

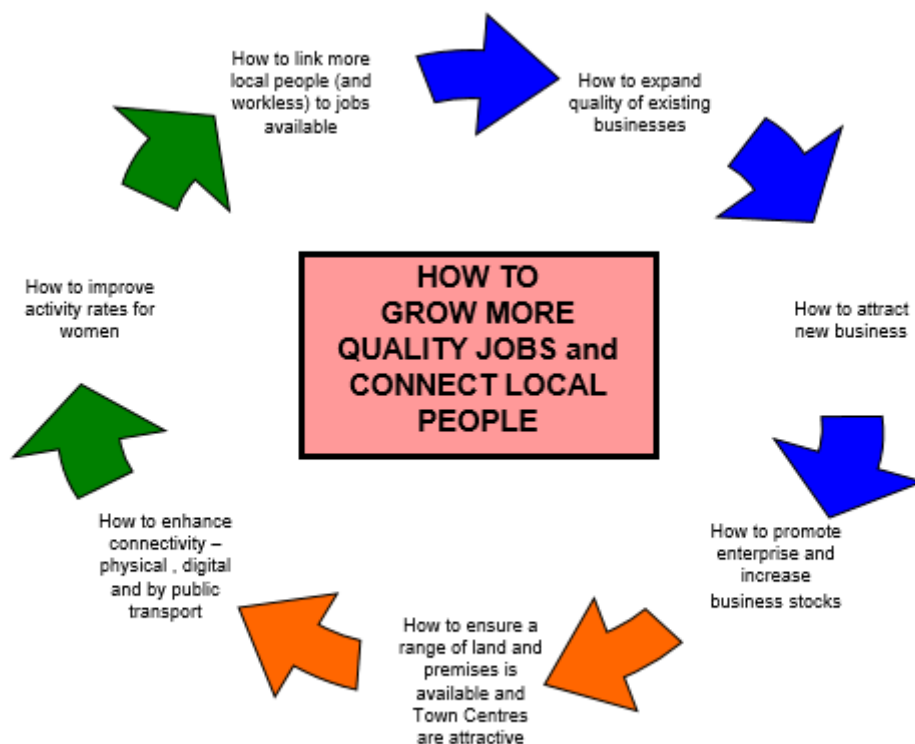
North West Leicestershire Local Growth Plan

2014 - 2018

February 2014

1 North West Leicestershire

- 1.1 North West Leicestershire sits at the fulcrum of the Midlands, strategically located between Birmingham, Derby, Leicester and Nottingham, hosting East Midland’s airport and straddling the A42/M42 and M1 corridors. It is an area primed for rapid economic growth. Our location has proved to be a major attraction to inward investors and developers and our indigenous businesses are growing strongly after the economic slowdown. We have an experienced workforce, excellent natural environment (including being at the heart of the National Forest) and have areas of attractive and accessible countryside.
- 1.2 Delivering economic growth is critical to the wellbeing and prosperity of the District’s population. As a result of the current Coalition Government’s financial reductions to the public sector, there is an increasing reliance on local income such as business rates to support local authorities – therefore stimulating growth will continue to be a strong component of how vital local public services are funded. North West Leicestershire District Council is keen to ensure that opportunities are realised, so that our growth potential can be fully grasped. At the same time, we also recognise that a number of challenges need to be addressed, in particular accessibility to areas of new opportunity and also making sure that local residents have the skills and attain a -level of education that businesses need to be successful.



- 1.3 This Local Growth Plan sets out how North West Leicestershire District Council, working with partners, will work to stimulate growth within our local economy. It sets out our ambitions, but is also realistic as to where the public sector can make a difference and where our limited resources will be best applied. The plan runs from 2014-2018, the likely point of

major review within key strategic documents and funding streams that will be the main external source of investment into economic growth in the District.

2 Background to the Local Growth Plan

- 2.1 This Local Economic Growth Plan sets out the growth priorities for North West Leicestershire to 2018. The Growth Plan has been facilitated by North West Leicestershire District Council, working with a range of partners active in supporting economic growth and inclusion. The development of our Growth Plan has run concurrently with the consultation process for economic strategies for Leicester and Leicestershire.
- 2.2 Our Local Economic Growth Plan is built upon consultation with:
- Leicester and Leicestershire Enterprise Partnership
 - Leicestershire County Council
 - North West Leicestershire Business Growth and support partnership
 - Inward Investment Group and the wider private sector
 - Other public sector bodies and partnerships
- 2.3 An initial Growth Plan was prepared in November 2013, alongside other Districts, to contribute to the preparation of the draft Strategic Economic Plan for Leicester and Leicestershire and within this the EU Structural and Investment Funds Strategy and the finalisation of the Leicester City Deal. After the shaping of these documents, a further draft of the Growth Plan has now been prepared in order to establish the priorities for future investments. In doing so, it assesses the likely drivers of future growth and sets out the issues that need to be addressed. The aim is that this will be a “live” document rather than simply a promotional one and our plan will be refreshed and updated on a regular basis.
- 2.4 The structure adopted within the Leicester and Leicestershire Strategic Economic Plan is based around making the most of the area’s strongest assets in terms of **place** (environment, infrastructure, quality of life) **people** (skills, employment, entrepreneurial spirit) and **businesses** and ensuring that these three key gears of the economy function effectively together and have positive inter-relationships. The overall aim is to deliver a drive for growth and prosperity through creating a better connected, more talented economic base, able to thrive in the global market place. North West Leicestershire has a major contribution to make to achieve these aims.

