North West Leicestershire
Economic Growth Plan
Evidence Base

2019 - 2021

January 2019

1 North West Leicestershire

1.1 North West Leicestershire sits at the axis of the Midlands, strategically located 25 miles from Birmingham, Derby, Leicester and Nottingham. The District is at the centre of the national transport network, hosting East Midland's Airport, the M1 corridor and also main line rail services provided at East Midlands Parkway. The A42/M42 and the A50 provide an important East/West connection.

1.2 It is an area primed for economic growth, particularly having development prospects that are of national and international significance. 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.

1.3 Delivering economic growth is critical to the wellbeing and prosperity of the District's population. We must be aware of the uncertainty in the local and national economy in light of Brexit and the unknown impact this may have on our residents, businesses and future funding.

1.4 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 access to areas of new opportunity, making sure that local residents have the skills that businesses need to be successful and maximising the economic impact of visitor spending in the area.

1.5 This Economic Growth Plan sets out how North West Leicestershire District Council, working with partners, will work to stimulate growth within our local economy. We already have a strong track record of partnerships - internally within the District, across the wider County and Region and nationally. The plan 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 2019-2021.

2 Background to the Growth Plan

2.1 The 2014 North West Leicestershire Growth Plan identified growth priorities for North West Leicestershire up until 2018, and was prepared in consultation with partners to coincide with the production of the Leicester and Leicestershire Strategic Economic Plan (SEP). Both the original growth plan and the SEP used the same structure, based on making the most of the areas strongest assets in terms of People, Place and Business and ensured that these three gears of the economy function effectively together.

2.2 Using these gears, this refreshed growth plan sets out a strategy for the growth of the local economy. It is necessary to realise that the plan will be influenced by the Government's Industrial Strategy and the emerging Local Industrial Strategy (LIS) which is currently being prepared by the Leicester and Leicestershire Enterprise Partnership.

2.3 The emerging LIS is underpinned by a prospectus which identifies a series of priority sectors. Even though not all of the key growth areas identified within LIS prospectus are relevant priorities to the North West Leicestershire area, the District has a significant role to play in delivering Leicestershire's planned growth. Therefore it is essential that the policy context for the growth plan in addressing local priorities is consistent and supportive of the wider growth agenda.

3 Strategic Context

3.1 Partners across Leicester and Leicestershire have been working with the LLEP over the past year to develop a Local Industrial Strategy, which will set out the area's priorities in the period up to 2030, to grow the economy and deliver the ambitions of the national Industrial Strategy and the Midlands Engine 'Vision for Growth'.

3.2 The LIS prospectus states "Our place generates nearly £23.5billion GVA (Gross Value Added) per annum and we are home to 42,400 businesses providing 485,000 jobs for our people. Our ambition is to be the most productive economy in the Midlands by 2030 contributing at least £30billion each year to the UK Economy. We have one of the youngest and fastest growing populations in the Country and our ambition is to build 187,000 new homes by 2050".

3.3 To meet this vision the LLEP will focus on supporting sectors of high value productivity to generate fast growth and also supporting those industries that need help to make them more productive.

3.4 The LIS identifies 5 priority growth sectors:

- Space Technologies
- Life Sciences – Health & Medical Technologies
- Advanced Manufacturing and Engineering
- Advanced Logistics
- Textiles – Design & Manufacturing

3.5 The LIS prospectus provides an overarching framework for a number of growth opportunities with these priority growth sectors, including:

- New Strategic Rail Freight Interchange being constructed at the SEGRO Logistics Park.
- SEGRO Logistics Park as a potential site for one of five Heathrow Expansion Logistics Hubs.
- The development of a Logistics Institute of Technology led by North Warwickshire and South Leicestershire College to supply the technical skills required to improve productivity within the sector.
- Develop and support the global cargo capability and potential Free Trade Zone at East Midlands Airport

In addition to the priority sectors, the LIS will also focus on enabling sector growth by:

- Transforming our road and rail networks and deliver the next generation of digital connectivity.
- Building thousands more homes in strategic locations.
- Cultivating thriving business communities within our towns and rural areas.
- Developing nationally significant educational institutions to ensure that our existing and future workforce is equipped to innovate and develop new technologies and services.
- Investing in towns for the future, making them attractive to investors who are looking to locate here; for visitors to the area and more importantly to be the hub for local residents.
- Developing high quality incubator and grow-on space adjacent to town centres providing spaces for our SMEs to grow and innovate.
- Supporting our networks of rural businesses to underpin our heritage and wider economy through tourism, art and culture and local food and drink production.

