics, defence, healthcare and energy.
CC2	Markham Vale Enterprise Zone	Flagship 85 hectare business park with over 70 businesses located there. Markham Vale Enterprise Zone is centrally positioned in the country with excellent transport links and a new motorway junction.
CC3	Chesterfield Town Centre	Investment opportunities for mixed use and residential development as part of the East Midlands Stations Growth Strategy, including Chesterfield Town Centre; Chesterfield Station Masterplan and the Chesterfield and Staveley Regeneration Route.
CC4	Hartington and Staveley Investment Zone	Investment Zone site with major regeneration potential covering over 100 hectares of brownfield land near the M1 corridor, offering a strategic opportunity for development. The site will support the supply chain for existing low carbon engineering clusters as well as bring forward new innovation and employment to support advanced manufacturing and green industries.



KEY



Growth Strategy Areas
Growth Opportunities

Canal Corridor

CC1 - Explore Park Investment Zone
CC2 - Markham Vale Enterprise Zone
CC3 - Chesterfield Town Centre
CC4 - Hartington and Staveley Investment Zone



Supercluster

A hyperscale growth initiative

The Supercluster is capable of delivering:

- 6,800 homes
- 15,500 jobs
- £930m GVA per year

The Supercluster is focussed on three former coal-fired power stations located in close proximity to each other, including West Burton, Cottam and High Marnham.

West Burton is the UK Government's chosen location for the world-leading UK Industrial Fusion Solutions (UKIFS) Spherical Tokamak for Energy Production (STEP) fusion project. STEP is the catalyst for a future facing, clean energy and decarbonised industry cluster with a global reputation for innovation on a par with CERN or Silicon Valley.

From here, technology and skills will be exported throughout the world, fostering a renewed sense of purpose and aspiration in the region and bringing with it new opportunities.

The Supercluster will attract new growth for homes and synergistic businesses, whilst also accommodating a new discovery centre for investors, schools and members of the public to visit and learn about the incredible work being undertaken.

It could also become the home to future nuclear and Green Hydrogen technologies in its drive towards net zero energy generation, as well as AI and digital clusters, which will benefit from existing grid connections and low carbon power sources.

Talent will be home grown, attracted to and retained by the Supercluster's R&D Innovation Campus, with net zero homes, sustainable transport and an exciting destination leisure offer, to create a world-renowned hub of expertise.

