Economic Narrative and Prospectus for North Northamptonshire

To provide a clear economic narrative for North Northamptonshire that articulates existing economic strengths and USPs and focuses attention and resources to realise key priorities.

Key components to include

- A high level economic portrait
  - Focussing on strategic location and infrastructure

- Economic strengths, USPs and growth
  - Why North Northamptonshire in an attractive place to live, work and invest

- Sector strengths and unique clusters of business activity
  - How to stimulate diversification and focus on key employers and the wider skills agenda

- Wider amenity offer
  - Links with the environmental and cultural assets and high quality natural environment

- Strategic development opportunities
  - Key sites and locations

- Strategic fit and complementary role
  - Within SEMLEP and The Oxford – Cambridge Arc.

The output will be to provide a short and focussed prospectus style document including a one page executive style summary.