3.6 This Plan will need to be considered in the context of other important national, regional and local strategies/plans. A list of relevant strategies can be found in Appendix B of this report.

4 People

Demographics

4.1 North West Leicestershire covers 279 sq km and in 2017 had a resident population of 100,109[1] and is expected to rise by around 15% by 2039[2]. In the past 10 years the District's population has increased by 9.4% - at a faster rate than the East Midlands Region (8.3%) and for Great Britain (7.7%) over the same time period. Nearly 62% of the population are of working age[3]. Almost half of the population live in the two main towns in the District, Coalville (34,575) and Ashby de la Zouch (12,370)[4]. Other key settlements include Castle Donington, Ibstock, Kegworth and Measham.

Economic Activity Rates

4.2 Economic activity rates for all people in the District stands at 85.5% – far higher than both the East Midlands (77.9%) and Great Britain (78.4%)[5]. For men the economic activity rate is 94%, considerably higher than for women (76.9%). For both men and women, North West Leicestershire's economic activity rates out-perform both the regional and national average.

4.3 In terms of Jobs Density – the District performs extremely well – this measures the level of jobs per resident aged between 16 – 64 years and North West Leicestershire has the third highest proportion (0.99) in the whole of the East Midlands – meaning that there is practically one job available for every resident aged 16 – 64. Only Northampton &

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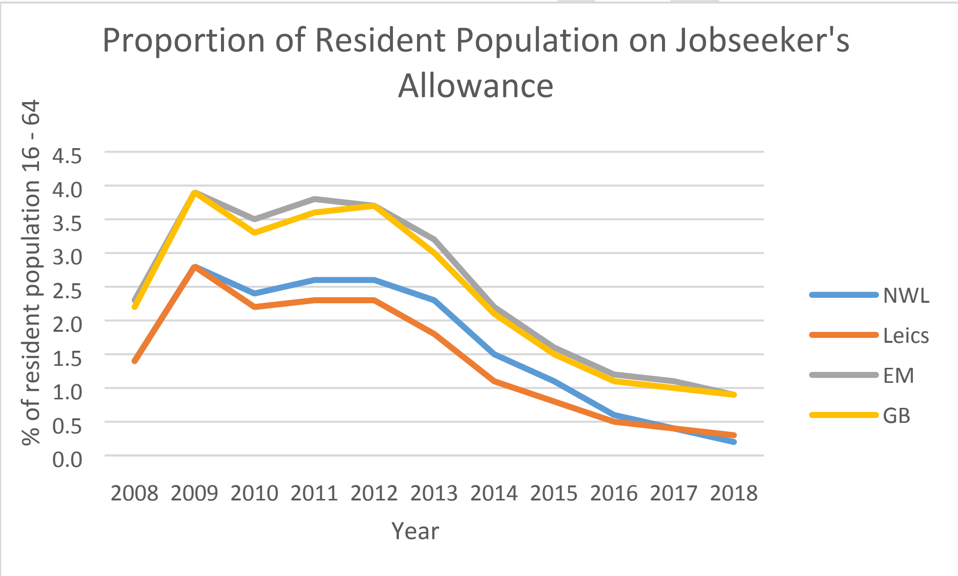
[1] ONS Mid-year population estimates 2017
[2] ONS/CLG 2016 based Population & Household Projections
[3] ONS Mid-year population estimates 2017
[4] 2011 Census
[5] ONS Population Survey 2017

Nottingham have a higher ratio. This illustrates the vibrant employment situation and reflects the location of the District.

4.4 The District has performed extremely well in the 2018 Grant Thornton 'Vibrant Economy Index' study. This study measures 'economic successes. North West Leicestershire ranked in the top 20 percent nationally of all Local Authority areas in terms of Prosperity.

4.5 In the past, unemployment within North West Leicestershire has generally been slightly higher than the rate across Leicestershire. However, in the past year the Job Seekers Allowance Claimant Count has dropped below the County average [6]and currently 0.2% of the working age population are on Job Seekers Allowance. The claimant rate is now significantly lower than the regional and national average as presented in Chart 1.

Chart 1



Source: Nomis: ONS Data relates to September of each year. November 2018

4.6 There remain pockets of higher claimant rates and lower economic activity across the District, especially in the wards of Blackfordby; Ashby Woulds; Castle Donington and Castle Rock. But rates are still relatively low compared to regional and national figure.

4.7 With changes to the Benefits system – moving some residents onto Universal Credit – it means that there are distortions in many of the statistics around the number of unemployed. In October 2018 there were 760 people in North West Leicestershire claiming Jobseekers Allowance and Universal Credit. This gives a rate of 1.2% - in line with Leicestershire as a whole but significantly lower than the East Midlands (1.8%) and GB (2.3%). Historical comparisons are unreliable because of the way data is collected following changes to the benefit system.