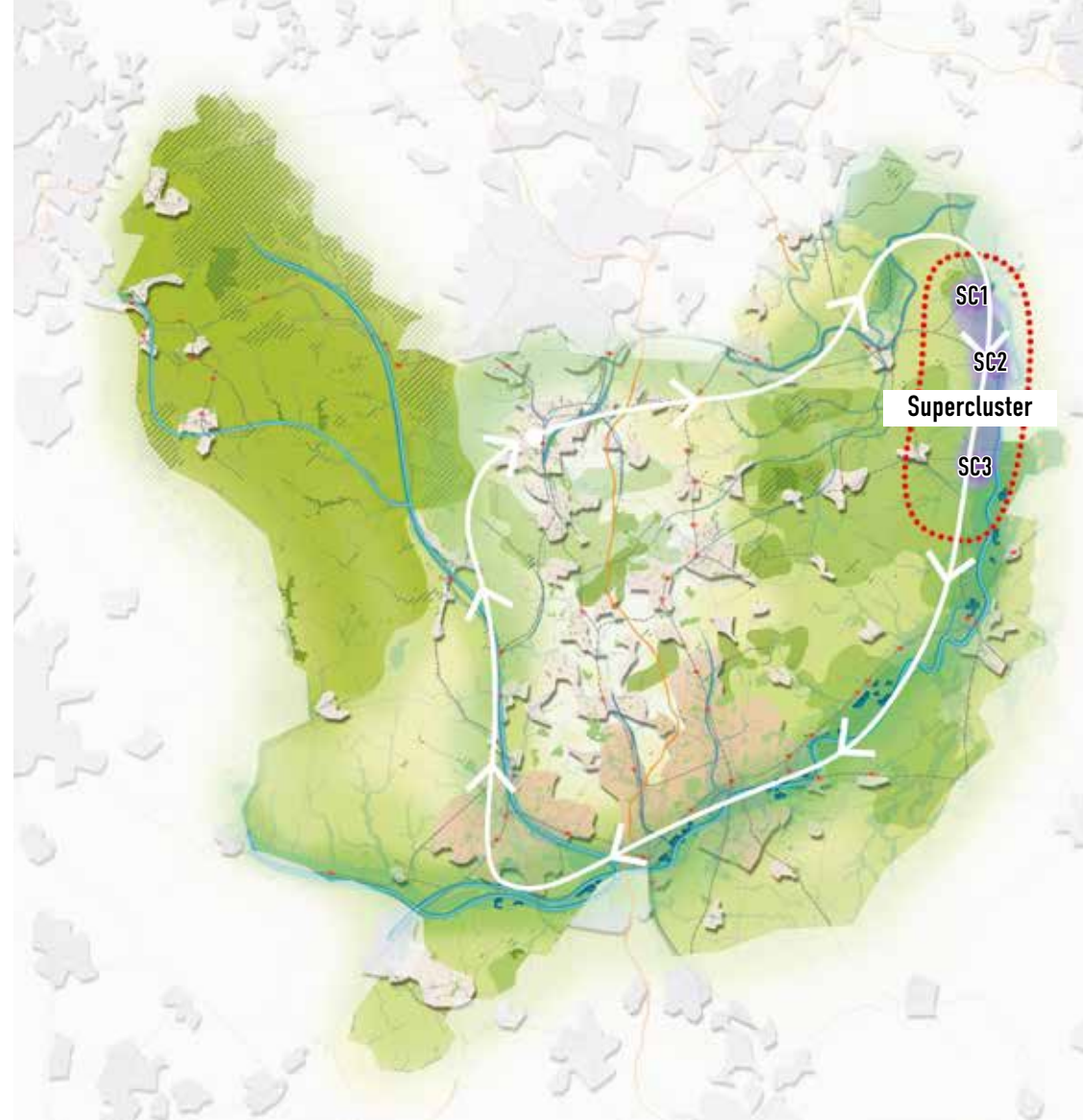


Supercluster

Growth Opportunities

We are looking for partners to work with us and deliver three significant growth and investment opportunities within the Supercluster, the East Midlands equivalent to Silicon Valley and a future global exporter of technology and expertise in decarbonising industries.

Ref	Name	Description
SC1	West Burton Power Station	West Burton Power Station is poised to play a significant part in the UK becoming a clean energy super power, anchored by the STEP Programme and a pioneering Fusion, Innovation and Development Campus. This Campus will provide a 'sandbox' environment for leading talent, utilising bespoke facilities for research, testing and manufacturing fusion and other net-zero related technology.
SC2	Cottam Power Station	Cottam Power Station will be the site of the UK's largest data centre, powered by zero carbon energy and providing services for a range of sectors including energy production, manufacturing, defence, food production and many more. As an attractive location for tech companies, Cottam will become a digital enterprise hub for the region.
SC3	High Marnham Power Station	High Marnham Power Station presents the opportunity to become a mixed use cluster of green hydrogen production, processing and product development, alongside a food and agri-tech operations centre. The site is ideally positioned to work with neighbouring partners and export across the UK.



KEY



Growth Strategy Areas
Growth Opportunities

Supercluster

SC1 - West Burton Power Station

SC2 - Cottam Power Station

SC3 - High Marnham Power Station



Derwent Valley Mills

Derwent Valley Mills is a UNESCO World Heritage site that tells the story of the Industrial Revolution with preserved mill sites, museums and historic walks along the scenic River Derwent.

It is known as the 'birthplace of the factory system' and reflects the region's deeply rooted heritage as an industrial powerhouse.

It includes more than 850 historic buildings along a 15 mile stretch of the picturesque River Derwent and today represents a remarkable regeneration opportunity for the region.

Already benefitting from rail and road connections along the Valley, it presents a fledgling visitor offer including the 55 mile Heritage Way, Masson Mill Texture Museum, Strutts Mill, the Museum of Making, cafés and galleries. There is now an opportunity to build on this success and create a critical mass to extend visitorship from the Peak District south towards Derby.