3 Strategic Context

- 3.1 Partners across Leicester and Leicestershire have been working with LLEP over the last year to develop a strategic framework that will identify collective priorities and provide a vehicle for directing a range of additional resources, including a Growth Deal with Government. The preparation of these documents is principally to ensure the LLEP area is well placed to bid for Government funds in the future.
- 3.2 The overall **Leicester and Leicestershire Strategic Economic Plan** will underpin the Growth Deal negotiations with Government and will be finalised at the end of March 2014. It is anticipated that the Growth Deal itself will be concluded by June/July 2014 and new resources will be available from April 2015. The present draft seek to deliver projects and investment that will:

- generate an additional 45,000 private sector jobs over and above what is forecast within the Office for Budget Responsibility (OBR) employment estimates and increase our share of knowledge intensive activity
 - Reduce levels of unemployment by 50%
 - Support 15,000 businesses to accelerated growth and stimulate over 1,000 start ups
- 3.3 The plan identifies a small number of Growth Nodes along with Transport Growth Corridors to develop a high quality transport infrastructure that will unlock development opportunities and reduce congestion to help accelerate business growth.
- 3.4 The Strategic Economic Plan provides an overarching framework for a number of significant programmes, including the **Leicester and Leicestershire City Deal**, which over its lifetime will deliver upto £16million investment, improved co-ordination of business support services and a range of innovative business support programmes - along with a new employment scheme targeted at 16-24 year olds that will reduce youth unemployment and deliver additional apprenticeships, traineeships and work placements.
- 3.5 The **EU Structural and Investment Funds Strategy (EU-SIF)** has been developed alongside the Strategic Economic Plan and provides a framework for the allocation of €126M of EU funds from 2014 – 2020. The Strategy was submitted in January 2014 and focussed on a number of Thematic Objectives covering innovation, ICT, SME competitiveness, low carbon infrastructure, employment development, addressing social inclusion and enhancing skills.
- 3.6 The resources being made available through the above strategies and programmes provide an important opportunity to assist with implementation of the projects and themes identified in the North West Leicestershire Growth Plan. Careful consideration will need to be given to maximising the impact of the District’s own investment given finite resources available.

4 People

Demographics

- 4.1 Since 2000 the population of North West Leicestershire has increased by over 10% and now stands at 94,000, with just under two thirds being of working age¹. Much of the population lives in the two main towns in the District, Coalville (32,987) and Ashby-de-la Zouch (13,049)².

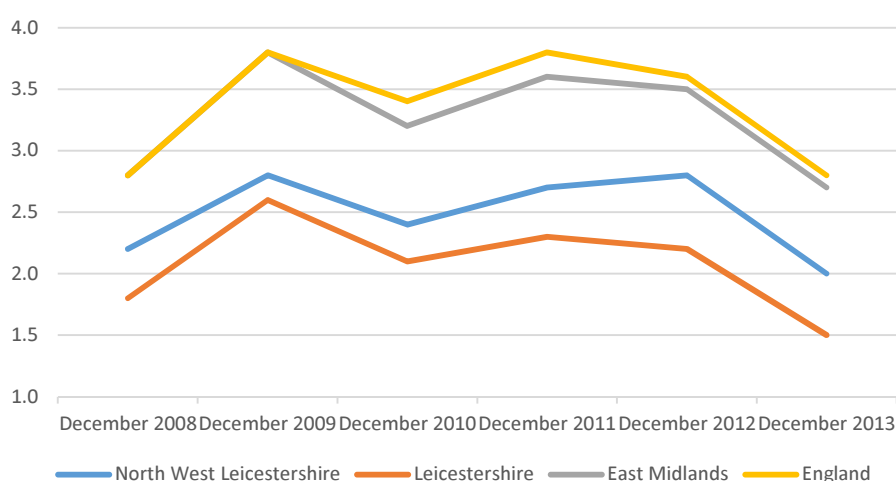
Economic Activity Rates

- 4.2 Economic activity rates for men (at 85%) are higher than both the national, regional and county average, but conversely they are considerably lower for women (67.6%). There is clearly a latent economic potential to expand the female labour force within the area, with a strong link to the District’s economic structure as identified in section 6. Increasing the employment rate for women will also have an impact on median/mean household earnings within the District.
- 4.3 Unemployment within North West Leicestershire has generally been slightly higher than the rate across Leicestershire (1.5%) and currently 2% of the working age population are on Job Seekers Allowance. However the claimant rate is significantly lower than the regional and national average, both of which are over 2.5%.