Young People

4.8 The Jobseeker's Allowance youth claimant count across North West Leicestershire, aged 18-24 years, is 0.1%[7], this is in line with the County average and lower than both the regional (0.7%) and national (0.6%) averages. Youth unemployment has fallen sharply

[6] NOMIS DWP September 2018

across the District, falling from 560 to 5, from its peak in 2011 to September 2018[7]. This fall outperforms the County, region and national averages. Some of this decline will be due to the increased age of which claimants now have to be to be recorded as NEET (Not in education; employment or training). The number of NEETs has dropped significantly across the country as a result of the change in recording methodology.

4.9 Longer term unemployment (12 months plus) remains in line with the County average of 0.1% and below the East Midlands (0.3%) and GB (0.4%). With the age increase in claimants there has been a fall in the number of NEETs, but even though the numbers are low, they do still need specialist support from agencies such as Prince's Trust and Supporting Leicestershire Families.

4.10 The number of JSA claimants who have been unemployed over 12 months has fallen from a peak in September 2012 from 435 down to 40, recorded in September 2018. The long term unemployed represent 32.5% of all of North West Leicestershire's JSA claimants. This is a higher percentage of all claimants than in 2012 (28%). This trend is also reflected at County, Region and National level – perhaps emphasising the need for even more assistance for the long term unemployed.

Skills and Qualifications

4.11 In the past, a major challenge for North West Leicestershire has been the level of skills and qualifications attainment within the local workforce and the ability of local labour to compete. However, in the past three years, according to the ONS Annual Population Survey 2017[8], the percentage of the working age population with an NVQ4 or above has increased at an amazing rate – to stand at 43.5% in 2017. This compares with only 22% in 2004. – In 2014 the figure still only stood at 28.0% and in the following three years the figures have increased year on year. The figure of 43.5% for NWL compares more favourably that Leicestershire (36.2%); the East Midlands (32.1%) and GB (38.2%). This rise could be due to an increase in higher skilled employment opportunities, an influx of higher qualified individuals moving into the area as new housing comes forward as well as local residents aspiring to better employment.

4.12 91.5% of the resident population aged 16-64 years have at least an NVQ1 or higher qualification – again higher than Leicestershire (90.3%); East Midlands (83.6%) and Great Britain (85.4%). There are no statistics for those with no qualifications in North West Leicestershire, as the 2017 sample size of this group was too small to be reliable.

4.13 Anacdotally, it is often suggested that there is mismatch between the skills requirments of employers and the skills of young people leaving education. Gaps between potential employees and businesses needs to be filled. Businessses need to engage with young people directly, and through their education providers, parents and careers to help inform the career choices and career pathways of the future workforce at an early stage.

4.14 The District Council, working in partnership with the LLEP, the Employment Hub and local schools and colleges are committed to improve the information available on local growth sectors both now and in future years and to improve the links between businesses and the education sector.

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[7] Claimant Count September 2018 NOMIS

[8] ONS annual Population Survey 2017

Earnings

4.15 Workplace average hourly pay for jobs in North West Leicestershire* is below the Leicestershire, regional and national averages and also compares unfavourably for residence-based earnings**. Resident 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) as presented Table 1. It is important to support activity that allows residents to access some of the higher paid employment the District.

(* The wage paid to employees working in the District)
(** the wage paid to residents living in the Distirct but whom may work elswhere)

Table 1 - Median Hourly Pay by Workplace and Residence

	Workplace (2017)			Residence (2017)		
	Men £	Women £	Total £	Men £	Women £	Total £
North West Leicestershire	12.91	11.74	12.37	14.70	11.39	13.00
Leicestershire	13.23	11.44	12.67	14.56	12.31	13.52
East Midlands	13.08	11.30	12.46	13.54	11.74	12.91
Great Britain	14.56	13.17	13.99	14.56	13.18	14.00

Source: Nomis (2018 Annual Survey of Hours and Earnings)

Key Objectives – People.

