

AN ECONOMIC DEVELOPMENT STRATEGY FOR COLLINGHAM

INTRODUCTION

1. N&S DC has recently published its economic development strategy for the coming 10-years, the principle focus of which is on the major urban conurbations of Newark, Southwell and Ollerton.
2. In the light of this, Collingham Business Club has decided to produce a sister-publication, aimed at identifying an economic development strategy for the rural community centred on the village of Collingham and its surrounding settlements.
3. This work is being undertaken in the following four phases:
 - ❑ Assembly of a “wish list” of possible rural economy related developments
 - ❑ Transformation of the “wish list” into an economy related “SWOT” analysis
 - ❑ Use of the above to identify a coherent draft economic development strategy and action plan
 - ❑ Consultation with the Local Authorities and the local community
4. The first phase above has now been completed, enabling the “SWOT” analysis of the development aspects of the economy of Collingham and its surrounding area to be compiled as below.

“SWOT ANALYSIS”

Strengths

5. From an economic perspective, Collingham’s current strengths include:
 - ❑ Traditionally a local service centre for a well-developed agriculture-based economy
 - ❑ Still a good local presence of entrepreneurial businesses, predominantly related to:
 - Agriculture
 - Retail
 - Construction industry
 - Services
 - ❑ Excellent transport links with wider markets
 - ❑ Good quality of life for the workforce
 - ❑ Excellent sporting facilities/clubs

Weaknesses

6. Conversely, current weaknesses include:

- ❑ Lack of a retail centre
- ❑ Poor parking adjacent to the parade of outlets opposite Swinderby Road
- ❑ Limit in growth potential of the Co-op outlet
- ❑ Fenced-off outlets opposite the Co-op
- ❑ Likely exacerbation of existing parking congestion at the Medical Centre, when these outlets open
- ❑ Village decisions prioritised to householders; the needs of businesses and job creation are given no priority
- ❑ Use of A1133 as a major through route inhibits economic development of the village
- ❑ There is a lack of business quality meeting/seminar facilities and serviced office space; there is a similar lack of space suitable for light industrial use; in short, there is a lack of the commercial/industrial zone to be expected in a settlement of this size

Opportunities

7. Looking to the future, the opportunities that an economic development strategy for Collingham, include:
 - ❑ Bypassing of the A1133 traffic
 - ❑ Development of a retail heart to the village (and for social reasons a community heart)
 - ❑ Development of a small modern industrial/commercial zone (and for social reasons equally modern community facilities)
 - ❑ Motivation of local young people, by local example and opportunities, to gain skilled work in a modern economy
 - ❑ Addressing sustainability and environmental aspects of the village
 - ❑ Re-balancing the age/employment ratio of the village
 - ❑ Providing good quality child-minding facilities
 - ❑ Supporting the development of social enterprises

Threats

8. The main obstacle to seizing the above opportunities would be the absence of a plan to do so, and the absence of the leadership needed to develop the plan.
9. In the absence of an economic development plan, the village is likely to continue its drift towards becoming a retirement centre, and dormitory for nearby larger settlements.

IDENTIFICATION PROPOSED STRATEGY

The Aim

10. Emerging from the above, the priority aims for the future economic development of Collingham, include:

- ❑ Improving the retail and community centre of the village
- ❑ Improving the opportunities for development of social enterprises
- ❑ Improving the infrastructure for running businesses
- ❑ Improving traffic infrastructure
- ❑ Improving sustainability

The Strategy

11. The proposed ways of pursuing these aims are:

- ❑ Taking a holistic approach to the possible redevelopment of the Co-op store (due to be considered at a public meeting scheduled for 23rd September 2009)
- ❑ Encompassing within that redevelopment the proposals contained in Collingham's "Village SOS" application, available via a link at:

www.collingham-notts.org.uk/index.php/community_trust/

- ❑ Pursuing the development of a small "industrial park" adjacent to the village
- ❑ Pursuing bypassing of the A1133
- ❑ Enhancing sustainability through:
 - ❖ The performance of new-build structures
 - ❖ Improving the performance of existing structures
 - ❖ The projects and programmes of the "2020 Green Vision" initiative

SUMMARY

12. The above note records a process undertaken to identify the proposed economic development strategy for Collingham show at para-11 above.

13. Collingham Business Club endorses this strategy as a basis for consultation with the Economic Development Department of Newark & Sherwood District Council.