

# Ambition



Ashfield



Mansfield District Council

ISSUE 4 AUTUMN 2014



Invest Ashfield & Mansfield representatives, D2N2 chief executive David Ralph and D2N2 board members discuss ways to bring expanding businesses and retailers into Ashfield and Mansfield

## inside this issue

**Businesses move in to Queen's Place**

2

**Women Who Do helps business success**

3

**Work experience pays off**

4

# Region's economic leaders join forces to boost jobs in north Notts



A team of the region's top economic experts have visited Ashfield and Mansfield to examine how to accelerate job creation and economic recovery in the area.

**Invest Ashfield & Mansfield hosted the region's local economic partnership, D2N2, on a tour of strategic development sites, regeneration opportunities and leading businesses.**

Ashfield and Mansfield council leaders, councillors and officers brought their economic strategy to life during the tour for D2N2 bosses and board members to discuss what more could be done to support the growth of thriving local companies and to attract other top UK companies to the area.

The tour, which took place in August, included:

- the Rolls Royce development site in Hucknall
- Sherwood Business Park
- M1 access at junction 28
- the A38 employment corridor
- Sutton town centre's Fox Street and Idlewells
- the Mansfield Brewery site
- Stockwell Gate North
- the Lindhurst development
- Summit Park
- Penniment Farm
- West Notts College, and
- the Linney Group.

Mansfield Economic Regeneration Portfolio holder Cllr Kate Allsop said: "Land values and property prices make it cost-effective to do business here. Companies like Linneys stay and grow because they can compete on price while drawing on a talented workforce. People want to stay because this is a stunning and affordable place that offers a great quality of life."

Ashfield District Council leader Cllr Chris Baron said: "The Rolls Royce Watnall Road development in Hucknall will be an ideal base for other advanced engineering firms. Our workforce is skilled, flexible, willing to learn and incredibly hard working. Rolls Royce benefits from employees hungry to work – other employers will too."

D2N2 chief executive David Ralph said: "We all want the same thing: thriving businesses which can create more jobs for local people. We have a capital projects fund to support businesses to stay in this area and to bring in more companies.

"We want to see companies occupying these strategic development and regeneration sites. If there's a financial stumbling block to getting them on board, that's where we can step in to help them over the final hurdle.

"D2N2 wants to see 55,000 more jobs across Nottinghamshire and Derbyshire by 2023. Any funding we secure on behalf of the Invest Ashfield & Mansfield area will help businesses to create real jobs for the people here."

Invest Ashfield & Mansfield is inviting the region's businesses to come forward for help with capital costs to expand their operations or relocate to Ashfield and Mansfield.

Call the Invest Ashfield & Mansfield team on **01623 463 537**.

Visit <http://invest.ashfield-mansfield.com> for site availability and business support schemes.

## Invest Ashfield & Mansfield update

The Invest Ashfield & Mansfield promotional brochure is now available, both via the website and in print. The brochure is aimed at businesses that might be thinking of investing in the area and highlights the benefits of doing so.

The team has also commissioned the production of a video that showcases the area and highlights businesses that are already located here.

Both of the above will be used when the team, along with local business representatives, attend the MIPIM UK show at Olympia in London. This show will allow Ashfield & Mansfield to be promoted to an audience of developers and potential investors, with the aim of encouraging business growth within the area.

The team is also proactively promoting the business properties within the area and has assembled a group of local business AMbassadors, who will help to promote Ashfield and Mansfield as an excellent place to do business.



## General Hospital going, going, gone

The demolition of the derelict former Mansfield General Hospital is now complete and a range of housing related development options are being considered to bring the site back into use.

**The buildings on the 1.3 hectare site on West Hill Drive, Mansfield, had been vacant for almost 20 years and had deteriorated beyond repair or reuse.**

In June 2013 Mansfield District Council purchased the site. Work began in November 2013 to clear the site of all buildings and carry out remedial works prior to development. It took six months for demolition contractors CMEC to complete the work.



Prior to demolition, a purpose-built bat house and bat roosting boxes were installed on site to provide a suitable replacement habitat for bats found nesting in the buildings.

A short film showing the demolition of the Mansfield General Hospital from start to finish is available to view online.

To view the film, go to: <http://invest.ashfield-mansfield.com/major-developments/mansfield-general-hospital/>

## Queen's Place opens its doors to new tenants

Mansfield District Council's award winning, new landmark building, Queen's Place has welcomed its first tenants.

