

Against some measures the Derbyshire Dales economy performs relatively well. Unemployment is low, business density and survival are high and the skills base strong. However, Dales wages remain low and, despite almost full employment, economic growth lags behind other areas. Growth is constrained by the slow pace of new housing and employment land delivery, connectivity constraints, lingering economic uncertainty affecting business confidence, limited exporting, and difficulties for some with recruitment. In common with the rest of the country, tough trading conditions continue to affect the high street and the economy needs to respond to the challenge of climate change. By consolidating strengths, building up higher value sectors and deriving competitive advantage from quality of place, working closely with partners and businesses the Economic Plan seeks to deliver sustainable economic growth over the longer term.

**AIM:**

***A resilient, higher value and more productive Derbyshire Dales economy***

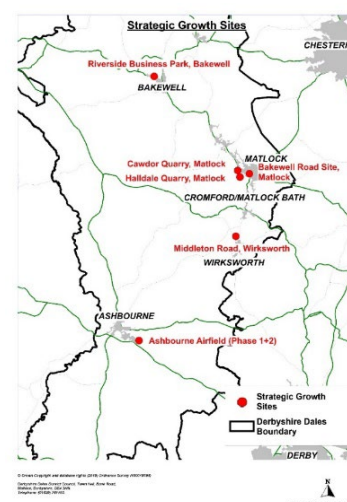
**Six Strategic Growth Sites:**

- Ashbourne Airfield Industrial Estate
- Middleton Road, Wirksworth
- Cawdor Quarry, Matlock
- Halldale Quarry, Matlock
- Riverside Business Park, Bakewell
- Bakewell Road, Matlock Town Centre

**Particular focus on three sectors:**

- Manufacturing (esp. advanced activities and Food & Drink)
- Knowledge based/Creative and Digital Industries (CDI)
- Visitor Economy

with wider partnership initiatives to support other important sectors



**PRIORITIES AND ACTIONS**

**PRIORITY 1: *Strategic Growth Sites & Infrastructure***

- **Delivery of Ashbourne Business Park and Phase 1 housing allocation at Ashbourne Airfield**
- **Pursuing funding to unlock employment land at Middleton Road/Cromford Road, Wirksworth**
- **Bakewell Road town centre development site, Matlock**
- **Continue to facilitate discussions between Homes England and private landowners**

**PRIORITY 2: *Business Support to Enable Growth***

- **Deliver a high quality, free, 1:1 business advice service to SMEs**
- **Provide practical assistance to help growth companies access external grant and loan support**
- **Broker specialist support to enhance productivity and exporting**
- **Maintain regular business engagement inc. e-newsletter, events and Dales CEOs Forum**

**PRIORITY 3: *Sector Specific Support***

- **Workshops on specialist areas e.g. Patents and IP**
- **Partner in exporting and supply chain events**
- **Promote take-up of partnership programmes and support inc. the DE-Carbonise Project**

**PRIORITY 4: *Marketing the Derbyshire Dales as a Business Location***

- **Launch a Derbyshire Dales Place Branding initiative**

**PRIORITY 5: *Skills & Workforce Development***

- **Encourage employers to utilise available workforce development and training programmes, influence providers to deliver support within the Dales and retain younger people in key local sectors**