

Nottingham City Vision

HOME HEART HOST



Reverie Spondland - Urban Regeneration



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Nottingham Vision

Foreword

Nottingham is a city of legends and icons. From Robin Hood to Boots, our city has made its mark. Our scientists pioneered ibuprofen and MRI, and our artisans and engineers took lace and bicycles to the world. Our sports legends have brought trophies to Nottingham and left us a legacy of world-class venues, and our independent culture and food scene punches well above its weight.

But pride in our past and present means nothing unless we're clear about our future. As one of the UK's Core Cities, Nottingham is key to the regional and national economy. The city anchors the emerging Trent Arc being brought forward by the East Midlands Combined County Authority as the largest transformational growth opportunity in the East Midlands. With a growing innovation economy worth over £11bn, Nottingham has sectoral strengths in Life Sciences & Healthcare, Digital & Creative Industries, Advanced Manufacturing, Financial & Business and Clean Energy & Sustainability. However, we know we can do more to realise the full potential of our assets.

Growth is a by-product of creating great places. Over the next 15 years, we need to deliver at least 27,000 new homes in Nottingham, and our ambition is to achieve even more. We will do this by planning positively for where and what type of housing we need. We have also set ambitious targets to generate an additional £500 million in GVA by 2030, creating 12,000 new jobs, and our infrastructure will need to expand to serve that growth.

In modern urban economies there is an important link between productivity growth and the clustering of knowledge-intensive functions and jobs, particularly in city centres. Successful city centres

support growth by providing the density and diversity for businesses to thrive, and knowledge-intensive organisations such as universities, cultural institutions and government.

Nottingham needs to grow and change so that it is vibrant, attracts new investment, retains its talented graduates and continues to offer opportunities for local people that enable them to achieve their full potential and live happy and healthy lives. Rapid advances in technology, climate change and the long-term impacts of the pandemic also mean the city needs to adapt to meet new challenges.

This is where the Nottingham Vision comes in. It's our shared ambition and sets the strategic direction for growth and investment. This document sets out what we know our city does well, how we will address challenges by building on our strengths, and what we want our city to be in the future. It also sets out how we'll make change happen, both in the short term and the long term, and how we'll work with partners to deliver success as 'Team Nottingham'. We want to be clear that we're not starting from scratch. Nottingham has fantastic assets already that we're going to build on. But pride in who we are means nothing unless we're clear about our future.

We hope you'll find the Vision inspiring. We want to make sure that Nottingham will be a home you'll feel proud of, the heart of your success in the city, and the host to your future investment.



The Council House, Pelham Street and Long Row in the city's retail core



Revitalised space around Nottingham College, part of the city's wider Green Heart



The iconic Wollaton Hall, within the 200-hectare Wollaton Park in the west of the city

Our Vision

Home, Heart, and Host

Nottingham will be the proud Home of diverse and healthy communities, the Heart of a dynamic region and the Host of opportunity and global culture and sport.

This is our statement of intent. It underpins the entire Vision and sets out how Nottingham will look and feel, the role it will play, and the values it will uphold. It defines the energy the city will project and provides the foundation for the delivery of this Vision.



The Home of:

Healthy, diverse neighbourhoods for everyone

Nottingham will be a city of vibrant and healthy neighbourhoods, stitched together by a Green Grid of attractive routes that make the city greener, safer, more walkable and better-connected. 'Homes in the Heart' will set a new standard for inclusive urban living, bringing a wider mix of homes, and creating a new child and family-friendly Nottingham. Our neighbourhoods will support people to live, stay and grow in a city that puts wellbeing at its core.

A green and blue cityscape - a Forest City

Nottingham will be a city defined by thriving greenspaces, rivers, canals, natural habitats and green corridors that come together to form a citywide nature network linking to the Green Grid. The Forest City is accessible to all, woven into everyday life to support learning, play, restoration biodiversity and climate resilience.

Independence, creativity and rebellious spirit

Nottingham will be defined by its bold thinking, entrepreneurial spirit and distinctive culture. Businesses, independents, creatives and community organisations are supported to thrive, reinforcing the city's distinctive character and sense of belonging.



The Heart of:

The East Midlands – as a dynamic, incubator city of economic growth

Nottingham will be recognised as a confident economic powerhouse, reflecting its role as one of the UK's Core Cities. The city will be an anchor of growth, innovation and shared prosperity for the wider region, underpinned by a new commercial district, innovation district, and a centre for small businesses. This will make Nottingham a true 'incubator' city for growth, opportunity and prosperity. New spaces to nurture talent, cultivate ideas, attract business and grow spin outs will set a new precedent for the city: Nottingham is the place for new ventures but also where established businesses alike can thrive.

A thriving regional innovation ecosystem

Nottingham will be a fast growing cluster of research and technology, building on regional strengths in advanced manufacturing, life sciences, clean energy and the creative sector, while acting as a central hub for business, finance, digital and tech activity. A diverse industry mix, with a world class innovation culture and city governance that backs every business, big or small, will make Nottingham's economy resilient, adaptable and a true heart of enterprise.

The UK's strategic connectivity

Nottingham will be a natural meeting point, with strong national and regional connections placing the city at the heart of both the Midlands and the UK as a whole. This will be harnessed to make Nottingham a powerful hub for movement, trade and collaboration. Internally, Nottingham will be an even better connected conurbation, building on what is already one of the best public transport systems of any UK Core City, tying our neighbourhoods and jobs together.



The Host of:

International business, talent and innovation

Nottingham will be a magnet for skilled graduates, entrepreneurs, high growth and established firms, anchored by a competitive innovation economy and underpinned by the city's two universities: University of Nottingham and Nottingham Trent University. By clustering businesses, talent and capital in a new commercial and innovation district, a thriving knowledge economy will drive productivity, attract investment, and increase the prosperity of the city.

Global culture and a diverse visitor offer

Nottingham will be a cultural gateway, alive with events, festivals and conference spaces, with new ways to experience the city through improved corridors, routes and districts. The city will become more accessible for visitors and family-friendly experiences, whether for the Nottingham's independent leisure and retail offer, green and waterside spaces, or wanting to learn more about the city's historic legends.

A world-class sporting destination

Nottingham will be a city of sport, participation and talent development, from elite performance and major international events to everyday activity and local clubs. The Sports Corridor will catalyse regeneration, access and movement, woven into the regional sporting ecosystem, attracting visitors to the city and inspiring activity, play, social connection and pride.



Building on our Strengths

We know who we are.
This is our Nottingham.

We are a city with world class assets, a legacy of bold thinking and rebellious action. However, we're not yet making that count as well as we could. Our strengths are the building blocks we will build on, and we know what we need to do to secure Nottingham's long-term success.