**Half of the office suites and one of the retail units have now been let to a variety of local and national businesses. Office tenants include the Transline Group, JT Recruit Ltd and Precedo Healthcare Services.**

In mid September, local Mansfield business Dalestorth Bakery will also be opening an exciting new cafe and takeaway on the ground floor. Dalestorth said that Queen's Place was a perfect fit for their business needs.

Business Manager Karla Franklin from Precedo Healthcare Services said: "We love working in Queen's Place. It is probably the most modern building in Mansfield and we are proud that our name will be associated with the building. The location is perfect, as it is the gateway into Mansfield from the new bus station and a lot of our candidates travel



Cllr Kate Allsop with new tenants of Queen's Place: Transline Group, JT Recruit Ltd, Precedo Healthcare Services and Dalestorth Bakery

from Nottingham and other surrounding cities to get to us."

Consultant Sarah Hardaker from JT Recruit Ltd said: "JT Recruit has always been located in the town centre, but now we are next to the new bus station, our office is easily accessible for both candidates and clients. The building is highly noticeable with its green roof; it also has a lot of windows, which makes the workspace light and airy. Our experience so far is a positive one."

Queen's Place is a prestigious town centre gateway within yards of Mansfield's state of the art, award winning bus station. It boasts the highest green credentials, having received a BREEAM Excellent award, which sets the standard for best practice in sustainable building design, construction and operation.

It is equipped with some of the best insulation materials, low energy lighting, solar panels and a green roof, all of which contribute to the building's impressively low running costs.

For further information on Queen's Place, or to arrange a viewing, interested parties can contact Innes England on **0115 943 5981** or visit [www.queensplacemansfield.com](http://www.queensplacemansfield.com)

# Women Who Do helps Ali get the balance right

An Ashfield business woman struggling to juggle her business and family life has been given the support and inspiration she needed to make her business a success – thanks to the Women Who Do project.

**Ali Baker set up her pilates business, called Resolve Health and Wellbeing, in September 2012. She attended the launch of the Women Who Do programme in June 2013 and at the time felt that she couldn't continue with her business and still provide the care her family needed.**

The programme provided her with just the kind of support and inspiration she needed. She was allocated a mentor from Step Ahead, who picked through all of Ali's issues and challenges and together they worked on a plan to achieve the work/life balance she really needed to run her business successfully.

“ I would recommend the support provided through the Women Who Do programme to any budding female entrepreneurs. ”

Ali was helped to build her confidence, self-belief, decision making and delegation skills to help her achieve her personal aspirations whilst juggling, but not compromising, the quality of her family life.

Ali is passionate about her business, which continues to go from strength to strength. She has waiting lists for her classes and is considering



Ali Baker found support in Women Who Do

moving into her own premises. She has plans for expansion and some innovative ideas for the future.

Looking back, Ali says that she would definitely have given up on her business idea if it hadn't been for the support she found through the Women Who Do Programme.

Ali said: "I would recommend the support provided through the Women Who Do programme to any budding female entrepreneurs. The help provided is very person centred and makes decision making and achieving goals so much easier than ploughing through alone."

For information on the Women Who Do project please contact us on **01623 463 165**, email **womeninenterprise@mansfield.gov.uk** or visit **www.mansfield.gov.uk/womeninenterprise**



Idlewells market

## Grant funding helps new businesses move into a shop or market stall

**Are you looking to take the next step for your business and want to set up a shop or market stall in Ashfield?**

Ashfield District Council is offering grants of up to £15,000 to start-up businesses and those trading for less than 12 months who:

- take up a lease on an empty shop within Ashfield District
- take up a market stall within the Idlewells indoor market at Sutton-in-Ashfield, or
- take up an outdoor market stall at either Sutton, Kirkby or Hucknall.

Cllr Jim Aspinall, Portfolio Holder for Regeneration, Community Well-Being and Planning at Ashfield District Council, said: "This is a really good opportunity for people to access grant funding to help them set up their new business.

"It also means that as a result of the funding vacant shops will be occupied, and the indoor and outdoor market stalls potentially enjoying a higher occupancy rate. This is the type of support that individuals are looking for to help them on their way to building a successful business.

"The scheme has the opportunity to get vacant units and market stalls over the three towns occupied creating a vibrant, busy environment for shoppers and traders alike."

