

Theme	Key messages from local, regional and national strategies
Marketing and Promotion	<ul style="list-style-type: none"> • EMCCA Local Visitor Economy Partnerships – designed to focus on three core elements to boost the visitor economy, including promoting place and products to deliver an enhanced profile, greater reach and more visitors; and by realising the value of the sector, showing the wider benefits to the region. • NCC Place Prospectus – aims to develop a forward plan for branding and place marketing activity. • Visitor Economy Framework (2022) - Build a resilient, sustainable, and high-profile visitor economy leveraging Nottinghamshire’s unique assets and themes. Create a clear identity and raise Nottinghamshire's profile. • Nottinghamshire Visitor Economy Strategy (2019-2029) – key priorities include marketing and promotion; aims to develop targeted campaigns to engage aspirational family travellers and heritage enthusiasts. • Nottinghamshire Economic Transition Action Plan 2022-2025 – aims to boost tourism through targeted marketing; and to attract and retain visitors through enhanced experiences. • Gedling Economic Growth Framework (2022-2027) – key priorities include the promotion of a cohesive visitor experience. <p>The Nottinghamshire Plan 2021-2031 – Promotes Nottinghamshire as a cultural and natural destination while protecting and enhancing heritage sites and using cultural assets to foster community pride and attract visitors.</p>
Parks and Open Spaces / Green Spaces	<ul style="list-style-type: none"> • EMCCA Strategic Framework - Support enhanced green spaces to welcome nature back into our communities • Greater Nottingham Green and Blue Infrastructure Strategy (2022) – ensures that strategic BGI and ecological networks are protected, created and enhanced, indicating where development should be sensitively managed for environmental reasons. The key principles driving the Strategy are the need for BGI to be strategically planned and managed to provide a comprehensive and integrated network. • Gedling Green Space Strategy – values parks and gardens as integral to the lives of the communities in which they are located. Encourages protection and conservation; the development of a green corridor network potentially using dismantled railway lines; and the creation of more circular routes – all as part of a network of ‘green lungs’ across the district. • Strategic Outcomes Planning Model (SOPM) – GBC vision for leisure, sport and wellbeing services. Includes an ambition to ensure green spaces are good quality, safe and accessible. • Playing Pitch & Outdoor Sport Strategy - Enhances and expands green spaces to meet community needs and support sports development. • Carbon Management Strategy Action Plan - 2010-2030 - Encourages sustainable tourism by integrating green spaces, active travel networks, and environmentally conscious developments into visitor offerings. • Strategic Outcomes Planning Model Strategy - Promotes recreational tourism by enhancing green spaces and integrating leisure with heritage. • Visitor Economy Framework (2022) - It focuses on leveraging its unique selling points, including green spaces. • NCC Net Zero Framework - Promotes sustainable tourism through green spaces, active travel, and eco-friendly visitor experiences.
Leisure and Wellbeing	<ul style="list-style-type: none"> • GBC Economic Growth Framework 2022-2027 – identifies longer-term ambitions to redevelop and renew facilities in Gedling.

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	<ul style="list-style-type: none"> • Strategic Outcomes Planning Model (SOPM) – GBC vision for leisure, sport and wellbeing services in response to Sport England guidance for public sector leisure to transition from a leisure service to active wellbeing services. This approach is built on: social prescribing, co-location, delivery of preventative activity, and collaboration through Integrated Care Systems. Also includes an ambition for leisure centres to be carbon neutral by 2030. • Playing Pitch and Outdoor Sport Strategy – aims to protect the existing supply of outdoor sport provision and ancillary services; to enhance provision and facilities through improving quality and management of sites; and to provide new provision and facilities where there is demand to do so. • Ambition Arnold – aims to redevelop leisure, library and theatre facilities into a vibrant community hub in Arnold. • GBC Leisure Strategy (Emerging) – includes a drive towards business growth including new facilities in the long-term for leisure and theatre as a means of increasing footfall. <p>Sport and Physical Activity Strategy – key priorities include facilities modernisation, comprising the upgrade of leisure centres to meet modern standards and sustainability goals.</p>
Tourism Infrastructure	<ul style="list-style-type: none"> • EMCCA Local Visitor Economy Partnerships – designed to focus on three core elements to boost the visitor economy, including developing the offer, for example, hotel accommodation and live venues, conference facilities etc. • Strategic Outcomes Planning Model Strategy - Infrastructure: Replace outdated facilities with modern, sustainable centres. • Playing Pitch & Outdoor Sport Strategy - Supports economic growth through investments in sports infrastructure. <p>Visitor Economy Framework (2022) - Invest in Place with sustainable and accessible tourism infrastructure.</p>
Transport and Connectivity	<ul style="list-style-type: none"> • EMCCA Strategic Framework - Build new and coherent transport links for better and more sustainable access to our economic hubs such as market towns. • EMCCA Place Prospectus – expand transport networks. • Visitor Economy Strategy (2019) – Increase transport options. • Gedling Sport & Physical Activity Strategy – identifies GBC service areas that link to utilising the active environment, including potential recreational routes on former railway lines; and connecting walking/cycling routes to future housing development sites. • Ambition Arnold – regeneration strategy including improvements to pedestrian and cycling access, parking facilities, and wayfinding. • Strategic Outcomes Planning Model (SOPM) – GBC vision for leisure, sport and wellbeing services. Includes an ambition for employers to support workers to be active throughout their day and promote active travel initiatives to travel to work. Also includes an ambition to improve health and wellbeing through walking and cycling. Also looks to enhance accessibility and integrates sustainable transport solutions. • The Nottinghamshire Plan 2021-2031 - The Nottinghamshire Plan includes nine ambitions one of which is improving transport across the region. • NCC Net Zero Framework - Expand EV infrastructure and promote public and active travel. • Nottingham Economic Growth Plan 2024-2030 - Improve transport connectivity. There is an opportunity to increase active travel initiatives in line with national, local walking, cycling and green strategies as well as any new housing or town developments. It is worth noting that the hilly topography of the Borough may act as a deterrent to cycling for some residents.