Nottingham has the foundations of a great European city. We are home to an £11bn innovation economy, two world-class universities, strong sector strengths in life sciences, advanced manufacturing, financial and business services and clean energy, and a young, diverse and creative population. Alongside this sits a strong independent culture, a vibrant creative economy, great transport links, iconic green spaces, and a concentration of sporting assets that few cities can match.

These strengths provide a platform for a more confident, outward-looking future. But the city's potential is not always fully realised. A shortage of Grade A office space, limited housing diversity in the city centre, underused sites and inconsistent connections mean that Nottingham is not always the obvious choice that it should be. Residents also tell us that the city's strengths can sometimes be undermined by perceptions around safety, cleanliness and identity, and that the benefits of the city's economic success are not always felt by everyone.

This Vision builds on what is great, tackles what holds us back and sets a bold direction for the next 25 years.



Excellent connectivity

We are strategically located at the heart of the UK, and have one of the best public transport systems of any UK Core City.



£11bn innovation economy

We are host to two world-class universities, who back local and national innovation networks and research assets, with space to grow.



Broad Marsh

We have one of the largest city centre regeneration opportunities in the UK, where ongoing redevelopment will build on the site's role as the new Green Heart of the city.



A young and energetic population

Our universities provide us with a student population of 65,000, alongside one of the youngest resident populations of any UK Core City.



The city of icons

We are home to iconic historical assets such as the legend of Robin Hood, The Caves, and Nottingham Castle.



World-class sporting venues

We host Nottingham Forest FC, Notts County FC who are the world's oldest professional football club, international test cricket... at Trent Bridge and the National Ice Centre, all clustered within a 20-minute walk of each other.

Ten Bold Ideas for Nottingham

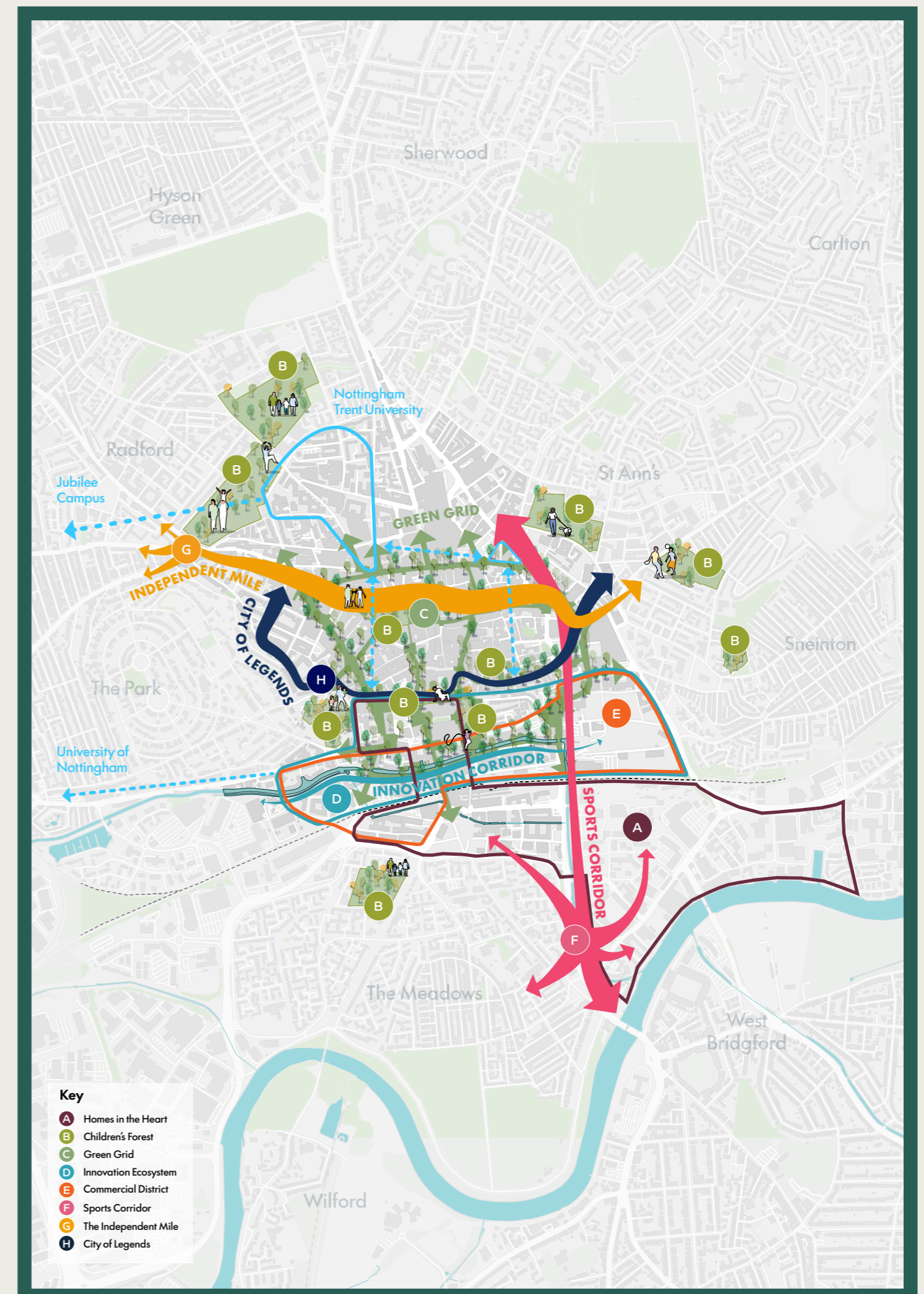
We know what our ambitions look like. We have established Ten Bold Ideas for the future of Nottingham – exciting, transformative changes that will deliver the Vision.

Taken together, the Bold Ideas represent a cohesive and credible transformation strategy for Nottingham – economically, socially, culturally, spatially and environmentally. They are visionary, but they also reflect the things Nottingham is already good at, and build on projects that are already happening.

The Bold Ideas strike a balance across 'Home, Heart and Host', giving the vision purpose, economic momentum and emotional resonance. We also believe that they feel uniquely Nottingham.

Crucially, the Bold Ideas fit together, with each one strengthening the others. They are part of a system of change in the city, rather than just being isolated projects. Boosting our innovation ecosystem will also support businesses and culture, Homes in the Heart will boost footfall and vibrancy, the Green Grid will underpin Nottingham's sporting offer, and the Connected Energy City will help to unlock development.