The strategy for Derwent Valley Mills will be to respect and enhance the historic buildings, finding new and productive uses for these special places that secures their long term future. This will include creating new homes steeped in history and character, as well as inspirational workspaces for artists, makers, creatives and knowledge led businesses, as well as further visitor attractions.

We want to work with partners, investors and developers to shape our future strategy for the Derwent Valley Mills.



Peaks and Dales

The Peak District and Derbyshire Dales are renowned for stunning landscapes, from rolling hills and limestone dales to picturesque villages like Bakewell.

The UK's first National Park, the Peak District, receives over 13 million visitors per year, each one eager to visit its stunning landscapes and rich history such as Chatsworth House, Haddon Hall and traditional festivals highlighting its cultural significance, as well as its many outdoor leisure offerings.

Our emerging strategy seeks to build upon these fantastic assets and the draw that they continue to offer to visitors. Accordingly, this strategy will look to broaden the visitor offer and add sustainable transport options to encourage longer stays across a wider geography, supporting the region's hospitality industry.

Our rural communities also need housing for local people, delivered in a way that addresses affordability issues related to second homes and holiday lets, as well as protection policies for sensitive sites and locations, restricting development where appropriate.

Faster broadband and improved telecoms infrastructure will also assist these locations in diversifying their economies, attracting new knowledge and digital businesses that can work remotely and stimulate local economies on a more sustained, less seasonal basis.



We want to work with partners, investors and developers to shape our future strategy for the Peaks and Dales.



The Heartlands

As its name suggests, the Heartlands sit at the centre of the region and encompass former mining communities in towns and small villages scattered across undulating countryside.

It will be important to ensure that The Heartlands, which includes Mansfield, is well connected and that its industries benefit from all of the new opportunities presented as part of this vision.

The disparate size and nature of settlements in The Heartlands makes a one-size-fits-all strategy an inappropriate approach, and instead, a 'Heartlands Process' based on community engagement should be used to identify relevant approaches for specific places.

For example this could focus on leveraging key economic assets within and on the edges of The Heartlands including the Automated Distribution and Manufacturing Centre in Mansfield and the Air and Space Institute in Newark.

It could also consider a range of interventions, or a 'growth tool kit', which might include town and village extensions, faster broadband, high street improvements, enhanced public transport, local business support, better social infrastructure or funding for community-led projects.



We want to work with partners, investors and developers to shape our future strategy for The Heartlands.

The Loop

A hyperscale growth initiative

The Loop is a new long distance walking trail along the picturesque waterways that unite Derbyshire and Nottinghamshire.

Starting at the iconic Crooked Spire in Chesterfield, the trail will take visitors on a journey through the best of the region - rolling countryside, characterful market towns and thriving cities, with local links to expansive nature reserves, heritage sites and great country pubs.

Like the Westwig Trail in Bavaria and Rota Vicentina, Portugal, the Loop is designed to enhance the visitor economy in a way that is more distributive. It will relieve pressure from honeypot attractions, as well as include branches to connect into the Heartlands, Peaks and Dales and beyond using routes such as the Pennine Way.

The Loop will be deeply rooted in cultural and metaphorical connections. For example the River Trent, stretching from the Supercluster to the Trent Arc, has a rich history and significance to the region owed to its key role in the operation of coal fired power stations along 'Megawatt Valley' in the 1960s. It is fitting therefore that the Loop continues to thread together this history along with our new initiatives and wider opportunities across the region.



We want to work with partners, investors and developers to shape our future strategy for The Loop.

VISION OUTCOMES

The Growth Strategy Areas and Investment Opportunities illustrate huge regional potential.

Vision Outcomes

Energy

The Vision positions clean energy innovation and generation as key drivers of economic development across the region. By leveraging existing infrastructure and expertise, proposed developments and an ambitious economic strategy, the wide ranging breadth of the region's clean energy potential can support and attract a greater scale of energy intensive industry and investment.

The region's history of energy production, including coal mining and power stations, provides a strong foundation for this future growth. Existing infrastructure such as large, legacy grid connections located at former power station sites, as well as future enhancements to the region's power infrastructure, come together to both provide and enhance connectivity and capacity for flagship new projects.