¹ ONS (2012) Mid-Year Population Estimates

² Leicestershire County Council Population Estimates from 2001 Census

Job Seekers Allowance Claimant Count Comparisons



- 4.4 There remain pockets of much higher claimant rates and economic activity across the District, especially in the Coalville and Greenhill wards which have much higher than the national average claimant rates³.

Young People

- 4.5 The Youth claimant count across North West Leicestershire aged 18-24 is 4.3%, which is lower than both the regional and national averages, but considerably higher than the rate for Leicestershire, which is 2.7%. Youth unemployment has fallen sharply across the District and as of June 2012 was actually higher than regional and national rates and stood at 7.6%⁴.
- 4.6 However, longer term unemployment (12 months plus) remains at about the regional average (1% of the total age cohort) and identifying and supporting this cohort to engage with the Employment Gateway and other services will be a key priority for the District. Reducing NEET (Young people not in employment, education or training) rates (building on the success of the Talent Match programme) should also remain a priority, with high pockets of NEET in Coalville in particular.

Skills and Qualifications

- 4.7 A major challenge for North West Leicestershire is the level of skills and qualifications within the local workforce and the ability of local labour to compete. Process manufacturing is in a cycle of continually shedding lower skilled labour and there is more competition for higher order technical jobs from a wider geography.
- 4.8 As of December 2012, only 22% of the working age population had NVQ Level 4 or above. Despite some strong fluctuations, the NVQ is no different to the rate in 2004. Indeed the level of NVQ level 4 qualifications in the workforce has fallen by almost a third over the past two years alone. The rate is lower than both the East Midlands (29%) and Leicestershire (30.4%).
- 4.9 The picture is better for NVQ Level 2, with 70.1% of the workforce being qualified to this level, which is higher than the regional average at 70%, but lower than the Leicestershire rate at 72.4%.

³ NOMIS (2014) December 2013 Claimant Counts, ONS (2014) 2011 Census Working Age population in North West Leicestershire wards

⁴ NOMIS (2014) Monthly claimant counts

Earnings

- 4.10 Workplace average hourly pay in North West Leicestershire is above the Leicestershire and regional average, but is lower than the County for residence based earnings. Resident i.e. those that live in the district, based hourly pay for women is lower than the County and region, although it has increased sharply over the past two years, whereas average gross hourly pay for men has fallen (whilst increasing in Leicestershire). It is important to support activity that allows residents to access some of the higher paid employment the District is clearly generating coming out of the economic slowdown.

Table 4.1 Median Hourly Pay by Workplace and Residence

	Workplace (2013)			Residence (2013)		
	Men £	Women £	Total £	Men £	Women £	Total £
North West Leicestershire	11.73	9.26	10.9	12.52	9.41	11.16
Leicestershire	12	8.99	10.36	13.19	9.7	11.45
East Midlands	11.84	9.25	10.5	12.14	9.52	10.78
England	13.13	10.38	11.75	13.14	10.41	11.76

Source: Nomis (2013) Annual Survey of Hours and Earnings

Key Priorities

A number of important initiatives have been identified, but key actions are;

Develop and/or engage with programmes to support more women enter the labour market through employment and self-employment and promote positive local role models through local media and networks

Attract resources and capacity through EUSIF/SEP to promote social inclusion and get people back into employment (particularly young people unemployed for other 12 months) – including increasing the number of apprenticeships/work placements on offer within the District

Extend and develop the successful Talent Match programme to support young people to work and reduce NEET rates

Engage with local/regional HE/FE providers to increase the learning infrastructure within North West Leicestershire – including supporting aspirations to access the FE Capital Fund

Engage with local schools and colleges to improve education attainment across the district

5 Place

- 5.1 Our location and environment has been a considerable driver for the economy of North West Leicestershire, be that in terms of natural resources, natural assets and the location of strategic national and international transport links.
- 5.2 Much of the District remains rural in character with some attractive countryside in places. The principal town is Coalville and smaller settlements are found at Ashby de la Zouch, Castle Donington, Ibstock, Kegworth and Measham. The population is just over 90,000 and is expected to rise by around 20% by 2031 through planned housing growth. It is the most deprived District in Leicestershire with an ageing population. Coalville is the main retail

centre although many people have indicated they would like a much better range of facilities. The District lies at the heart of the National Forest, with Ashby de la Zouch the only town the National Forest Trail goes directly through, and also contains a number of leisure and visitor attractions such as Donington Race Circuit, Snibston Discovery Centre, Conkers Visitor Centre and Ashby Castle.