- **Support the recruitment and training opportunities for local people in regard to new and existing businesses. For example, the work with the SEGRO Logistics Park employment group.**
- **Work with partners to ensure that the workforce needs of businesses are met, and help to raise skill levels and productivity.**
- **Encourage local businesses to become a Disability Confident Employer and for employers to adopt a more open recruitment policy, so that those furthest from the labour market can access employment opportunities.**
- **Work with partners to ensure that young residents can access careers advice and relevant information on future employment opportunities with local companies in key growth sectors.**
- **Assist the LLEP and other partners to facilitate relationships between local businesses and schools and colleges. This will ensure that future employment needs are met and opportunities are highlighted, particularly in growth sectors.**
- **Develop and enhance North West Leicestershire District Council's apprenticeship programme and provide volunteering and work experience opportunities within the organisation.**
- **Promote the employment and training opportunities provided by partner organisations, such as the Leicester Employment Hub, to support those furthest from the labour market into employment.**
- **Promote workplace health interventions and countywide sport and leisure initiatives to ensure that residents are aware of the benefits of health and wellbeing in the workplace and the impact this has on increased productivity.**
- **Work with the Supporting Leicestershire Families team to continue to provide support to vulnerable families in North West Leicestershire with a particular focus of assisting people into employment.**
- **Ensure that current and future employment opportunities from both the construction and implementation phases of HS2 are promoted locally.**

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 The District lies at the heart of the National Forest which is rapidly developing as a tourism destination. It contains a number of leisure and visitor attractions and facilities such as Donington Race Circuit, the 1620's House at Donington le Heath, Moira Furnace, the Conkers Visitor Centre, Ashby Castle and the National Forest Youth Hostel.

5.3 Much of the District remains rural in character with 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.

5.4 Coalville, as the main retail centre, is changing with the combination of private sector and public sector investment on projects such as improving the public realm, the redevelopment of key sites such as the former bus depot and the former police station. The District Council are also investing in a number of strategic assets in the town centre.

5.5 North West Leicestershire is located in the centre of England, on the western boundary of the East Midlands within close proximity to the major cities of Birmingham, Leicester, Derby and Nottingham. It has excellent strategic Motorway links but no rail passenger services. HS2 is due to run right through the District, following the A42, but there will be no stops within the District.

5.6 The location of regional and nationally significant activities at East Midlands Airport (EMA) and Castle Donington, inevitably means that more people commute into the District than leave it to find work. EMA handles over 4.8 million passengers a year, it is a significant UK passenger airport serving over 90 international and domestic destinations. East Midlands Airport is also the UK's busiest for dedicated air cargo traffic.

5.7 With such accessible road links the district sees a large flow of both inbound and outbound commuters with 19,246 residents commuting outside of the district for employment but 26,699 commuters traveling in. This makes a net inflow of 7,453.

5.8 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 Coalville, as the name implies, Coalville developed rapidly in response to massive industrialisation.

5.9 New development relies on the timely provision of infrastructure and investment – this includes essential utility services, as well as a host of other factors including access to transport, schools, and open space, community and 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, adopted in 2017, provides the local planning framework to coordinate future investment. A review of this plan is currently underway.

5.10 Of major significance to North West Leicestershire is the development at the East Midlands Gateway by SEGRO. The development will create a Strategic Rail Freight Interchange (SRFI) and provide nationally significant new rail and road connected large-scale distribution and storage facilities alongside the expansion occurring at East Midlands Airport such as UPS and DHL. These projects, currently under construction, will likely pull in employees from a very wide catchment, and it is a balancing act to ensure that these businesses attract the right calibre of staff whilst ensuring opportunities are available to local people. HS2 will run close to both SEGRO Park and East Midlands Airport and there will be a major HS2 hub at Toton – a few miles to the north of the District.

5.11 The Economic 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
- Housing
- Low Carbon
- Connectivity
- Town and Local Centres
- Visitor Attractions

Employment Land and Premises

5.12 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. For example, there are modern mixed use premises at Ivanhoe Business Park in Ashby; a mixed older development on Westminster Industrial Estate at Measham and Bardon Industrial Estate adjacent to the M1 which encompasses warehousing, industry and offices.

5.13 Furthermore, there are examples of reuse of historical properties for commercial purposes such as Donington Hall which is home to the corporate headquarters of Norton Motorcycle Company and the former Mantle Lane railway sheds at in Coalville that now form the Springboard Centre housing over start-up businesses.

5.14 Alongside all this are specialist facilities such as the air freight depot at East Midlands Airport and the rail freight interchange at SEGRO Logistics Park, which is currently under construction, at the East Midlands Gateway. Mountpark – home to Amazon; Eddie Stobarts and Pharmacy 2U has also been developed in the past two years.

5.15 The District has a number of key areas which look to accelerate infrastructure projects and programmes in order to achieve benefits of economic growth. These locations are critically linked to investment in developing key transportation corridors. Within the District, the 511 Growth Corridor and the cluster of freight and logistics related activity at the East Midlands Enterprise Gateway represent major opportunities. It is important we work with partners to secure the required public and private investment to develop and accelerate such investment in infrastructure.