Building on these strategically significant infrastructure assets, the Vision will bring together complementary uses to cluster around existing and new energy infrastructure, in ways that will accelerate the delivery of new industrial and commercial growth.

Industry

The East Midlands has the largest proportion of its workforce in manufacturing in the UK. It is home to world-leading manufacturers including Rolls Royce, Alstom, Toyota, Valiant, Laing O'Rourke and JCB, as well as a host of smaller businesses associated with their supply chains.

The Vision will build on and supercharge the existing supply of world class skills and expertise to drive growth across the region.

Core to this ambition are the Freeport and Investment Zone sites, which can be aligned with the region's innovation base particularly in zero carbon technology and research.

Through the Vision, the Freeport and Investment Zone sites will be combined with the region's existing and emerging net zero ecosystem of businesses, expertise and know how, to position itself as the premier location for investment in industries that are driving the UK's transition towards Net Zero and energy security.

Beyond this, the region is also home to a wide range of professional and creative industries, including MedTech, financial and administrative services. The Vision will drive investment into the creation of more opportunities for training and up-skilling communities in these industries, creating clear pathways from education to employment.



Vision Outcomes

Placemaking

The Vision puts placemaking and communities at the heart of its ambitions for growth, setting a new benchmark in quality of development coming forward and using the concept of 'creating thriving places' and 'the experience economy' as a criteria for decision making.

It will shape and deliver new iconic mixed use places, to attract, retain and cultivate talented communities of the future, whilst the region's existing communities will be strengthened through the formulation of grass roots strategies to improve services, infrastructure and the delivery of homes.

Visitor Economy

The visitor economy is one of a number of key Mayoral priorities. This speaks to the integral nature of the rich landscape, cultural and industrial heritage of the region, from the legend of Robin Hood, Sherwood Forest and the Peak District, to the region's many natural and cultural assets, all of which combine to add richness of and pride in our place.

This Vision will explore opportunities to spread the tourism offer beyond the existing 'honey pot' sites, with feasibility studies undertaken and strategies developed to grow the attraction of additional locations, all of which would be connected by the newly proposed Loop.

Transport

Transport will play a major role in the growth of the region, enhancing connectivity and driving development growth around stations, interchange hubs and strategic corridors.

The Vision will integrate with work already undertaken as part of the East Midlands Stations Growth Strategy, to establish a series of transport interventions designed to facilitate and unlock significant growth sites and create hubs for living and working.



Vision Outcomes

Our **vision** for the future has the potential to **deliver**

52,000
new homes

4.2mn
sqm
of commercial
floorspace

100,000
jobs

£4.6bn
operational GVA
per annum

Work With Us

NOW

No Regrets Investment (2025–2030).

Seizing the opportunity, preparing the ground for renewal at a regional scale, and delivering Early Wins from Day One.

ACTIVITIES: Early Market Engagement / Stakeholder Engagement / Agreeing Vision / Broadcasting Vision & Opportunity / Making Plans / Creating Business Cases / Building Momentum / Identifying and Delivering Early Wins / Infrastructure Planning / Investor Propositions and Partners / 'Seeing is Believing 2025'

NEAR

No Impediments to Growth (2030–2040).

Achieving full momentum, high magnitude impacts and revolutionary outcomes attributed to our exemplary approach.

ACTIVITIES: Building Regional Capacity / Raising Ambition / Upskilled Workforces / Becoming a Construction Superpower / Launching Flagship Projects / Optimised Supply Chains / New Places for People / Shooting for the Moon / Becoming a Global Export Hub / 'Success Breeds Success 2030'

NEXT

No Limits to Our Potential (2040+).

Global expertise, projects and environments irresistible to investors across the world that highlight the region's dynamism and prosperity.

ACTIVITIES: Globally Recognised Projects Delivered / Exporters of Knowledge / Creators of Fusion Energy / Next Generation Workforces / New Materials / Exceptional Infrastructure / Advanced Industrial Powerhouse / 'Masters of Change 2040'



Join us on this Journey

CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS



**East Midlands
Combined County
Authority**

Contact us on: invest@eastmidsdevo.org.uk

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