Bold idea	Summary	
1. Homes in the Heart	More and better quality homes through major brownfield and small site delivery.	
2. Children's Forest	A city-wide nature friendly network of spaces, putting children at the heart of the Forest City.	
3. Green Grid	A Green Grid of people and nature centred active travel routes overlaid with world-class public transport that further strengthens the city's connectivity.	
4. Connected Energy City	An expanded low carbon energy backbone powering growth, resilience and affordable heat.	
5. Innovation District	A leading innovation district combining international networks and living labs, amplifying the city's presence through collaboration and ambition.	
6. Commercial District	A modern, net zero business district anchored around Crocus Place, The Island Quarter and the Station Growth Zone.	
7. Centre for Small Business Innovation	A global hub for SME innovation and creatives rooted in Nottingham's independent spirit.	
8. Sports Corridor	A connected district, where elite sport, talent development and everyday activity shape healthy urban life.	
9. Independent Mile	A curated, branded route linking Nottingham's independent retail, culture and food clusters.	
10. City of Legends	A unified cultural identity built on Nottingham's legendary rebel history, creativity and literary power.	





More homes. Better neighbourhoods. A more vibrant city centre.

What

Nottingham will accelerate the creation of a liveable, high density and high-rise urban core by delivering high quality city centre housing and shaping a new generation of compact, walkable neighbourhoods. We will make the heart of Nottingham a place where more people can afford to live well: where residents are close to education, jobs, services, leisure, culture, and green space.

We will deliver around 1,000 new homes on and around the Broad Marsh site, and bring forward new homes on large brownfield sites such as Island Quarter and Waterside. We will also work across public and private sectors to address viability challenges and unlock development.

Longer term major development and further housing growth opportunities will focus on the development of a further mixed-use regeneration zone extending the Station Growth Zone to the east across London Road, along the Canal corridor, joining with Waterside area and beyond Castle Meadow to the south west where the market is already promoting more mixed use development.

As well as delivering Homes in the Heart, we will bring forward smaller sites to support neighbourhood renewal across the city as a whole, and further increase the housing supply chain. Neighbourhood regeneration plans will work in partnership with affordable housing providers to maximise opportunities for new homes, while ensuring neighbourhoods are family-friendly, liveable and future-proofed.

This focus on sustainable locations for housing will ensure that the conurbation as a whole can grow, whilst minimising reliance on greenfield land.

Why

In order to meet housing demand, Nottingham has an ambition to exceed our target of 27,000 homes by 2041. Homes in the Heart is critical to this, providing

sustainable city centre housing that is connected to existing infrastructure, services and jobs. Nottingham also has a significant brownfield pipeline (Broad Marsh, Island Quarter and Waterside for example) that can deliver thousands of homes without expanding the city's footprint. A stronger residential population can boost the city centre economy, support independents, and underpin the cultural and nighttime economy.

It will deliver:

- Thousands of much needed homes
- Improved neighbourhood environments
- A vibrant city centre.

How and when

By 2030 we will have:

- Established a cross-sector Housing Growth Delivery Board to focus on delivery
- Explored feasibility and funding sources to create a revolving fund to support site delivery
- Delivered progress on the current brownfield pipeline, including Broad Marsh, Island Quarter and Waterside
- Developed more detailed plans for new regeneration zones covering Eastcroft and the Station Growth Zone
- Developed neighbourhood regeneration plans, setting out housing growth and improvements to high streets, local centres, public spaces, infrastructure, services and community facilities.

By 2050 we will have:

- Exceeded our target of 27,000 new homes
- Created greater diversity and improved the quality of the city's housing offer in line with local need
- Delivered all of the current sites within Homes in the Heart, and identified the further pipeline of sustainable sites for the city's future growth
- Transformed neighbourhoods through the revitalisation of a network of compact, walkable centres, improving quality of life.

Redevelopment in the Riverside area of Sunderland, illustrating design principles and the family-oriented ethos that could be achieved in Nottingham through Homes in the Heart.



Credit: Igloo Regeneration



A national exemplar. Urban nature, learning and wellbeing as one.

What

A Greener Nottingham will place health, happiness, cultural identity and nature at the core of everyday city life, creating a bold constellation of gardens – people-first, multi-functional greenspaces woven through neighbourhoods and the city centre.

At the heart of the Children's Forest will be a connected network of green corridors linking the city's nature, its people and its economy. This will be closely linked to the Green Grid (see page 16) anchored by the Green Heart within the Broad Marsh, and Central Park at Old Market Square as a powerful civic connector.

This will include revitalised public interactive spaces, urban meadows, pedestrianised and de-paved streets, playful water-based experiences for children inspired by Nottingham's cultural heritage, and greener, safer routes that encourage movement, discovery and dwell time in the city. It will put children and young people at the heart of making Nottingham a "Forest City".

The network of green spaces around the city will be places for children and young people to learn, play and feel more connected to both people and nature. It will stand as Nottingham's defining environmental transformation: a nationally recognised flagship demonstrating climate leadership, long term place stewardship and an unapologetically intergenerational ambition for the city's future.

Why

Universal access to nature is no longer optional – it is essential infrastructure for narrowing health inequalities, tackling social disconnection and supporting the wellbeing of Nottingham's young and diverse communities.

With nature in long term decline, only a citywide, community powered greening movement can reverse biodiversity loss, respond to the climate emergency and unlock the full social value of public space – shifting grey spaces to greener, brighter, cleaner, safer and

more engaging places that support biodiversity, manage flood and heat risk, and reinvigorate the city centre through access to nature, culture, connection and destination.

This programme will be central to Nottingham's identity, proving that a cleaner, greener city is also a fairer, healthier and more resilient one. A city to be proud of.

How and when

It will deliver:

- A confident, visible Forest City identity recognised locally and nationally
- Measurable improvements in health, wellbeing and happiness
- Transformational opportunities for play, culture and civic pride, including free, inclusive all year-round, city centre attractions
- A step change in biodiversity recovery and climate resilience interventions, such as a celebrations of Nottingham's Biodiversity - a city in Bloom through considered planting, urban meadows, sustainable urban drainage and an increase in tree canopy cover

By 2030 we will have:

- Identified and mobilised city shaping anchor projects, including the Green Heart, Robin Hood's Gardens, embedding Greener, Healthier, Happier outcomes and radically expanding access to nature and culture
- Delivered early phases of a reimagined Old Market Square, inspired by the Green Heart and Greening Sneinton
- Rebalanced the city centre towards people, culture and nature through pedestrianisation, de-paving and greening interventions inspired by international best practice such Paris, France and Utrecht, Netherlands



Credit: Guillaume Bontemps

- Created connected green and blue networks through streets, transport corridors and public spaces, linking to neighbourhood hubs such as Sneinton, Arboretum and canal and river networks
- Delivered visible quick wins, including the ambitious greening of Sneinton Market and new environmental and cultural trails encouraging movement and discovery.