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Town Centres	<ul style="list-style-type: none"> • Gedling Plan 2023-2027 - Promotes tourism through improved, vibrant town centres while preserving heritage in town centres. • Ambition Arnold – regeneration strategy including improvements to community and cultural spaces, including leisure, library and theatre facilities into a vibrant community hub in Arnold,, plus public realm enhancements. • NCC Place Prospectus – identifies the need for a programme of town centre regeneration, using existing assets to unlock opportunities.
Skills and Employment	<ul style="list-style-type: none"> • Strategic Outcomes Planning Model (SOPM) – GBC vision for leisure, sport and wellbeing services. Includes an ambition for the sport, leisure and physical activity sector have a diverse, well trained, professional workforce and voluntary sector. • Visitor Economy Framework (2022) - Invest in People by encouraging employment in the tourism industry. • Nottinghamshire County Councils Visitor Economy Framework (2022) - Invest in People - Skills, inclusivity, and employment in tourism. • Gedling Plan 2023-2027 - Economy: Skills development, business support, and tourism to boost the economy. • Nottinghamshire Economic Transition Action Plan 2022-2025 - Equip residents with skills for employment and support vulnerable groups to drive job creation and investment. • EMCCA Strategic Framework - Support businesses to create more and higher paid sustainable jobs so that our citizens are able to access the jobs they want within the area. • Gedling Plan 2023-2027 - Supports local business growth, town centre revitalisation, and initiatives to boost local skills and employment opportunities.
Business	<ul style="list-style-type: none"> • Visitor Economy Framework (2022) - Supports business growth within the tourism sector through strategic promotions and developments. • Gedling Plan 2023-2027 - Supports local business growth through town centre revitalisation. • Ambition Arnold - Encourages business growth, reduces commercial vacancies, and creates a hub for cultural and economic activity. • Nottinghamshire Economic Transition Action Plan 2022-2025 - Promotes business resilience while aiming to provide tailored support for growth and resilience. • Nottinghamshire Inward Investment Framework (2023) - Enhance local business environments to attract investment.
Accessibility and Inclusivity	<ul style="list-style-type: none"> • Tourism Sector Deal - The UK government has stated its ambition to become the most accessible tourism destination in Europe by 2025, aiming to significantly increase the number of international disabled visitors by a third through initiatives focused on improving accessibility across the country. • Strategic Outcomes Planning Model (SOPM) – GBC vision for leisure, sport and wellbeing services. Includes an ambition for leisure provision to be inclusive and accessible to all people across the Borough; and to support people that need it most to be physically active. • Gedling Heritage Strategy – ensure that heritage assets are well-maintained and accessible, with a focus on engaging volunteers and local groups. • Sport and Physical Activity Strategy 2022-2025 – aims to create inclusive, accessible spaces that encourage active lifestyles while addressing social and economic barriers to participation. • Playing Pitch & Outdoor Sport Strategy – positions Gedling as a leader in accessible, high-quality sports provision.

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Heritage	<ul style="list-style-type: none"> • EMCCA – The Inclusive Growth Commission - Leverages the region's industrial and innovative heritage as a foundation for inclusive, sustainable development. • EMCCA Place Prospectus - Incorporates heritage preservation into development projects, enhancing cultural significance while integrating sustainable practices and community engagement. • East Midlands Visitor Economy - Supports cultural and heritage assets, integrating them into the visitor strategy to amplify their local, national, and international appeal. • Gedling Borough Heritage Strategy (2018) - Focuses on preserving and promoting local heritage for educational and community benefits. • Visitor Economy Framework (2022) – Celebrates rich heritage, including literary figures, medieval sites, and industrial innovation, positioning these assets as core to the visitor experience. • Visitor Economy Strategy (2019) - Integrate Nottinghamshire's rich heritage into visitor experiences, such as themed trails and educational programmes, while preserving historic sites. • The Nottinghamshire Plan 2021-2031 - Promotes Nottinghamshire as a cultural and natural destination while protecting and enhancing heritage sites and using cultural assets to foster community pride and attract visitors. • Nottinghamshire Housing Strategy 2024-2029 - Supports heritage preservation through integration into community planning, ensuring historical assets remain part of thriving, modern neighbourhoods. • Nottinghamshire Economic Transition Action Plan 2022-2025 - Integrates heritage preservation with economic development, leveraging cultural assets to create vibrant, sustainable communities. • Nottingham Economic Growth Plan 2024-2030 - Incorporates heritage sites into regeneration plans, boosting tourism and preserving historical assets for community benefit. • NCC Inward Investment Framework 2023 - Integrates heritage and sustainability, enhancing the region's appeal for investors and tourists while preserving its unique cultural and historical assets. • NCC Net Zero Framework - Integrates heritage conservation into climate strategies, promoting low-carbon retrofits and using heritage assets to foster environmental education. • NCC Digital Connectivity Framework 2024 - Utilises technology to preserve heritage, offering digital accessibility. • Ambition Arnold – regeneration strategy including improvements to sustainability and heritage, including the promotion of energy-efficient developments and to celebrate Arnold's historical character through thoughtful design. • GBC Economic Growth Framework 2022-2027 – expressed a long-standing desire to promote the heritage of Gedling via a borough-wide heritage and visitor route.