5.16 The adopted Local Plan includes provision of additional land for employment purposes. It also acknowledges that there is a shortage of land for employment purposes when compared to the HEDNA (2017). A review of the Local Plan has commenced and will address this shortfall.

5.17 As the Economic Growth Plan is implemented, the need for specialist provision such as incubation centres and other managed workspace should be explored. Earlier in 2018, Leicestershire County Council gained planning permission for a range of high spec industrial units, partly funded by the LLEP, at Vulcan Court Coalville. This development will encourage more knowledge-intensive activity and build greater diversity and resilience in the economy. The incubation of knowledge-intensive activity could create potential partnerships with colleges and universities.

Housing

5.18 The adopted Local Plan makes provision for significant housing growth over the next 12 years. This can be a stimulus to growth through both the construction jobs created and the increase in local purchasing power from new residents moving into to these new homes.

5.19 A key housing development will be that at South East Coalville, where planning permission has been granted for 3,500 dwellings and development has commenced. This will provide a significant boost to the local purchasing power and so can provide a catalyst for investment in town centre regeneration.

5.20 Across the district the build rate for housing has significantly increased over the last 5 years and this has helped to release funding for local infrastructure improvements.

5.21 The Council is working with the other Leicestershire authorities on the development of a Strategic Growth Plan, which will provide a planning framework for the period up to 2050 which includes ambitious housing provision.

5.22 Current evidence has identified a need for new affordable housing of 194 homes a year between 2011 and 2036 to meet both existing need and future demand.

5.23 The majority, around 80% of this need is for rented accommodation with the remaining 20% representing low cost housing ownership.

5.24 As well as being a direct developer of affordable housing, the Council also works with Registered Providers (such as Housing Associations), Homes England and private developers to maximise the delivery of affordable housing within the district.

5.25 Recognising the link between housing and access to jobs, the Council recently amended its Council housing allocations policy to award a degree of priority for those who need to move because they cannot access available jobs from their current home.

Low Carbon

5.26 Low carbon technologies and the push to reduce carbon emissions are never far from the news, and over the coming decades, developments in low-carbon technologies will create many new jobs and necessitate large investment and changes in infrastructure.

5.27 The importance of a sustainable low carbon economy is vitally important today and for future generations. At the heart of the National Forest, North West Leicestershire District Council is committed to ensuring that growth is sustainable and in balance with the local environment. Since 2003, over 20 wind turbines have received planning permission and the District is now home to a number of solar farms.

5.28 Since the 2014 Growth Plan, the Council have delivered a number of initiatives to help improve the sustainability of Council-owned assets.

5.29 In 2014 the Council conducted a pilot project to investigate the options available for using renewable energy systems on its social housing stock. 12 properties were fitted with renewable technology including solar thermal, solar, PV, biomass and air source heat pumps. The pilot examined the opportunities for the delivery of large scale installations across the Council's stock and the advantages to its tenants from the provision of renewable energy.

5.30 In 2018 the Council embarked on a programme to convert homes in off-gas areas heated by solid fuel appliances to air source "renewable" heating. At the time of writing, 170 properties have been converted to renewable energy with plans for all 300 off-gas solid fuel properties to have renewable heating by 2020.

5.31 In November 2017 the Council issued Flexible Eligibility Statement of Intent (SOI) as part of the government's Energy Company Obligation (ECO). The SOI sets out local criteria for North West Leicestershire which aims to target funding for energy efficiency measures such as loft and cavity wall insulation to those most in need. 118 households have had energy efficiency improvements through the scheme.

5.32 Since October 2015 the Council has run a local Collective Switching Scheme aimed at supporting people to get a better deal on their gas and electricity. The scheme uses collective buying to secure competitive tariffs for those who register and offers a no-obligation personalised offer. It is focused on those households who do not have access to the internet or who would otherwise struggle to compare the market. Currently 179 people have switched supplier through the scheme with total savings of £46,639 and average annual savings of each person who has switched of £260.

5.33 In 2018 the Leicester and Leicestershire Enterprise Partnership launched the Energy Infrastructure Strategy. The Council will work with the LLEP to support local businesses to increase efficiency and to aspire to be at the forefront of developments in low carbon infrastructure.

Connectivity

5.34 Despite its excellent location, and the external connectivity opportunities regionally, nationally and globally, 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 competitive land values.

5.35 For example, the existing opportunities for multi-modal freight around East Midlands Airport and at the SEGRO Logistics Park are evidence of this. There has been significant investment during the past two years on the M1 between Junction 24 (which serves SEGRO Logistics Park) and Junction 25 which has been upgraded to SMART Motorway status. However, further improvements are required to improve connectivity to these assets. This will require a co-ordinated programme between the Highways Agency, Midlands Connect, the local highways authority and the District Council.