- 5.3 North West Leicestershire is located in the centre of England, on the western boundary of the East Midlands within relatively close proximity to the major cities of Birmingham, Leicester, Derby and Nottingham. It has excellent strategic Motorway links but no rail passenger services. The location of regional and nationally significant activities at East Midlands Airport and Castle Donington inevitably means that more people commute into the District than leave it to find work. Conversely some 60% of residents that commute out of the District do so to seek better paid managerial and professional work.
- 5.4 The economic, physical and social profile of an area is the result of generations of activity and can have differing imprints in different communities. Whilst the profile may change rapidly as industries decline and new activities come in, the sense of place can be more resistant to change. For Ashby, with an ancient castle and a home in the history books it is rather different to say Coalville, as the name implies developed rapidly in response to massive industrialisation and lacks the distinctiveness of a historic market town. The present legacy is therefore a complex patchwork and in planning for growth, place matters.
- 5.5 New development relies on the timely provision of infrastructure and investment – this includes essential utility services, as well as a host of other things including access to transport, schools, open space, community, health and leisure services. Preserving the best of the past and addressing deficiencies to develop new amenities will be an important element in successfully planning for growth. The North West Leicestershire Local Plan which is currently being prepared, which will provide the local planning framework to coordinate future investment.
- 5.6 Of major significance to North West Leicestershire are plans for the East Midlands Gateway by Roxhill Developments – a Strategic Rail Freight Interchange (SRFI), providing nationally significant new rail and road connected large-scale distribution and storage facilities will further enhance the Districts profile. Alongside proposed expansion around East Midlands Airport and other contributions from Donington Park and Marks and Spencers, these projects, known as the East Midlands Enterprise Gateway, if implemented, will likely pull in employees from a very wide catchment and ensuring opportunities are available to local people will be a major challenge. Based on current proposals, some of these projects will be affected by proposals for the HS2 rail line.
- 5.7 Our Growth Plan also recognises the porous boundaries we have and the importance of working with neighbouring areas to support growth that can be mutually beneficial. There are six key strands to our work on “Place”

Employment Land and Premises

- 5.8 Ensuring an adequate range of choice of land and premises in areas where the market wishes to invest is a fundamental requirement of any plan to promote growth. The district benefits from a wide range of existing provision from older industrial estates to new employment parks. These include modern mixed premises at Westminster Industrial Estate at Measham where occupiers include Plastic Omnium Automotives large factory employing 400+ and Donington Hall, recently acquired by Norton Motorcycle Company as their corporate HQ and production base. Bardon 22 is a large employment park adjacent to the

M1 and there are other industrial estates closer to the main settlements. Alongside all this are specialist facilities such as air freight depot at East Midlands Airport and the nearby proposed rail freight interchange at the East Midlands Gateway.

- 5.9 The LLEP Strategic Economic Plan identifies four core geographical 'growth nodes' to accelerate infrastructure projects and programmes in order to achieve benefits of economic agglomeration. These sites are critically linked to investment in developing key transportation corridors. It included a key ambition that this investment will support growth along the M1, A42/M42 and A511 corridors. It is important we work with LLEP to secure the required public and private investment to develop and accelerate such schemes.
- 5.10 Local planning policies also recognise the need for additional employment land to provide for a wider urban extension focussed around Coalville with additional modest allocations in smaller settlements. Land, sites and premises attractive for service sector activities will provide opportunities to boost female economic activity rates.
- 5.11 As the Growth Plan is implemented, the need for specialist provision such as Incubation Centres and other managed workspace will be explored as part of an Asset Management Strategy. This approach will encourage more knowledge intensive activity and build greater diversity and resilience in the economy. This could potentially involve partnerships with HE/FE to enhance their footprint within the District and linking with efforts to develop LLEP growth sectors not presently well represented in the area.

