



**West
Northamptonshire
Council**

Northampton City Status: Appraisal of Benefits for West Northamptonshire

Briefing 22 October 2021



Timeline

October

Member's briefing
MP's Briefing
Northampton Forward

November to December

Draft bid application
Continued engagement
Webpage launch
Jubilee Committee

December 8th

Submission
Deadline

October to November

Community Engagement
Stakeholders/businesses
Social media outreach

December 2nd

Council Meeting

West Northants in Numbers



£917m

Budget in 2020-21
including schools
£326.6m Net



405,000

Population



73,000

Over 65s

21% Increase
in over 65s over
next decade



91,000

Under 18s

2% Increase in
children aged 0-19
in next decade



174,260

Households



165

Town &
Parish Councils



184

Schools



1707

Council
buildings & Assets



2,454km

Roads &
carriageways



£730.00

Median Rent
for a 2 bed



£566.30

Average Wage

A successful City Status bid for Northampton will benefit the whole of West Northamptonshire including our many thriving villages and towns such as Brackley, Daventry and Towcester.

Through various forms of engagement, we will be seeking to prioritise the voices and opinions of our West Northants communities. This briefing is to gather opinions and feedback from members, to help inform possible decision making at a later date, and to seek your involvement in the potential bid.

City status could bring:

- Raised National and International Profile
- Economic benefits
- Celebrating our History & Culture
- Community Pride.

Economic Benefits



- City status attracts inward investment, new businesses, and skilled employees.
- 'Towns (and villages) close to highly productive cities perform better in terms of attracting high-skilled business investment, jobs and firms.'
- 'Towns next to...cities get higher inflows of investment'
- Those wanting the 'London experience', without the prices and with improved quality of life will want to relocate to neighbouring cities – Northampton could be one of them.
- Achieving city status for Northampton would raise the profile of West Northants at a much more successful rate.
- West Northants has the potential to become a larger contributor to the country's economy and city status would support this.



- 87.5% of the newly created cities outperformed their regional counterparts
- 'UK city economies are the heart of the national economy: they are 21% more productive...and host 72% of all highly skilled jobs.' (Centre of Cities)
- Cities 9% of land, 55% of businesses and 60% of jobs
- 2012: All 15 of the top metropolitan areas by GDP are cities
- 2015: 29/32 GVA areas are cities meaning they outperform towns 10 to 1
- 2021: Investment Monitor listed 50 cities and towns by economic potential; 34 of which are cities, outperforming towns at a rate of 2 to 1 (Northampton was 41)

Perth (2012)

- £30 million invested into cultural sector alone in 2016 as a result of city status.
- Number of Universal Credit claimants from 2012-pre-covid was steadily declining year on year.

Since 2012:

- Wolverhampton (2000) has benefited from £2bn inward investment in the first twelve years of city status.
- Brighton and Hove's (2000) tourism spending went from £400m in 2000 to £837.2m in 2017.



New Cities: Chelmsford (2012)

- 25% increase in Professional, Scientific and Technical Activities sectors from 2015-2019
- 29.4% increase in NVQ Level 4+ qualified workers from 2012-2020
- 11.5% increase in total number of businesses from 2015-2020

Average Weekly Gross Pay

District	2012	2020
Chelmsford	275	300
Thurrock	190	266
Basildon	210	261

Wellbeing Statistics chart measuring resident satisfaction in Chelmsford from 2011/2012 - 2018/2019.



How does West Northants compare?

Total GVA per area (2017):

- Perth: £28,909
- **West Northants: £27,528**
- Brighton and Hove: £27,081
- Heart of Essex: £25,854
- Sunderland: £22,368
- Wolverhampton: £19,021



Population

- Brighton and Hove: 290,395
- **Northampton: 229,815**
- Reading: 229,274
- Wolverhampton: 218,255
- Bolton: 202,369
- Milton Keynes: 184,105
- Sunderland: 175,031
- Perth : 47,430

Average salary (2020):

- Brighton and Hove: £37,700
- **West Northants: £37,000**
- Chelmsford: £36,500
- Sunderland: £32,600
- Wolverhampton: £31,300
- Perth and Kinross: £26,000

Raised profile



- Cities are continuing to have larger platforms and voices in the setting and implementation of national policies/legislation.
- "...way of announcing to an international audience that here is an important place with which they should be doing business." (John Beckett, author of *City Status in the British Isles, 1830-2002*)
- Increased responsibility as a city with COVID recovery strategies.
- Opportunity to promote the many highlights and hidden treasures of West Northants.

Our Community Pride



- West Northants developing a reputation as a region in which their residents take pride creates a more positive outsider perspective.
- It is not a “Northampton-centric bid” - this is a true team effort and will be developed with our communities and partners.