5.36 The existing opportunities for multi-modal freight around East Midlands Airport and at the SEGRO Logistics Park are evident. However, the connectivity serving these assets could still further be improved. This will require a co-ordinated programme between the Highways Agency, Midlands Connect, the local highways authority and the District Council.

5.37 Other potential connectivity issues include:

- Congestion on Motorway/Trunk routes, notably at key junctions.
- Whilst the proposed HS2 line delivers limited benefit to the District, there is an opportunity to ensure improved connectivity to the proposed East Midlands Hub Station at Toton.
- 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 and other sustainable modes (cycling, walking, car share etc.) could be improved to allow more local residents to connect to job opportunities within and outside the district boundaries.

5.38 For many years there have been calls for the re-opening of the former Ivanhoe Line (often referred to as the National Forest Line) operating between Burton on Trent and Leicester encompassing the areas of Moira, Ashby de la Zouch and Coalville. However, the cost of reopening the line has meant that this has not been viewed as a feasible option. However, the introduction of a new rail passenger service remains a long-term ambition. With new housing developments along the route of the line, the proposed viability of reopening the line may be improved.

5.39 Developing High Speed Broadband connectivity is also a major priority for the District and we continue to work closely with Leicestershire County Council to ensure investment is made in the digital connectivity, notably in rural areas. Many of our more rural communities are missing out on connectivity to High Speed Broadband and the benefits that this brings.

Town and Local Centres

5.40 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. Local "Place Planning" will help to coordinate investment and make the greatest impact. The current "Building Confidence in Coalville" programme has seen large scale investment by the Council and the private sector to bring schemes forward. Projects such as the former Police Station site, for affordable housing, and the proposed regeneration of both Marlborough and Memorial Squares will make a tremendous difference to the town.

5.41 In addition, the conversion of the former bus depot into a distinctive character commercial building also enhances the programme. Investment in town centre regeneration in Coalville, with the aim to improve retail and leisure amenities and develop a more distinctive identity, is at the centre of "Building Confidence in Coalville". Coalville town centre has been designated as a Conservation Area with the aim of regenerating the town through conservation.

5.42 The Ashby Project, encompassing the private and public sector, has also invested in the town of Ashby de la Zouch with the regeneration scheme that saw the design and delivery of new car parking provision in the North Street area of the Cultural Quarter.

Visitor Attractions

5.43 The business of tourism in the North West Leicestershire area comprises:

- 280 square kilometres (108 sq miles) of attractive English countryside.
- Two main towns of Ashby de la Zouch with its attractive shopping streets and lanes and Coalville with its heritage sites and green spaces.
- Being at the Heart of the National Forest has bought large areas of newly planted woodland, including the Queen’s Diamond Jubilee Wood, together with ancient woodland and regenerated open spaces such as Sence Valley Forest Park, Saltersford Valley Picnic Area, Cloud Trail and Grace Dieu Woods.
- The family attraction of Conkers and events such as Timber – International Forest Festival.
- Bardon Hill being the highest point in Leicestershire offering views of all surrounding counties.
- A strong social and industrial heritage offer that includes Coalville, mining heritage, Ashby de la Zouch Castle, Grace Dieu Priory, Swannington Incline Plane, Moira Furnace and 1620s Manor House.
- A good range of restaurants, bars and artisan food producers.
- Around 75 accommodation providers offering between them over 4,000 bed spaces.
- Over 100 pubs, restaurants and bars, tea rooms, coffee houses and farm shops.
- Over 15 unique visitor attractions.
- An international motorsport circuit Donington Park – home to major motorsport events and festivals including the internationally renowned ‘Download’ Festival.
- The international East Midlands Airport.

5.44 The Visitor Economy is one that North West Leicestershire District Council, Marketing Leicester and Leicestershire and The National Forest Company wishes to develop further. There is clear potential for the Council to link with these wider efforts to support and develop initiatives in order to extend the length of time spent in the area and increase visitor expenditure.

5.45 Development of initiatives and opportunities are supported by the following strategies and plans:

- North West Leicestershire Blueprint for Tourism 2018-2021
- North West Leicestershire Tourism Strategy 2019-2021
- The National Forest Tourism Growth Plan
- The draft Tourism Growth Plan for Leicester & Leicestershire

Key Objectives – Place.