Housing

- 5.12 Significant housing growth is planned over the next 15 years and this can be a stimulus to growth through the construction jobs provided and the increase in local purchasing power from new residents. This provides a considerable opportunity to transform our town centres and creates an opportunity to make the critical infrastructure investment to pave the way for additional employment sites.
- 5.13 Through the former Regional Spatial Strategy the Housing Market Area (HMA) identified sufficient land within the area to accommodate the necessary housing requirements. Housing growth will be accommodated by Sustainable Urban Extensions (SUE's) one of which is planned for South East Coalville.
- 5.14 This may accommodate up to 4,000 additional dwellings and this increase in local purchasing power can provide a catalyst for investment in town centre regeneration. The recession has exacerbated issues of viability, caused a sharp fall in development values and led to a dramatic reduction in the level of development activity. Reductions in public spending have reduced the ability of public investment to bridge the investment gap in the provision of housing, employment land and infrastructure.
- 5.15 The development of the South East Coalville SUE has presently stalled. Overall the acceleration of development of all Leicestershire's SUEs is of key importance to the Strategic Economic Plan (notably as SUEs are mixed sites with employment land and primary infrastructure). LLEP intend to develop an Infrastructure Development Fund to stimulate additional housing completions within SUEs and Strategic Regeneration Areas. Given local circumstances, accessing this resource is likely to be highly significant in implementing a comprehensive Local Growth Plan.

Low Carbon

- 5.16 'Greening' housing infrastructure is a major priority across the wider county given resilience issues in energy supplies and with the high unit cost of energy removing disposable household income from the local economy. Through EU Structural Funds, LLEP wish to develop a partnership with the National Housing Federation/European Investment Bank to retrofit 5,000 social housing units to tackle one of the major components of fuel poverty (and wider poverty). North West Leicestershire could potentially play a major part in this programme as well as with parallel plans to invest in older industrial properties to improve their energy efficiency. The District has a total stock of 5,970 social houses.
- 5.17 There is also scope to further advance proposals for the development of bio fuels across the National Forest.

Connectivity

- 5.18 Despite its excellent location, there remain a number of challenges to be tackled in relation to connectivity. Businesses with major transportation and logistics requirements are drawn to areas with excellent transport connections to major urban areas, a locally available and competitive labour force and low land values for the scale of developments required. In order to maintain this advantage in light of the extension of the core logistics and advanced manufacturing corridor northwards along the M1 (where rent and labour are cheaper) it will be important to extend the supply of development sites and take advantage of a reduction in journey times through Highways Agency investment along the spine of the M1.
- 5.19 The opportunities for multi-modal freight around East Midlands Airport on the Roxhill site, which would be more competitive with increased road/rail/air interchanges and links. This will mean developing a co-ordinated programme between the Highways Agency, the Local Transport Board, the District Council and Developers/Landowners to open up new sites. Other significant issues are;
- Congestion on Motorway/Trunk routes needs to be reduced, notably at key junctions
 - Whilst the proposed HS2 line delivers no benefit to the District, we are keen to explore wider opportunities for rail transport in the area. There are no passenger rail services in North West Leicestershire although a freight-only rail line currently connects Leicester with Burton-on-Trent via Coalville and Ashby.
 - The area is heavily reliant on car borne transport as a means of getting to work. Public transport needs to be improved to allow more local residents to connect to job opportunities within and outside the district boundaries.
- 5.20 After phase one of the Ivanhoe Line was completed in the mid-1990s it had been planned that phase two would extend the line to Burton-on-Trent, often referred to as the National Forest Line. However, the scale of capital cost and an annual operating subsidy have meant that this has not been viewed as a feasible option in the near future but the introduction of new rail passenger services remains a long-term ambition. Indeed, viability is expected to be significantly improved as a result of planned employment and housing expansions and the Council may wish to explore the feasibility of re-opening this line, particularly if the proposed HS2 rail route is eventually approved by Government.
- 5.21 Developing High Speed Broadband connectivity is important for some areas of the District and we continue to work closely with Leicestershire County Council to ensure investment is made in those areas, notably in rural areas. Much of our more rural areas are missing out on connectivity to High Speed Broadband and the business opportunities that this brings

Town and Local Centres

- 5.22 Investment in our town and local centres is a major component in improving their attractiveness both for local people wishing to live there and investors committing resources to economic growth. Working with local communities and businesses will help to coordinate investment and make the greatest impact which will include investment in town centre regeneration in Coalville, with the aim to improve retail and leisure amenities and develop a more distinctive identity. It will also support public realm investment.

Visitor Attractions

- 5.23 North West Leicestershire has a range of attractions aimed at those attending specific events or day visits. These include Donington Race Circuit, including a new programme of international races involving electric vehicles; Snibston Discovery Centre; Conkers Visitor Centre at the heart of the expanding National Forest and Ashby Castle.
- 5.24 The Visitor Economy is one that LLEP wishes to develop further. Leicester and Leicestershire is currently ranked 33rd out of 39 LEP areas for total number of overnight stays between 2010 and 2012 and 32nd for total visitor spend. LLEP wish to develop and enhance the quality of the overall tourism offer, including culture and sports, supported by focussed place marketing. It also wishes to stimulate additional investment by the private sector in ancillary services directly associated with tourism, including hotels and restaurants. There is clear potential for NWL to link with these wider efforts and develop mutually supportive packages with other attractions that can extend the length of time spent in the area and with this increase expenditure by visitors.