By 2050 we will have:

- Fully delivered the programme's anchor elements, securing long term impact
- Embedded a robust stewardship and guardianship model, 'Green Light to Grow', with a strong community focus

- Normalised resident participation in parks and green life through a diverse, inclusive offer including:
 - Green Guardians Volunteering
 - Green Social Prescribing
 - Make Space for Girls
 - Food growing at scale
 - Play spaces and a continually improving, citywide accessible play network.

Delivery will be fully aligned with Child Friendly Nottingham priorities and will create considered nature based solutions greened public spaces that provide safety, shelter, rest and play while supporting active travel.



Upgraded Active Travel. Building on our world-class public transport. A network that people are excited to use.

What

Nottingham already benefits from good connectivity, but we want to do better. The Green Grid will be a network of new and upgraded routes throughout the city centre and into surrounding neighbourhoods, encompassing both active travel and public transport. This will support a coherent and people-centred place so it is a city that flows, and where people continue to want to use sustainable modes for their journeys.

At its heart, the Green Grid will see the establishment of continuous Green Spines running east to west and north to south through the city centre. These will be highly walkable and with world-class infrastructure for cycling and micromobility. This will build on key focal points including Old Market Square, Broad Marsh and the Green Heart, the Tram Line Spot adjacent to Nottingham College and Middle Hill, and 'further re-imagined civic spaces'. The Green Grid will also be closely aligned with the Children's Forest, it will address challenges around the quality and perception of urban spaces, encouraging people to move through and explore the city, bringing people into the city and connecting them to opportunity.

Appropriate routes throughout the Green Grid will also be reinforced as the arteries of our public transport network, with improved bus infrastructure to protect and continue to develop our high-quality bus network. We will also progress plans to expand the city's tram system to serve areas of growth around the wider conurbation, particularly serving the focus areas for Homes in the Heart. The Green Grid will improve connections between neighbourhoods and jobs, ensuring that opportunities and people are connected together.

The Green Grid will deliver:

- Connected neighbourhoods by walking, cycling and wheeling
- Improved city centre experience and movement
- Biodiversity and climate resilience.

Another key part of our connectivity story is also at a more regional and national scale. To enable this we will build on Nottingham Railway Station as a focal point of the Green Grid, and a key gateway to the city. We will also continue to lobby nationally for the full electrification of the Midland Mainline into Nottingham, and to improve the frequency and speed of rail services to nearby cities where these are not as good as they could be – notably to Birmingham, Coventry, Lincoln and Leeds.

Why

There are perceptions around safety, fragmentation and disconnection in parts of the city centre that we know can feel underutilised or disjointed. This discourages movement through parts of the city centre, and can stop people from making more sustainable journey choices. By stitching together streets, public spaces and movement corridors into a coherent Green Grid, this approach creates a city that is easier to move around and more attractive to spend time in. Safer, greener streets make active travel the natural choice for short journeys while public realm enriched by green spaces brings nature into daily life.



Credit: Ramboll

Visualisation of planned development in Downsview, Canada, showing principles that can be applied in Nottingham's Green Grid – streets in which people will want to spend time, rather than just to move through.



How and when

By 2030 we will have:

- Identified and delivered priority schemes to demonstrate proof of concept
- Developed clear Green Grid design guidance and standards
- Established a long-term direction for the tram network, including future extensions and upgrades to support the Grid and city centre growth
- Redesigned the southern end of Maid Marian Way to help simplify the junction, support maximising Broad Marsh regeneration and completed the new east west pedestrian route.

By 2050 we will have:

- Delivered all core and supporting elements of the Green Grid
- Delivered neighbourhood-scale walking and cycling improvements in prioritised areas
- Delivered the next phase of the tram network expansion.

Key green grid routes

East-West

- Lower Parliament Street, linking the Independent Mile, Victoria Centre and Sneinton Market
- From Nottingham Castle, through a revitalised Old Market Square, and along the Independent Mile to Sneinton Market
- From Broad Marsh, through the Green Heart and the Tram Line Spot, and along the Cultural Spine into the Lace Market
- The Nottingham Canal from Castle Meadow to the Island Quarter, forming the spine of the Innovation District.

North-South

- Maid Marian Way, linking the Independent Mile to Nottingham Castle, Broad Marsh and the Commercial District
- From Victoria Centre to Broad Marsh, through a revitalised Old Market Square and the Green Heart
- From the Lace Market to the Railway Station, through a refocused Hockley Square and the Tram Line Spot
- Lower Parliament Street and London Road, linking Sneinton Market and the Island Quarter into the Sports Corridor.



Affordable and Resilient. Zero Carbon. Powered by Innovation & Place.

What

Nottingham will be a Connected Energy City by renewing and expanding its clean energy backbone, creating local energy smart neighbourhoods, and using regeneration to drive clean energy solutions next to large-scale retrofit, greener streets and climate-ready buildings. Nottingham will modernise and extend its existing low-carbon energy systems, creating a quietly powerful, city-wide platform that brings flexibility and supports new homes, mixed-use districts, public buildings and community assets. This is Nottingham's next generation energy spine: invisible to most people, essential for growth, and a huge competitive strength for attracting investment. Nottingham is a future-ready, zero carbon, European leader.

Why

The Connected Energy City principle builds on the city's long-standing clean energy legacy. It turns energy into an enabler of growth, affordability and resilience, powering new jobs, unlocking development sites and supporting emerging innovation districts. This ensures that homes and businesses benefit from local generation, digital flexibility and lower-cost, low-carbon heat and power.

It will deliver:

- A modern, resilient and flexible city-wide energy backbone that supports growth and new development
- Affordable, low-carbon heat and power
- Climate resilience.

How and when

By 2030 we will have:

- Secured growth in heat networks within the city, utilising planning policy and investment tools
- Established a heat network zone and selected a development partner
- Embedded retrofit and climate-ready development into existing mixed-use development and regeneration schemes and connected regeneration areas including Broad Marsh to the Energy Spine.

By 2050 we will have:

- Expanded or replicated the Energy Spine to serve our suburban centres like Harvey Hadden and the University and Hospital sites
- Brought online new low-carbon heat sources and extended solar generation to provide home grown electricity.



Recently completed retrofit of Nottingham City Homes properties in Sneinton, using the Energiesprong approach to apply new facades to the buildings alongside other technologies. This has created better homes without requiring demolition.



Integrated. World Class. A dynamic innovation ecosystem.