Nine businesses have already benefited from the scheme, including a hair salon which is moving into a vacant unit in Stanton Hill and a number of businesses taking on market stalls in Sutton-in-Ashfield.

For more information about the scheme and to apply, call us on **01623 463 174** or email **regeneration@mansfield.gov.uk**

## Green light for Kirkby town square

Artist's impression of Kirkby-in-Ashfield town centre



**With European Regional Development Fund support of over £400,000 just agreed, everything is now in place to create a new focal space for Kirkby-in-Ashfield's town centre, along with improvements to the adjacent pedestrianised shopping area.**

Ashfield District Council is also contributing over £1 million to the project, which will provide an attractive environment for the market, public events and community activities. It will also provide opportunities for business and residential development around it, which will continue the revitalisation of the town centre.

For more information, please contact us on **01623 463 714**.



Luke maintaining the parks

# Luke's park keeping experience pays off

A 23-year-old from Sutton-in-Ashfield has secured himself a 30-week contract, after he impressed parks management during an eight week work-experience placement at Ashfield District Council.

**During his placement, Luke Wadsley worked as part of the team that keeps the area's parks in tip top condition, clearing litter, maintaining the flower beds and grass cutting.**

Luke volunteered for the placement after being unemployed for three years and was struggling to get interviews.

“One of the biggest barriers to young people getting their foot on the employment ladder is lack of work experience and a reference from a quality employer.”

The work experience was organised between Job Centre Plus and Ashfield District Council.

## Entrepreneurs' forum - 6 November

The keynote workshop at the final session in this year's Entrepreneurs' Forum, called **Marketing with a Passion**, will be delivered by **Lindsey Newman-Wood of Passion Marketing**, at 5.30pm in the Summit Centre, Kirkby in Ashfield.

As usual, the session is free of charge and will provide a buffet tea and opportunity to

Dave Jones, Lead Environment Officer was so impressed with Luke's attitude and approach to work, that he offered Luke a 30-week contract to continue the good work.

Dave said: "Luke has proved to be a hardworking man, who gets on with both the people he works with and the public. He will try to complete the tasks given to him and the team and will do any job asked of him."

One of the biggest barriers to young people getting their foot on the employment ladder is lack of work experience and a reference from a quality employer.

If your business is able to offer a young person (aged 18 – 24) a chance to work with you to learn some new skills, please contact us on **01623 463 165**.



network with other businesses and business support agencies.

For further information, please contact us via [entrepreneursforum@mansfield.gov.uk](mailto:entrepreneursforum@mansfield.gov.uk) or **01623 463 165**.

## Apprenticeship grant for employers

Companies looking to take on apprentices can apply for a share of a £60,000 grant pot, which has been made available by Mansfield and Ashfield District Councils.

The Ashfield and Mansfield Apprenticeship Grant for Employers (AGE) offers businesses taking on a new apprentice up to £1,500 on top of the current National Apprenticeship Service's (NAS) £1,500 AGE.

The grant supports employers who would not otherwise be in a position to recruit an apprentice, which helps to boost the local economy and reduce youth unemployment.

To be eligible for the grant, businesses need to qualify for the NAS AGE, be located within Ashfield or Mansfield district and employ less than 250 staff. The apprenticeship has to be a newly created position and the company must not have recruited an apprentice in the previous 12 months. The apprentice has to be aged between 19 and 24 and live in one of the districts.

Employers can claim the Ashfield and Mansfield AGE for up to two apprentices and the grant will be paid in stages throughout the apprenticeship programme.

To find out more about the Ashfield and Mansfield AGE, contact us on **01623 463 165** or email [apprenticeships@mansfield.gov.uk](mailto:apprenticeships@mansfield.gov.uk)

## Get in touch

If you have any questions about any of the projects mentioned within this bulletin, or have a general enquiry for us, then please get in touch.

Tel: **01623 463 165**

Email: [regeneration@mansfield.gov.uk](mailto:regeneration@mansfield.gov.uk)



The European Regional Development Fund (ERDF) part funds the Queen's Place project and Ambition project, which includes Invest Ashfield & Mansfield, the Ambassadors' Programme, Graduates into Enterprise and Aim Higher schemes, Entrepreneurs' Forum, Women Who Do initiative and Business Crime Prevention and Innovation Support grants.



EUROPEAN UNION  
Investing in Your Future

European Regional  
Development Fund 2007-13