Key Priorities

A number of important initiatives have been identified, but key actions are;

Facilitating development of the East Midlands Enterprise Gateway

Lobbying to protect the District's economic interests in relation to HS2 proposals

Support the development of the Roxhill Strategic Rail Freight Hub and associated development site

Ensure the forthcoming Asset Management Strategy for the District (and those of relevant partners) identifies opportunities to support economic growth in the District including developing/upgrading managed workspace and infrastructure to grow the service sector – with an emphasis on Coalville

Deliver the Coalville Sustainable Urban Extension to ensure more employment land is made available and facilitate the climate for Town Centre regeneration

Engage with Leicester and Leicestershire Enterprise Partnership and the Highways Agency to promote action to relieve congestion on key Motorway corridors and junctions

Explore opportunities to provide better public transport connections to major employment areas, including key rail links such as the feasibility of re-opening the Ivanhoe line

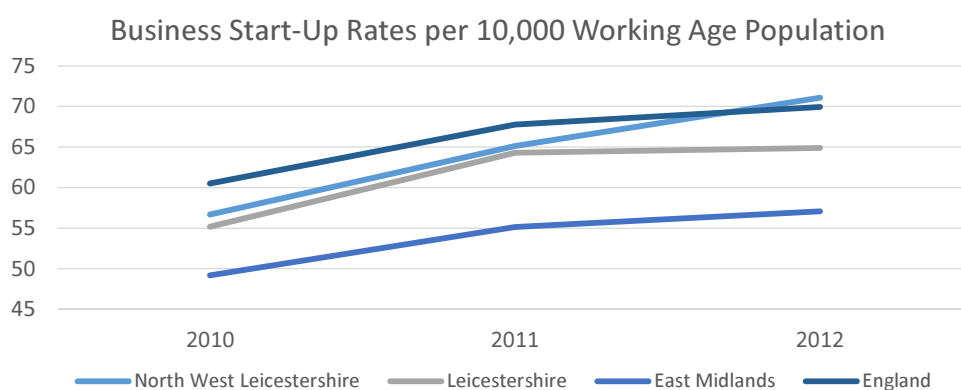
Work to secure investment through Leicester and Leicestershire Enterprise Partnership to retrofit a high quantity of Social Housing in the District to be more environmentally efficient

Developing proposals for Bio Fuel within the National Forest

Work to support, develop and promote the major visitor attractions across the district.

6 Business

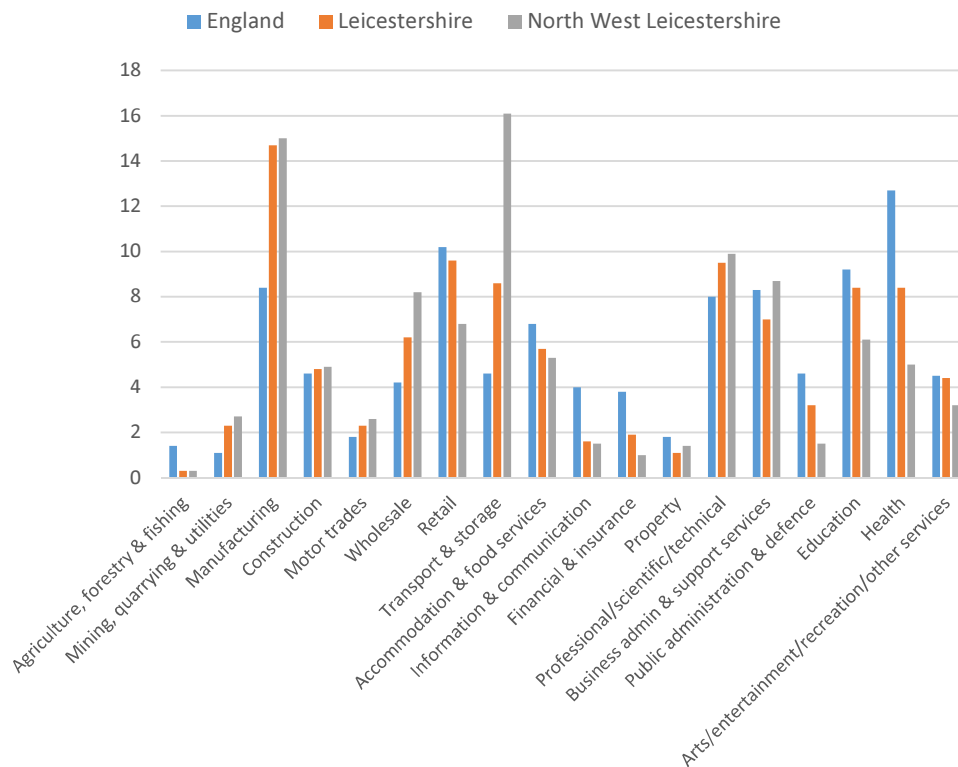
- 6.1 North West Leicestershire is home to some major national and multi-national businesses including David Wilson (construction) DHL (logistics) Norton (motor vehicles) Pall Ex (logistics) Davidson Homes (construction) East Midlands Airport (transportation) Bloor Homes (construction). We have a dynamic and growing small and micro business sector. Business start-up rates within the District have accelerated coming out of the slowdown. They now stand at 71 per 10,000 population and have recently overtaken the England average. Business Start Up rates have exceeded failure rates since 2011, indicating growth in the business base. By contrast, Leicestershire start up and failure rates are still in relative equilibrium with only limited growth in business stock. Business stock per 10,000 population in the District is higher than the national average as are 5 year business survival rates.



