



Nottingham  
City Council

ARUP

# NOTTINGHAM [VISION]

## The Draft Vision

Tuesday 7<sup>th</sup> April 2026





## Purpose of the Vision

- The new Nottingham Vision will set out how our city centre and surrounding neighbourhoods develop and grow, to meet the future needs of residents and businesses alike.
- It will act as a route map to the future so that development is coordinated and joined-up.
- It will identify major opportunities to attract future investment to build new homes, grow businesses and improve infrastructure.

# The Draft Vision

# The Vision

## Home, Heart and Host

At the centre of this Vision is a clear, distinctive proposition. By 2050, Nottingham will be the proud **Home** of diverse and healthy communities, the independent **Heart** of a dynamic region, and the **Host** of opportunity, 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 the Vision.

Nottingham City Vision  
2050

HOME  
HEART  
HOST



NOTTINGHAM  
VISION

# Our Vision

## Home, Heart and Host



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### The Home of:

**Healthy, diverse neighbourhoods for all ages**  
Nottingham will be a city for life, where quality homes, strong local centres and access to everyday services supports residents to thrive. Safe, well-maintained streets and inclusive places will support people to live, stay and grow in a city that puts wellbeing at its core.

**A green and blue cityscape - the UK's Forest City**  
A city defined by a network of green hearts - spaces, rivers, canals, street trees and rewilded corners that come together to form a citywide green web centred on the Green Heart of the Broadmarsh. The Forest City is accessible to all, woven into everyday life and supports a biodiversity and climate resilience.

**Independence, creativity and rebellious spirit**  
Nottingham will remain defined by its bold thinking, entrepreneurial spirit and distinctive culture. Independent business, 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, economic powerhouse**  
Nottingham will be recognised as the confident economic powerhouse and Core City of the East Midlands, leading growth, innovation and shared prosperity. The city is the cornerstone of regional connectivity, economic growth and upward mobility.

**A dynamic and regional innovation ecosystem**  
A fast-growing cluster of research and technology driving regional strengths in advanced manufacturing, life sciences and energy, while acting as the central hub for business, finance, digital and tech activity. A strong industry mix, innovation culture and capital inflows maintain an adaptable economy.

**The UK's strategic connectivity**  
Strong national and regional connections position the city as a natural meeting point, and a powerful hub for movement, trade and collaboration. Nottingham will be a connected conurbation, with one of the best public transport systems of any Core City, trying neighbourhoods and jobs together.

### The Host of:

**International business, talent and innovation**  
A magnet for entrepreneurs, high growth firms and skilled graduates, anchored by a competitive innovation economy, two world class universities. By clustering businesses, talent and capital, a thriving knowledge economy will drive productivity and attract investment.

**Global culture and a diverse visitor offer**  
A cultural gateway, alive with events, festivals and conference spaces. New ways to visit and experience the Nottingham through districts, whether for culture, sport, creativity, history, business or retail.

**A world-class sporting destination**  
Nottingham will be a city of sport, elite performance and major events with an international reach. Attracting visitors to the city and inspiring activity, social connection and pride across the city.

# Ten Bold Ideas for Nottingham

## Elevating beyond business as usual

- Taken together, the Ten Bold Ideas present a cohesive and credible transformation strategy for Nottingham **to be able to realise the Vision** - economically, socially, culturally, spatially and environmentally.
- They reflect the things Nottingham is already good at and build on projects that are already happening – **but they are also visionary, and will take us one step further.**
- They strike a balance across ‘Home, Heart and Host’, giving the vision purpose, economic momentum and emotional resonance; **they feel uniquely Nottingham.**
- Crucially, the bold ideas fit together, **with each one strengthening the others.**
- The bold ideas are part of a **system of change** in the city, rather than just being isolated projects.

## HOME

# Idea one: Homes in the Heart

**More homes.**

**Better neighbourhoods.**

**A more vibrant city centre.**

**What:** Accelerating delivery of more and better housing, shaping a new generation of compact, walkable neighbourhoods.

**Why:** A strong residential population will boost the city centre economy, improve neighbourhood environments, and help deliver the city's target in sustainable locations.

**By 2030** we will have established funding for infrastructure and delivered progress on key sites, including Broad Marsh. **By 2050** we will have delivered the target of 27,000 homes, and transformed key neighbourhoods.



## HOME

# Idea two: Children's Forest

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

**What:** Putting children and young people at the heart of the UK's first Forest City, creating a constellation of rewilded spaces around the city where play is key.

**Why:** Improving everyday access to nature will tackle inequalities, strengthen biodiversity, and provide Nottingham with a distinct asset.

**By 2030** we will have identified delivery routes for anchor projects, and delivered quick-win greening in the Old Market Square and Sneinton Market. **By 2050** we will have delivered the Childrens Forest, and established a long-term stewardship model.