- Explore opportunities to provide better public transport connections linking communities to major employment areas, including cycle ways, bus networks, rail links and the Leicestershire International Gateway.
- Facilitate the development of East Midlands Airport and the wider Leicestershire International Gateway.
- Support the development of the SEGRO Logistics Park and the Strategic Rail Freight Interchange.
- Enable continued investment in the A42 Expressway, the A511 corridor and other major road networks serving North West Leicestershire.
- Lobbying to protect the District's interests and maximise the economic benefits in relation to HS2.
- Develop the work of the Coalville and Ashby Projects to maximise private and public investment into our market towns.
- Continue to support and develop our smaller local centres to be vibrant hubs for their communities, businesses and visitors.
- Support proposals for increased investment within the National Forest to develop the tourism offer and support the rural economy.
- Encourage activity and investment that supports and enhances the tourism offer of North West Leicestershire.
- Ensure there are sufficient employment sites and premises in the district and help to identify gaps in provision by working with developers and partners, particularly for incubation and follow on space.
- Work with developers, agents and partners such as the LLEP and the Invest in Leicester team to attract new businesses into the District and assist with indigenous expansions.
- To support the continued roll out of Superfast Leicestershire to improve digital connectivity of homes and businesses across the District.
- The continuing delivery of the South East Coalville and Money Hill developments and ensure that the new housing developments relate to their town centres and local services.
- Support Leicestershire County Council and Midlands Connect to deliver their investment strategies for continued improvements to the highway and transport infrastructure that serves the district.
- To work with a range of partners to maximise the delivery of affordable housing within North West Leicestershire to ensure that residents have access to good quality affordable homes.

Business

6.1 North West Leicestershire is home to some major national and multi-national businesses including Barratt Developments (construction): DHL (logistics): Norton (motorcycles); Plastic Omnium (Manufacturing); Pall-Ex (logistics); Amazon (On-line retailer and warehouse); PWC (Accountants); East Midlands Airport (transportation) and Ibstock Brick (Building Materials).

6.2 In the 2018 Leicester Mercury Top 200 Businesses Survey, 52 of the largest companies by turnover in Leicester, Leicestershire & Rutland, were based in the District[9]. This is another indicator as to how businesses are attracted to North West Leicestershire as a location in which to do business (see Appendix A for the full list). In addition to the larger businesses, North West Leicestershire has a number of dynamic growing small and micro businesses.

6.3 The number of business enterprises[10] in 2018 in the District stands at 4,250 – 715 higher than in 2010, which shows a rise of 20.2%. This compares with a 25.0% rise in Leicestershire; 24.7% in the East Midlands and 27.8% nationally. This shows that the District is under performing in the growth of its business stock.

6.4 The major sectors in terms of the numbers of businesses in 2018 saw Professional, Scientific and Technical being the lead sector with 17% of the total business enterprise stock, followed by Construction (12%) and Business Administration and Defence (8%) Presented in Table 2. The sector breakdown is similar to that in GB as a whole although there are slightly higher proportions of enterprises in Production; Transport and Storage; Motor Trades; Wholesale; Finance & Insurance; Public Administration & Defence and Education. The following sectors are slightly under represented: Agriculture; Forestry & Fishing; Construction; Retail; Accommodation & Food Services; Information & Communication; Property; Professional, Scientific and Technical; Business Administration & Support Services; Health and Arts, Entertainment, Recreation & other Services.

[9] Leicester Mercury 2017 Top 200 Companies Survey based upon turned and site of business Registered Office

[10] An enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an Enterprise Group

Table 2. - Business Enterprises by Sector 2018

	NWL (Number)	NWL (% of Total)	Leics (% of Total)	EM (% of Total)	GB (% of Total)
Agriculture, Forestry & Fishing	205	4.8	6.1	6.2	5.0
Production	335	7.9	7.9	7.3	5.6
Construction	515	12.1	12.4	12.8	12.4
Motor Trades	180	4.2	5.4	3.7	2.8
Wholesale	215	5.1	4.7	4.3	3.8
Retail	265	6.2	6.7	7.5	7.6
Transport & Storage	270	6.4	4.7	6.2	4.1
Accommodation & Food Services	220	5.2	4.8	5.6	5.7
Information & Communication	240	5.7	5.6	5.5	8.4
Finance & Insurance	115	2.7	4.3	2.6	2.2
Property	150	3.5	4.0	3.4	3.6
Professional, Scientific & Technical	715	16.8	15.8	14.4	17.8
Business Administration & Support Services	335	7.9	7.8	8.0	8.5
Public Administration & Defence	25	0.6	0.5	0.5	0.3
Education	95	2.2	2.0	1.8	1.7
Health	120	2.8	3.7	4.1	4.1
Arts, Entertainment, Recreation & Other Services	250	5.9	5.8	6.0	6.4
Total	4,250	100	100	100	100

Source: Inter Departmental Business Register ONS 2018

6.5 Sectors which have seen the highest growth have been Public Administration and Defence (150% higher – though from a low base); Financial & Insurance (up 77%) and Mining, Quarrying and Utilities (up 67% - but again from a small base). Only 2 sectors experienced a decline in the number of enterprises – namely Wholesale (-10.4%) and Retail (-3.6%). Table 3 shows a more detailed breakdown.