Employment Structure within North West Leicestershire

- 6.2 The economic structure of North West Leicestershire is in many ways distinct from that of the rest of Leicestershire. The chart below compares the employment structure (workplace based) of the District against that of Leicestershire and England. It shows the clear dominance of the manufacturing and logistics sector in employment within the District, accounting for almost a third of all employment. Business administration is also a major employment sector (supported by Pegasus Business Park) and professional, scientific and technical. Retail and the arts/leisure/recreation sectors are both under-performing against the Leicestershire and England. The public sector is also a very low proportion of work-based employment in North West Leicestershire.

Comparisons of Economic Structure (2012)

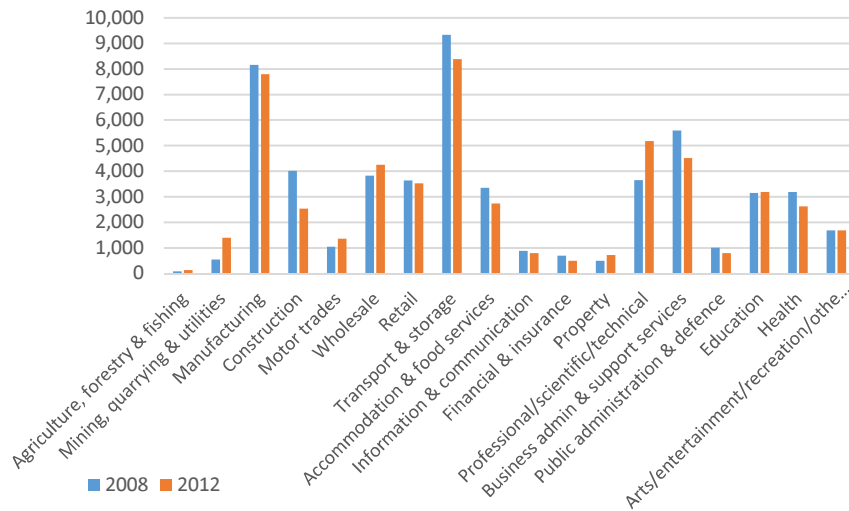


Source: BRES (2013) Broad Industry Group Classification

- 6.3 At the end of 2012 there were over 2,000 fewer jobs in the North West Leicestershire, down to just over 52,000. However, the economy had turned a corner in terms of employment growth and is expected to have continued growing strongly since⁵.
- 6.4 The BRES data from 2013 identifies some clear trends and opportunities for the District – and also some structural weaknesses in the local economy. Employment in the construction sector within the District has fallen by over a third since 2008 and was still falling in 2012. Clearly since then there has been a resurgence in construction activity, which may generate opportunities.

⁵ BRES (2013) Broad Industry Classification

Changes in employment structure in North West
Leicestershire 2008 and 2012



Key Growth Sectors

6.5 Based on the analysis of BRES data and a range of other sources considered in the development of this Local Growth Plan, there are five key sectors that will be prioritised for growth within the District (which are in line with key sectors identified by LLEP). These sectors are:

- Business and Personal Services (linked to town centre regeneration)
- Construction
- Creative/Cultural/Tourism Sector
- Manufacturing
- Logistics and Distribution

6.6 Linked to section 4, the emphasis on supporting and developing the SME sector is supporting the growth of businesses that have the capacity to generate higher earnings capacity for the resident population. This would mean identifying relevant businesses and using an Investor Developer approach to link those businesses to support and opportunities (such as Regional Growth Fund 4, national and local business support, planning and property issues and training, development and recruitment). This approach is considerably different from the proposed Business Growth Hub under City Deal and could add significant value locally.