## HOME

# Idea three: Restitching Nottingham

Upgraded active travel.

Expanding the tram.

Our citywide Green Grid.

**What:** Upgrading routes through the City Centre as a Green Grid, encouraging active travel between our key economic, cultural and environmental assets, and extending the city's tram network.

**Why:** Tackling perceptions of environmental decline in the city, making movement easier and feel safer, and improving connections to opportunity.

**By 2030** we will have delivered priority schemes as a proof of concept, and established the business case for tram extensions. **By 2050** we will have delivered extensions to tram routes, and the Green Grid as a whole.



## HOME

# Idea four: Connected Energy City

**Affordable and resilient.**

**Zero carbon.**

**Powered by innovation and place.**

**What:** Renewal and expansion of the city's clear energy assets, using regeneration to drive large scale building retrofit – invisible to most but essential for sustainable growth.

**Why:** Building on Nottingham's long standing clean energy legacy, driving growth and innovation, with lower costs and lower emissions.

**By 2030** we will have established a clear pipeline for retrofit, and connected the heat network to key sites such as Broad Marsh. **By 2050** we will have significantly expanded the geographic scope of our zero carbon energy networks.



## HEART

# Idea five: Innovation Engine

**Integrated.**

**World class.**

**A dynamic innovation ecosystem.**

**What:** A clear focus for innovation, with the Canal Innovation Corridor as its anchor, linking Castle Meadow to the Island Quarter. This will also be supported by 'Living Labs', transforming vacant spaces into testbeds for new enterprise models.

**Why:** Nottingham has globally recognised universities and innovation assets, that should be primed for growth alongside exemplars like Eindhoven and Malmö.

**By 2030** we will have established Living Lab demonstrators, and formed delivery partnerships for the wider ecosystem. **By 2050** we will have seen clear, transformative growth in key sectors.



## HEART

# Idea six: Commercial District

**Modern.**

**Net zero.**

**The commercial heart of the East Midlands.**

**What:** A transformative programme to create a coherent, high-quality business district for the city – centred on Broad Marsh, Southside and the Canal Innovation Corridor.

**Why:** There is clear unmet demand in Nottingham for Grade A office space, and also opportunities that can be created by better-clustering businesses.

**By 2030** we will have identified key sites and worked with promoters to bring forward a coordinated pipeline. **By 2050** we will have fully built-out the Commercial District, tying it in to other Bold Ideas such as the Green Grid.



## HEART

# Idea seven: Small Business Innovation

**Celebrated independents.  
Champions of creativity.  
A world-leading hub.**

**What:** Creation of a dedicated Centre for Small Business Innovation – a global champion for innovation in the sector combining research, enterprise support, design thinking and networks.

**Why:** Nottingham is one of the UK's strongest creative and digital economies. Opportunities in these sectors will drive many of our key opportunities for growth, and this could be a global beacon.

**By 2030** we will have established a business case and delivery approach, with initial support programmes already in place. **By 2050**, Nottingham's independents will be flourishing.



## HOST

# Idea eight: The Sports Corridor

Elite sport.

Healthy lifestyles.

Play and movement.

**What:** A coherent, high-quality urban district linking the city's sports assets into the wider sporting cluster across southern Nottinghamshire. As well as promoting sport, streets and spaces will be designed around promoting healthy lifestyles.

**Why:** Nottingham has world-class sporting DNA, but its assets are not clearly connected.

**By 2030** we will have developed active travel links and gateways along London Road. **By 2050** we will have implemented programmes that ensure Nottingham is recognised as a globally significant sporting city, both for residents and visitors.



## HOST

# Idea nine: The Independent Mile

**An active and vibrant retail district.  
Anchored by the Independent Mile.**

**What:** A curated, branded walking route from Derby Road, through the Old Market Square and Hockley, to Sneinton Market. A complement to the 'traditional' north-south retail corridor in the city, with the two combining in strength with coordinated marketing.

**Why:** Nottingham has a strong independent retail sector, but it is disconnected and could do much more to facilitate the city's overall offer.

**By 2030** we will have established the Independent Mile, a coordinated programme of events, and put branding and wayfinding in place. **By 2050** the delivery of other Vision projects along the route will have resulted in coordinated transformation.



## HOST

# Idea ten: A City of Stories

**Embracing rebel history.**

**Celebrating our literary and cultural assets.**

**What:** A curated, branded walking route from The Playhouse, past Nottingham Castle, to the Lace Market and Sneinton Market – a Cultural Spine tying the city’s key visitor attractions together.