What

Nottingham's economy will be powered by a world-class Innovation District that builds on its industrial heritage and cultural strengths, enabling inclusive growth opportunities and amplifying the city's presence through collaboration and ambition. The Innovation District will be underpinned by Nottingham's world-class universities, pioneering businesses and existing research excellence and unleash innovation potential, knowledge sharing and entrepreneurship in high growth sectors including Life Sciences, Advanced Manufacturing, Clean Energy and Creative and Digital Industries.

The cluster of major opportunity sites on the southern side of the City Centre, including Castle Meadow Campus, Broad Marsh, the Station Growth Zone, the Island Quarter and the Sports Corridor (see page 26), present a significant opportunity to springboard the creation of a vibrant, urban Innovation District. This walkable, tram-connected area offers a foundation for future growth and a strong core from which innovation can be focused and expanded.

The Nottingham Innovation District will catalyse city centre regeneration and act as a powerful engine for economic renewal, bringing growth back to the heart of Nottingham. It will also act as a platform to enable collaboration to deliver meaningful impact and support the transformation of Nottingham and the wider region by connecting people to opportunity. Ultimately, the Innovation District will elevate the profile of the city by showcasing its rich innovation history and support Nottingham to become a place for people and businesses to call home, grow, learn and innovate.

The city's universities, research institutions, businesses and innovation-enabling infrastructure help to also form a wider innovation ecosystem across the city, anchored by the Innovation District. Rather than a designated 'boundary' for innovation, the Innovation District and wider innovation ecosystem will serve as a strategic mechanism to focus but allow flexibility of investment, activity, and collaboration across Nottingham's key innovation assets. The Innovation District will also be a collaborative ecosystem

spanning beyond geographical boundaries, and driving innovation across the wider Trent Arc.

We will also establish a network of 'Living Labs' across the city that transform high streets into real-time test beds for new enterprise models, cultural interventions and digital services – also helping to bring the high-value, innovative parts of the city's economy into contact with new audiences. Existing regeneration projects at the Island Quarter, Broad Marsh and Castle Meadow are unlocking new space for innovation and enterprise and vacant buildings will be repurposed as flexible spaces for start-ups, creatives and community enterprises. These will be spaces where innovations scale into commercial space and high-value jobs and where universities, research institutions and high-growth firms naturally cluster.

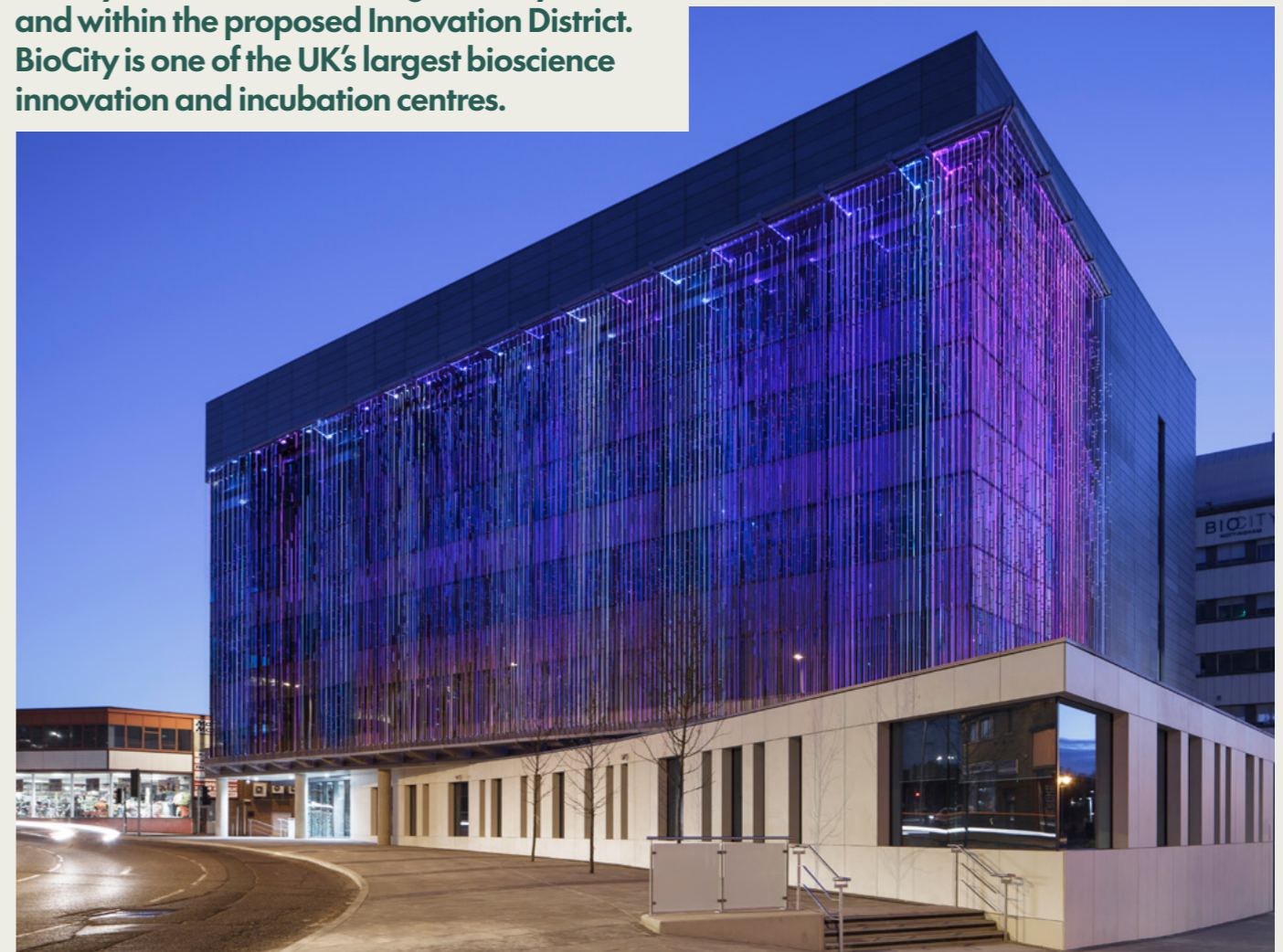
Why

The ambition and the 'ingredients' for an Innovation District are already in place. Nottingham is a city built on knowledge, creativity and innovation and is well placed to become one of the most strategically and centrally located Innovation Districts in the UK. Nottingham's innovation landscape reveals a district of innovation activity including globally recognised universities, expanding research and development capability, and high-growth clusters in data, digital media, advanced manufacturing, life sciences and clean tech. Since 2015, these sectors have out-performed major UK cities in GVA growth. Nottingham's Creative Quarter, regeneration pipeline and cultural assets give credibility to stand alongside cities like Eindhoven, Ghent, Malmö and Aarhus; places known for design leadership, agile governance and innovation-driven urban renewal.