Key Priorities

A number of important initiatives have been identified, but key actions are;

Supporting more women to start a business/consider self-employment

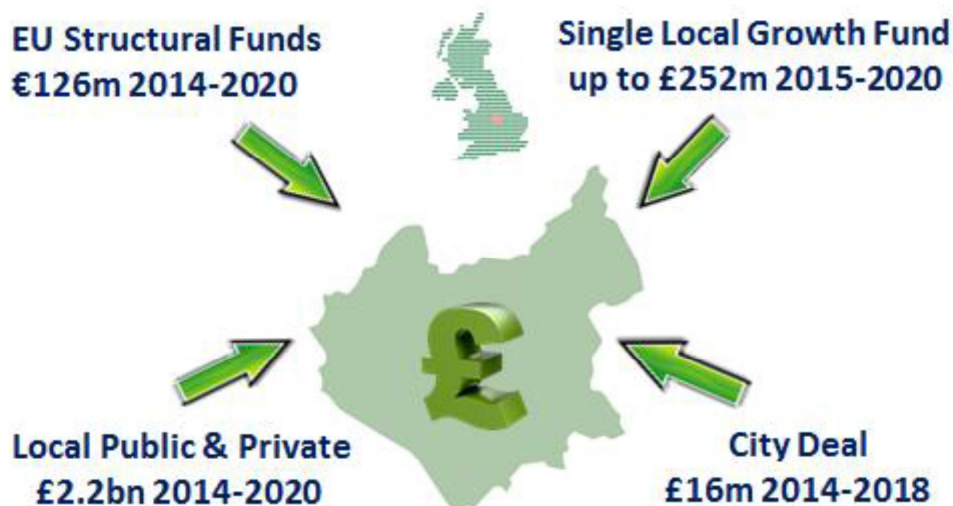
Develop an Investor Development approach to businesses in the District to facilitate growth

Facilitate growth in the five identified key sectors, working with partners involved in supporting sector growth in LLEP

Provide information to businesses in North West Leicestershire about the forthcoming Business Gateway

7 Resources and Implementation

- 7.1 Collectively the following resource is potentially available for Leicester and Leicestershire from the programmes outlined in the Strategic Context section, which the LLEP will advise on how it is allocated, up to 2020.



Source: LLEP EU Structural and Investments Funds Strategy, January 2014

- 7.2 These are likely to be implemented in a number of ways
- LLEP wide contacts or arrangements with national partners (the Opt in process) where the ability to influence delivery is likely to be limited beyond raising awareness and demand locally
 - LLEP wide programmes such as addressing social inclusion, where there will be an opportunity to contribute ideas and help to design the end product
 - Opportunities to secure funding for individual projects and programmes which fit into the overall strategic framework and to take responsibility for delivery
- 7.3 There are a number of distinctive roles that North West Leicestershire District Council can play to support economic growth within the District:

Building capacity through Partnerships

- Influencing LLEP Strategy and Policy
- Facilitating local business networks, developing joint solutions to common problems and connecting them to wider opportunities
- Identifying local champions to promote expansion in Key sectors, construction, manufacturing, retail, creative, leisure and tourism
- Working with neighbouring Districts within and outside the County to develop joint approaches to common issues

Strategic enabler and lobbying

- Finalising Planning policies to provide a clear framework for future investment
- Influencing/Lobbying Government/Agencies to ensure awareness of local priorities and assistance to implement

- Securing External Funding
- Enabling development of key employment and mixed use housing sites

Driving demand for LLEP wide activities

- Acting as an effective spoke for Business Hub for a range of services including Business Start Up, access to finance, access to new markets, business management skills, promoting innovation linked to growth sectors
- A spoke for Employment Gateway services
- Proving local resources to link to wider Inward Investment programmes including local aftercare services
- Addressing Broadband gaps and coordinating local access to ICT training
- Developing new approaches to public transport including new rail provision
- Driving up educational attainment and post 16 qualification levels

Delivery body

- Developing an asset management strategy to facilitate future growth
- Place Shaping including Town Centre and local centre improvements
- Developing Incubation Centres/other workspace provision for growth sectors
- Enhancing procurement opportunities for SME's and smarter Business Regulation

- 7.4 Partnerships will be critical to the success of the Local Growth Plan, notably with Leicestershire County Council and Leicester and Leicestershire Enterprise Partnership. North West Leicestershire has a key role to play in designing interventions that will have the maximum impact on the District. There will also be opportunities to collaborate formally and informally with other Districts (within Leicestershire and outside). This will be particularly relevant to Charnwood, who share many of the same economic characteristics and have the core urban/industrial populations of the County area.
- 7.5 Once the direction of the Growth Plan has been agreed the next steps will include developing a Delivery Plan which will need to identify monitoring arrangements so all partners involved will be able to be clear on "how do we know we have achieved success". This will involve tracking key economic indicators as well as having planned outcomes for individual projects and programmes.