

Chapter 8

Summary of Strengths, Weaknesses, Opportunities and Threats (SWOT)

- 8.1 This chapter provides a summary of the strengths, weaknesses, opportunities and threats facing Derby. Some of the following include issues that cross the local authority boundary and affect the wider Derby functional economic geography.
- 8.2 This analysis has been formulated from the evidence base presented in previous chapters as well as being informed by Derby’s Economic Futures Conference (30th June 2010) and from evidence collated by partners.

Strengths	Weaknesses
<ul style="list-style-type: none"> • The UK’s leading hi-tech city with strong/embedded supply chain • Number one in terms of wealth creation (GVA) • Increasing private sector employment • High long-term business survival • 6 million people live within 1 hour drive of Derby • Strategic location, England’s most central city • 15 minutes from East Midlands Airport, 1 hour from international hubs (Manchester and Birmingham) • Presence of global firms such as Rolls-Royce and Bombardier • University of Derby – including a Corporate arm • Compact city centre • Strong retail offer with Westfield • Cathedral Quarter branding and offer provides vitality to the city centre mix • Expanding retail catchment • New Bus Station opened 2010 • Multi Million pound improvements to Derby Rail Station • Connecting Derby project to be completed 2011 • Multicultural community – 172 different languages • Young population – above average number of people in age groups below 30 	<ul style="list-style-type: none"> • Low business start up and self-employment rates compared to the regional average • Embedded supply chains create barriers to entry • City is inward looking • Leakage of high paid jobs to residents living outside of the city boundary • Lack of career path guidance to outline how transferable skills can be utilised across sectors • 22.4% of employers affected by skills gaps in workforce • 14.5% with no qualifications (above regional and national averages) • High NEET rates in deprived areas • Reluctance of some SMEs to consider students and graduates (not understanding the value of a degree or the skills and attributes of graduates) • Personal car use for journeys to work is high • High rates of worklessness in Arboretum, Normanton and Sinfyn • Low levels of banking and finance (with exception of Egg)

<ul style="list-style-type: none"> • Highest workplace wage levels in any city outside London • Residence based earnings equal to national average • Higher disposable household income than any other city in the region • 29% of working age population qualified to at least Level 4 • Highly skilled workforce • Higher than average rates of job-related training • Housing affordability ratio of 4:3 • World Heritage Site, including city centre focus. 	
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> • Retail catchment of 1.6 million people within 45 minute drive time • Strategic rail freight site (as part of regional freight study) just south of Derby at A38/A50 junction with associated employment land • National Skills Academy for Rail • Council committed to Regeneration Fund to support physical development in the city • Partners working to attract businesses with growth potential • Potential to improve housing and cultural offer and attract more high-end earners • Transferable skills of hi-tech apprentices and graduates generally – for benefit of all sectors • Local Enterprise Partnerships – become more outward looking, utilise wider partnership • Lightspeed Derby project • World Heritage Site 	<ul style="list-style-type: none"> • Potential over reliance on few large employers • Employers leaving Derby, e.g. Bombardier not getting Thameslink or Crossrail contracts • Decline in rail investment from the Government • Flood risks in city centre • Pressure for residential development on south western boundary – impact on infrastructure and congestion • UoD funding via ECIF project not secured beyond Sept 2010 • Manufacturing job losses equating to 15% in ten yrs – continuing trend? • Negative perception of manufacturing and engineering industries • Ageing workforce • Skills gaps • Broadband infrastructure – businesses relocating • Lack of modern office floor space

<ul style="list-style-type: none">• Significant numbers use cars for work for short journeys – potential to increase other modes of transport• Opportunities from climate change agenda – hi-tech businesses developing products, innovation partnerships, energy partnerships, strength of rail sector to influence green travel• Build on significant investments in city centre to help draw in new investment• Local businesses diversifying their supply chain, services and clients• Over supply of employment land	<ul style="list-style-type: none">• Low levels of enterprise and innovation• Increasing levels of congestion
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