It will deliver:

- An Innovation District and vibrant urban identity
- Greater footfall and retention of skills and talent
- Space for start-ups and scale-ups and collaboration and investment.

BioCity, in the east of Nottingham City Centre, and within the proposed Innovation District. BioCity is one of the UK's largest bioscience innovation and incubation centres.



Credit: Alex Bland

How and when

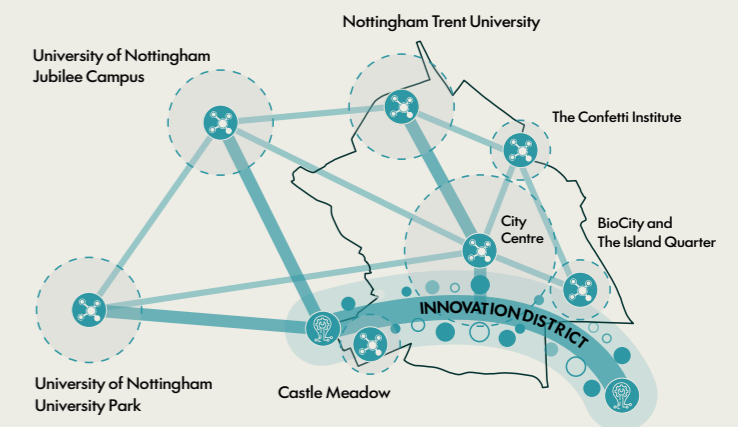
By 2030 we will have:

- Used vacant units to catalyse Living Labs and created a Living Lab fund to retrofit currently vacant buildings
- Formed partnerships with city centre landowners to support viable meanwhile uses across the city centre
- Established a steering group to drive forward the Innovation District initiative and concept design
- Support the appropriate reuse of Castle Meadow Campus and aligned investment pipelines, development sites and place leadership to the Innovation District vision.

By 2050 we will have:

- Established a leading Innovation District
- Improved wider regional transport connections to enhance access and connections to opportunity and talent.

Nottingham's wider Innovation Ecosystem





Modern. Net Zero.

The commercial heart of the East Midlands.

What

The Nottingham Commercial District is a transformational programme to create the city's first coherent, high-quality, investment-ready business district. It will provide an anchor for the ongoing growth of the city's established businesses, but will also play host to a new Centre for Small Business Innovation (see page 24). Emanating from the Station Growth Zone, the district will stretch through Canal Street, Carrington Street, and link into Crocus Place, the Island Quarter, other key commercial and office spaces and the Innovation District.

New office accommodation will be supported by enhanced amenities, transport gateways, tram extensions, public realm and digital / energy infrastructure, ensuring the city has the infrastructure it currently lacks and which constrain productivity, investment, innovation and city centre vitality.

There is also not currently a dedicated convention and conference space within the City Centre, to serve local businesses and wider national events. As part of the establishment of a more cohesive Commercial District, and in connection with the Sports Corridor, we will make this a priority.

Why

Occupiers and agents report significant unmet demand in the office market, particularly for the highest-quality Grade A space, creating a lack of opportunities for growing firms and new investors to find premises. The new Commercial District will therefore position Nottingham as the commercial and innovation capital of the East Midlands. This will be connected by a wider network of transport connectivity interventions, including expanding the tram network, creating a hyper-connected Commercial District.

It will deliver:

- Clear indication that Nottingham is investment ready
- Flexible commercial floorspace with Grade A and net zero workspace
- Retention of skills, graduates and talent within the city.

How and when

By 2030 we will have:

- Established a partnership board to work across public and private sectors to unlock development across the city including within the Station Growth Zone, Crocus Place and the Island Quarter
- Identified key sites and work with promoters to address viability and bring forward a co-ordinated pipeline of Grade A offices and a Centre for Small Business Innovation
- Set new standards for workspace quality, sustainability and design.

By 2050 we will have:

- Delivered the build out of the Commercial District including the Centre for Small Business Innovation
- Integrated the Commercial District fully into the Innovation District
- Improved wider regional transport connections to enhance access and connections to opportunity and talent
- Established a clear convention and conference offer, linked to the Commercial District.



Visualisation of the planned Martineau Galleries in Birmingham, clustering high-quality Grade A office space around attractive public spaces.

Credit: Howells



Celebrated independents. Champion of creativity. A world-leading hub.

What

The Centre for Small Business Innovation will be a way to celebrate Nottingham's pioneering independents and small businesses, which form a key part of the city's identity. We will build on this by creating an outward-facing world-leading hub for small business innovation, championing our home-grown talent and helping to foster global small business creativity. It will be a flagship centre of excellence combining research, enterprise support, design thinking, and global SME innovation networks, bringing together local employers and education providers as a place where makers, designers, digital creatives and entrepreneurs collaborate on new ideas, products and retail formats. Nottingham will be a global hub for creative and design-led SMEs.

Why

Nottingham is one of the UK's strongest creative and digital economies, generating £1.3 billion GVA and supporting 18,000 jobs across 2,000+ businesses, making it one of the city's highest value and fastest growing sectors. The city is already investing heavily in creative-led regeneration, with the Creative Quarter recognised as a major driver of economic renewal and cultural identity. This makes Nottingham the ideal location for small and medium enterprises, independent businesses and design-led innovation. Creative business growth also means more jobs and opportunities for local people, shaping a city that feels full of new ideas and possibility.

It will deliver:

- Business growth and creation of new jobs
- Retention of skills, graduates and talent within the city
- Greater knowledge sharing, collaboration and innovation-led growth.

By 2030 we will have:

- Worked with the creative sector to scope and develop the proposal
- Developed a new skills escalator programme and pathway into creative and digital economies
- Connected the programme with the Commercial District, Independent Mile and Innovation District concepts
- Secured delivery partners for the centre
- Activated underutilised assets to create meanwhile spaces for creative SMEs.

By 2050 we will have:

- Expanded the skills escalator into a pipeline supporting all-age careers progression across creative sectors
- Fully established the new centre as a flagship hub.



The Artists' Ateliers in the London Design District in Greenwich – an example of the type of small business collaboration space that could be delivered in Nottingham.



A city of elite sport. Activity-led regeneration. Everyday participation in healthy lifestyles.

What

Nottingham is a proud City of Sport, with a unique concentration of world class venues including two football stadiums, an international cricket ground and the National Ice Centre, all within a 20-minute walk of each other. With the emerging 'Trent Sports District' at its heart, this city wide, sport led regeneration programme brings assets together, opens them up and connects them to the surrounding waterfront, schools, leisure destinations and public spaces. By improving movement, access and public realm, it creates a clear and coherent sporting offer that forms part of everyday city life. It brings elite sport and everyday activity together, encouraging participation, play and healthier lifestyles, while using sport as a driver of investment, housing and infrastructure such as the new Waterside Bridge. The Sports Corridor will position Nottingham as a national leader in how sport can drive regeneration, improving liveability and wellbeing.

