

One West Northamptonshire

Our Vision for 2030



Welcome



Cllr Adam Brown, Leader
West Northamptonshire Council

One West Northamptonshire Plan

Anna Earnshaw, Chief Executive
West Northamptonshire Council



Why do we need a partnership vision?

In 2021 we set out a shared vision *'to make West Northamptonshire a great place to live, work, visit and thrive'*.

We and our partners have worked hard to create and co-design key strategies and plans that move us towards achieving this, including:

- West Health & Wellbeing Strategy
- Live your Best Life Strategy
- Community Safety Strategy
- ICB 10-year Strategy
- Primary care strategy (under development)
- SEND Strategy
- Youth Strategy (under development)
- Anti-Poverty Strategy
- Housing Strategy
- Climate change strategy
- Local Nature Recovery Strategies
- Active Travel strategy
- Park Strategy
- Tourism Strategy
- Regeneration and Town strategies
- Economic Strategy (under development)
- Health Inequalities Action Plan
- Devolution Plans.



These plans and strategies focus on individual elements of People and Place

A Vision of thriving people and place

Overall wellbeing is shaped by many factors within place making.

Socio-economic, cultural and environmental factors have a key impact as important as health behaviours and systems.

We need to recognise the key influence of the communities we live and work in, and the social networks we belong to.

Today is about the bigger picture and our roles in shaping our place and facilitating opportunity, prosperity, good health and strong communities.



One approach: Some guiding principles

Inclusive Growth

Creating a catalyst for positive change and opportunity bringing prosperity to residents, increasing wellbeing and reducing inequalities

Strength in Collaboration

We cannot do this alone - we will need to work in partnership with the people who use our services, communities, public and private sector partners and industry

Prevention is Better than Cure

We want to get "upstream" making sure that when things start to go wrong or escalate that our communities and residents can access help and support. Through targeted, joined-up interventions we will seek to prevent problems escalating or hitting crisis.

Smart and Efficient Working

We will embrace innovation and maximise the growing opportunities to use technology to make us competitive and attractive to investors and facilitate prosperity.



Inclusive Growth: A catalyst for positive change

Northampton and central Daventry have some of our most deprived areas (in the bottom 10% in national tables) ...How does inclusive growth help?

A case study: Altrincham in Greater Manchester

- *Deprived area*
- *Low employment and many closed businesses*
- *Underused schools*
- *Derelict areas, litter and crime*

The Council helped regenerate the market square as the catalyst:

- ✓ *New places to eat, drink and meet and new boutique shops opened*
- ✓ *More local money was spent in the area*
- ✓ *Investors attracted to develop new businesses and shopping centre*
- ✓ *Housing developers moved in and started building*
- ✓ *The schools became full and popular*
- ✓ *The area became sought after to live and raise a family*
- ✓ *More jobs were created & a sense of pride was generated*



We want to see Northampton and our market towns thrive like this and see more money spent in our area

One approach: what should we prioritise?

We have proposed our priorities based on three years of working together
... are these the right priorities for our people and place?

A Thriving Place with....

- A thriving economy
- A skilled workforce
- Good connectivity
- A great environment to live in
- More and better-quality homes

Thriving People...

- A great place to raise a family
- Where children get the best start in life
- Where you can age well
- Where residents feel safe
- Where you can keep busy and active.

The Council's role is to be an **Efficient and Enabling Council** facilitating positive change.



A Thriving Place in 2030?

- We have attracted significant investment and big businesses to Northampton
- Our Market towns have thriving shops and higher footfall
- We have a skilled workforce that meets the needs of future business
- We have increased our GDP
- We are seen as a place to do business, invest and grow
- Our communities have access to green space
- We have clean streets and good roads
- Our network of transport connects people, jobs and opportunities and incomes are rising
- We have record numbers of visitors for our sporting events, visitor attractions and shops
- We have more and good quality homes supported by good infrastructure
- Devolution has brought increased investment in jobs, homes and transport



Silverstone

Did you know?

- 10,000 people and 1,700 volunteers work on F1 Grand Prix each year
- 1 million visitors each year, 500k for F1 British Grand Prix weekend.
- Visitors spent over £100m in the local economy
- Silverstone expanded business activities, conferences and exhibitions, a museum, college and hotel.
- Helped drive the growth of the advanced engineering and motorsport industry in Northamptonshire, Buckinghamshire and Oxfordshire.



Thriving People in 2030?

- We are a child and elderly friendly place
- Residents and families feel supported to live and grow well
- Attainment in schools is up and exclusions are down
- Our children with SEND are getting better outcomes
- Our schools and further education are supporting the skills needed by business
- People feel safe in their communities
- Our communities have access to green space and activity
- We provide people with the facilities and support to stay well and stay independent



We want to hear from you!

We have launched a consultation process to gather ideas and priorities from all our stakeholders. By sharing your thoughts, you help us refine and improve the draft plan so that it truly meets local needs.

- You can view the Draft One West Northamptonshire plan and complete the One West Northamptonshire plan survey on our website by midnight on **Thursday 20 February 2025**. You can also scan the QR Code
- You can also visit any West Northamptonshire Council managed library to complete the survey. Please visit our website or telephone 0300 126 7000 to check opening times.
- You can also send your comments by email or post to:
 - ✓ Email address: onewestnorthants@westnorthants.gov.uk
 - Postal address: One West Northamptonshire Consultation, West Northamptonshire Council, The Guildhall, St Giles Street, Northampton, NN1 1DE



Please promote the consultation within your networks to help us gather a broader range of local opinions.

Questions?



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