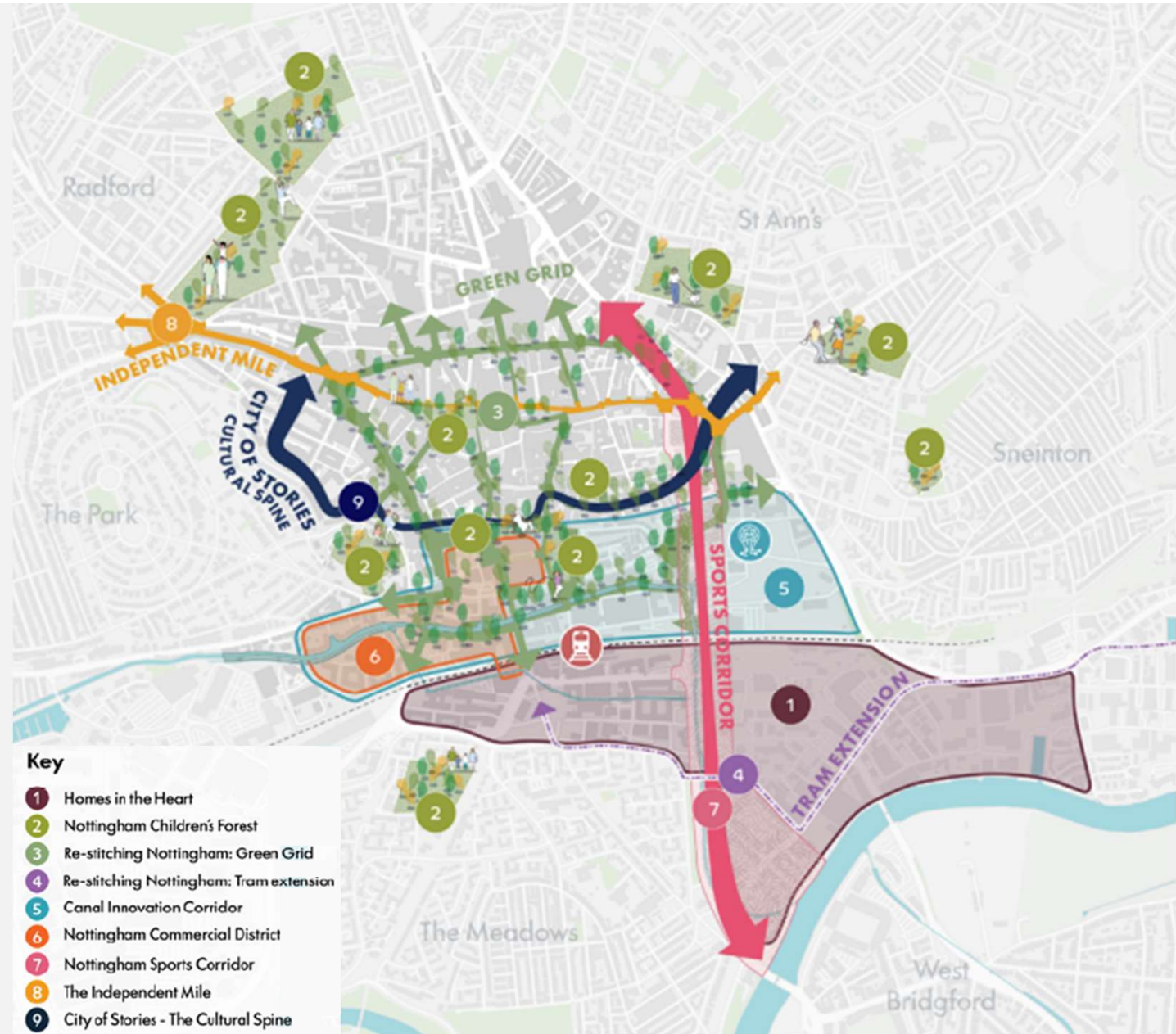
**Why:** Nottingham has a rich history, with world-class cultural assets, but it does not have a cohesive story that ties these all together.

**By 2030** we will have established the Cultural Spine, a coordinated programme of events, and put branding and wayfinding in place. **By 2050** the delivery of other Vision projects along the route will have resulted in coordinated transformation.



# Spatial Plan

Where change will be focussed



# Making it happen

## Draft vision

- The Vision is a shared narrative for guiding coordinated investment and regeneration in Nottingham.
- The Vision has been designed to be specific and realistic, but also broad and adaptable, with the expectation that it will evolve over time.
- The Vision serves as a foundation from which future initiatives and interventions can be developed, and acts as a framework to support collective action.
- An accompanying Investment Plan will be developed, to set out the development opportunities and interventions.
- We also propose a new city centre masterplan to further develop the Ten Bold Ideas, and set out how the projects will be brought forward spatially.

# Making it happen

## Draft vision

Next, we need to plan how we will deliver the investment opportunities and work with partners – ‘Team Nottingham’



### Our Shared Priorities

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 host, as a home, and the heart – 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 galvanize 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.