Why

Nottingham already has world-class sporting DNA, but it is not yet fully connected or leveraged. The city and wider region host some of the UK's strongest sports assets and a passionate local fan base: iconic football clubs including the City Ground, Meadow Lane, elite international cricket at Trent Bridge, the National Ice Centre, the Tennis Centre, the David Ross and Harvey Hadden sports villages, world-class watersports and universities leading in sports science. Alongside these headline venues, there is a broad and diverse sporting ecosystem spanning local clubs, community and grassroots organisations, all working to bring sport to everyone. Yet Nottingham's sporting assets sit in isolation, and the spaces between them present a clear opportunity to better connect places, support everyday activity and ensure sport is available to everyone.

It will deliver:

- A healthy, active city
- Visitor economy growth
- Stronger global sporting profile and branding.



Melbourne, Australia - where making the most of the clustering of venues for cricket, football and tennis close to the centre of the city has been a key part of its success.

Credit: Roberto Seba

How and when

By 2030 we will have:

- Improved the entrance to the city by connecting Nottingham Train Station to the stadiums
- Worked with EMCCA and surrounding local authorities to develop proposals for the Trent Sports District
- Begun the delivery of a network of active travel links and enhanced local service centres
- Implemented a new skills escalator programme to improve visibility of sports-related careers for young people.

By 2050 we will have:

- Developed and implemented a wider programme of events to further leverage the city's global brand
- Created a new citywide movement programme to get children and young people active, supported by athlete ambassadors
- Gateway from the railway station to Sports Corridor and alignment of investment programmes with sporting venues to maximise local benefits.



An active and vibrant city centre. Anchored by the Independent Mile.

What

Independent businesses are a vital part of Nottingham's economic character and cultural appeal. The existing retail core that spans north to south through the City Centre will be strengthened by The Independent Mile - Nottingham's signature experience route for independent retail, food, drink and leisure. The Mile will run east to west from Sneinton Market → Hockley → Old Market Square → Angel Row → Derby Road, and through thoughtful curation will take visitors on a journey through markets and clusters of local businesses, celebrating the city's thriving independent scene.

Through a redesigned Old Market Square, coordinated shopfront improvement, curated lighting and wayfinding, unified branding and storytelling and targeted public realm upgrades, the Independent Mile will create a distinctive, high-quality destination for shoppers and visitors. It will complement the city's main north-south oriented retail axis while reinforcing Nottingham's identity as a city that is independent, authentic and creative.

The transformation of the city centre will also focus on strengthening the existing retail core, focusing on a vibrant Victoria Centre with key destination brands, alongside a significantly improved public realm experience and stronger connections between the Victoria Centre and the Broad Marsh area.

Why

Nottingham already has strong assets, from Hockley, Sneinton Market to Old Market Square, and Castle Quarter, but these places can feel disconnected. Moving between them does not always feel intuitive, safe or welcoming. The Independent Mile provides a clear response by linking existing destinations into a single leisure route, helping streets feel more active, better cared for and easier to navigate. Repurposed high streets, improved shopfronts and public realm upgrades and investing in promoting a clean, safe and inclusive city will support a more positive leisure experience. In doing so, it strengthens dwell time, confidence and vibrancy across the wider retail heart, while creating a clear and compelling narrative for branding, investment and activation.

It will deliver:

- Elevated brand around independent retailers
- Increased tourism spend
- Revitalised experiential retail and leisure offer.

How and when

By 2030 we will have:

- Developed new events and market spaces and increased opportunities for alfresco dining
- Reduced the number of vacant units and upper floors
- Delivered public realm connections between the Victoria Centre and the Broad Marsh area.
- Redesigned and improved Old Market Square at the heart of the City Centre.

By 2050 we will have:

- Established the independent mile as a visitor destination in the city.





A cultural and heritage renaissance. Embracing our rebel history. Celebrating our literary power and cultural assets.

What

Nottingham is putting culture and creativity at the heart of renewal. Building on its UNESCO City of Literature status, independent spirit and creative heritage, the city is positioning itself as the UK's leading creative hub - driving economic growth, identity and civic pride.

Nottingham's theatres, universities, studios, museums, galleries and music venues provide a strong platform. The city will expand this by attracting investment and growing creative infrastructure. From Nottingham to Broadway, its artists and productions show global reach, while digital, gaming, production and manufacturing clusters demonstrate a diverse, future-facing creative economy. Once described as "Tig Guocobauc" (city of caves), Nottingham has over 1000 known caves - an exceptional network to explore, tell hidden stories and develop new uses that strengthen the city's tourism offer.

The City of Legends will tie this fascinating story of history and pioneers together. Drawing on Nottingham's independent spirit and the Robin Hood legend, the city will strengthen its confident, visitor-facing cultural identity. Cultural assets will be protected and enabled to thrive, while new opportunities for incubation, rehearsal, production and presentation are unlocked. Affordable, flexible creative space is essential to innovation, emerging talent and cultural tourism. Cultural diversity will be recognised as a core strength, enriching both creative output and audiences.

The City of Legends will be a bold, citywide celebration of our cultural and heritage assets that will be complementary to the Independent Mile. It will unify Nottingham's world-class stories - rebel history, radical thinkers, legendary creatives, global literature

status and industrial heritage - into a contemporary cultural offer. The City of Legends will be based around three components:

- The Robin Hood & Rebel Nottingham Cultural Spine: A walkable, curated cultural route linking Castle → Lace Market → Hockley → Carrington Street → Broad Marsh → Trent riverside, blending history, digital storytelling and public art.
- Modern Nottingham - A Cultural Brand: A unified identity drawing on Nottingham's rebellious DNA - civil rights, creativity, sport, protest, independence and innovation - expressed through branding, festivals, international partnerships and public realm.
- A Year-Round Cultural Calendar: A signature annual "Nottingham Festival of Creativity & Stories" celebrating design, writing, performance, food, music, gaming and independent culture - aligned with the Innovation District and Independent Mile.

Through partnership, investment and ambition, Nottingham will be a city where culture leads, creativity thrives and future generations are inspired.

Why

Nottingham currently lacks a flagship cultural story that matches the scale of its innovation, sports and regeneration ambitions. It will give Nottingham a powerful and emotional visitor-facing storytelling identity, to sit alongside the other Bold Ideas.

Over the lifetime of this Vision, Nottingham will be the first choice for creative companies, artists, performers and cultural entrepreneurs to invest in, work in and call home. That means connected cultural networks, supportive policies and accessible opportunities - so new ideas, festivals and collaborations can grow from grassroots to internationally touring work.



It will deliver:

- A strong visitor-facing identity
- Increased footfall and tourism spend
- Increased jobs and growth in creative and digital industries.

By 2030 we will have:

- Developed a clear cultural brand - reflecting Nottingham's creativity, diversity and ambition - that will be agreed early and used to shape festivals, events and programmes that celebrate the city's communities and international outlook.
- Installed new public art, wayfinding and signage, and also strengthened policy so key cultural assets are clearly identified, safeguarded and well managed - prioritising flexibility, long-term growth and opportunity.

By 2050 we will have:

- Established a new "Nottingham Festival of Creativity & Stories" and developed and implemented a wider programme of events to further leverage the city's global brand.

Delivering Change

We know how we're going to achieve change. Transformation will take time, but our steps to implement the Vision and shape the future of Nottingham have already begun.

The city is not starting from nothing. A number of investment opportunities and development sites have already been identified or are in the pipeline. There will be a renewed focus on progressing these schemes. Now, and within the next five years, key investment opportunities and development sites will be getting underway. We will also be delivering interventions that drive the Ten Bold Ideas forward. At the same time, investment will also be delivered on other key sites throughout Nottingham as a whole. This will result in change and regeneration which is immediately noticeable – but this will only be the start.

Nottingham in 5-15 years

Next, within 5–15 years, the cumulative impacts of delivering initial key development sites and early interventions will be being felt. These will have had a catalyst effect on the city, creating the conditions to drive further investment in other development sites. There will be clear progress against each of the Ten Bold Ideas, and wider transformation will be taking place – the Children's Forest City will have become real, the Nottingham Independent Mile will be thriving, and the Innovation District will be booming. As well as change in the City Centre, the outcomes of other programmes will also be clear – for example in Bulwell and Clifton as a result of investment through the Local Regeneration Fund.

Nottingham in 2050

Finally, by 2050, the Vision will have been realised and Nottingham will have reached its full potential. The City Centre and its surrounding neighbourhoods will have been transformed, with the Ten Bold Ideas fully realised. This will have had a clear wider impact on the city as a whole, and Nottingham will sit as the clear focal point of wider regional change across the Trent Arc and beyond. By 2050 we will also be clear on what comes next – how Nottingham responds to the challenges of the next generation – and how we remain a cutting-edge innovative city.

By 2050 Nottingham will be the proud home to diverse, healthy and ambitious communities, the heart of a thriving region, and the host to opportunity, global culture and sport.



Making it Happen

This is our Vision for shared outcomes in Nottingham and for us to deliver with partners. Together, we will work as one to make this Vision a reality and we will cut through organisational boundaries to deliver quality development that enables our city to become the best version of itself.

This Vision sets out a co-created ambition for the future of Nottingham. It is our shared narrative for guiding coordinated investment and regeneration across the city. The Vision has been intentionally designed to be specific and realistic, but also broad and adaptable, with the expectation that it will evolve over time. It therefore serves as a foundation from which future initiatives and interventions can be developed in more detail, and acts as a framework to support collective action.

Next, we need to plan how we will deliver our investment opportunities and work with partners – what we call Team Nottingham. An accompanying Delivery and Investment Plan will be developed alongside the Vision, to set out the key sites, development opportunities and the interventions we will make in more detail. It will set out the actions required from local, regional and national stakeholders, delivery organisations and government, all working in partnership to realise our Ten Bold Ideas. This includes setting out a Business Case and Funding Strategy for the interventions, and the measures of success by which delivery against the Vision will be monitored. The Delivery and Investment Plan will also provide further detail around the sequencing and governance arrangements in place to deliver each proposition in an appropriately resourced and managed way.

We will further develop our Ten Bold Ideas, and set out detail of how the projects will be brought forward including how the principles in the Vision should be interpreted alongside existing and emerging planning policy for Nottingham, as well as considering how future updates to planning policy could consider the Vision's principles. This will help to provide confidence and clarity around how the transformative interventions in the City Centre will be delivered. In 2026, we will start the development of a new Local Plan under the government's new timescales, meaning that this Vision will directly inform this policy development.

First and foremost, we will develop our strategy for supporting and putting people first and at the heart of this Vision. This is a Vision for Nottingham and for the people of Nottingham and we want local people to be able to participate and benefit from the future Nottingham. This includes outlining the plan for how we will tackle the underlying issues that affect our residents from achieving their potential. New neighbourhood regeneration plans will set out the improvements we will make to neighbourhood high streets, local centres, public spaces and community facilities to enhance liveability and inclusivity.

Standing In This Place by Rachel Carter, located in the Green Heart in Broad Marsh



Credit: Lamar Francois

The time for Nottingham is now, with major regeneration opportunities to attract investment, build new homes, grow businesses and strengthen infrastructure. Nottingham stands ready to unlock its full potential. By building confidently on our strengths, investing with purpose and working as one team, we can shape a Nottingham that is the home of proud communities, the heart of growth and the host of opportunity.

Our Shared Priorities

There is an opportunity for everyone in Nottingham to contribute to the future of Nottingham. The following shared priorities provide a roadmap for how we, as Nottingham City Council, will work with and through partners, driving toward a clear end goal, in order to deliver our shared ambitions. The priorities encompass a bold new way of working where we will own the Vision, ensure that our city grows in a sustainable way, and build the right momentum. These shared priorities will bring the Vision to life and maximise Nottingham's potential as a home, as a heart, and a host – to benefit our people, neighbourhoods and businesses.

To drive innovation and investment...

- We will build on the strengths of our anchor institutions and create a unified platform for new ideas to flourish
- We will champion Nottingham's value and assets
- We will secure grant funding and direct devolved investment to accelerate our strategic priorities.

To create the conditions for growth...

- We will use our planning powers collaboratively to guide development aligned to our Vision
- We will advocate for a policy landscape and connectivity improvements that enables our investment priorities
- We will build partnerships across sectors, creating shared missions and joint programmes that maximise our collective impact.

Working together as Team Nottingham...

- We will ensure our roles, responsibilities and delivery model are widely understood
- We will galvanise support for this shared Vision and empower our people to shape the future
- We will build on our long history of collaboration and civic leadership
- We will speak with one voice and present cohesive, unified, and compelling investable propositions
- We will align national and local resources behind our long-term ambition.

Nottingham City Vision

HOME HEART HOST



[NOTTINGHAM
VISION]



Nottingham
City Council

ARUP