Table 3 - Business Enterprises by Sector 2018

	NWL 2010	NWL (% of Total)	NWL 2018	NWL (% of Total)	% change 2010-2018
Agriculture, Forestry & Fishing	185	5.2	205	4.8	10.8
Mining & Quarrying	15	0.4	25	0.6	66.7
Manufacturing	260	7.4	310	7.3	19.2
Construction	460	13.0	515	12.1	12.0
Motor Trades	160	4.5	180	4.2	12.5
Wholesale	240	6.8	215	5.1	-10.4
Retail	275	7.8	265	6.2	-3.6
Transport & Storage	225	6.4	270	6.4	20.0
Accommodation & Food Services	205	5.8	220	5.2	7.3
Information & Communication	185	5.2	240	5.7	29.7
Finance & Insurance	65	1.8	115	2.7	76.9
Property	100	2.8	150	3.5	50.0
Professional, Scientific & Technical	495	14.0	715	16.8	44.4
Business Administration & Support Services	230	6.5	335	7.9	45.7
Public Administration & Defence	10	0.3	25	0.6	150.0
Education	70	2.0	95	2.2	35.7
Health	100	2.8	120	2.8	20.0
Arts, Entertainment, Recreation & Other Services	245	6.9	250	5.9	2.0
Total	3,535	100	4,250	100	20.2

Source: Inter Departmental Business Register ONS 2018

6.6 In terms of the size of business enterprises, 3,675 businesses are classified as Micro (0 – 9 employees) representing 86.5% - this is lower than for the County; Region and GB as a whole – but with regard to large enterprises (250 employees plus), the District has a higher percentage of enterprises (0.7%) – 30 enterprises in total. See Table 4.

Table 4 - Business Enterprises by Size (Proportion of Total Stock) 2018

Enterprises	North West Leics	Leicestershire	East Midlands	Great Britain
Micro (0-9)	86.5	89.1	88.9	89.3
Small (10 -49)	10.1	8.9	9.1	8.7
Medium (50 – 249)	2.7	1.6	1.6	1.6
Large (250+)	0.7	0.4	0.4	0.4
Total	100.0	100.0	100.0	100.0

Source: Inter Departmental Business Register ONS 2018

6.7 From Table 5 below it can be seen that, although the district has experienced healthy growth in the number of new enterprises between 2010 and 2017 rising by 34.3%, the past year has seen a severe fall of 13.5%. Similar falls have been seen at the County, region and National levels – perhaps indicating the uncertainty in the economy over EU Exit and other economic conditions. Potentially the County statistics are distorted by Charnwood being home to company registration services which may have enhanced the 2016 numbers significantly and the subsequent decline.

Table 5 - Count of Births of New Enterprises 2010, 2015, 2016 & 2017

	2010	2015	2016	2017	% Change 2010-17	% Change 2016-17
NWL	335	485	520	450	34.3	-13.5
Leicestershire	2,300	3,380	4,385	3,165	37.6	-27.8
East Midlands	14,325	25,345	24,630	22,565	57.5	-8.4
Great Britain	230,555	377,635	408,420	375,030	62.7	-8.2

Source: ONS Business Demography 2018

6.8 Business Start Up rates within the District have accelerated after coming out of the recession and have continued to increase year on year, with the exception of 2014. However, in 2017 the number of births had fallen to stand at 45 per 10,000 population, this is a similar pattern to the County; Region and National average. Despite the rise following the recession the District is still significantly lower than the GB average. See Table 6.

Table 6 - Number of New Births of Business Enterprises per 10,000 population

	2012	2013	2014	2015	2016	2017
North West Leicestershire	45	51	46	50	53	45
Leicestershire	41	49	49	50	64	46
East Midlands	36	48	48	54	52	47
GB	43	55	55	60	64	58

Source: ONS Business Demography 2017 & Population Data 2017

6.9 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.

6.10 The number of Deaths of Businesses per 10,000 population in NWL has kept below the Births figure which is a positive sign although in 2017, along with a slow down in new enterprises, there has been an increase in Business Deaths as presented in Table 7.

Table 7 - Number of Deaths of Business Enterprises per 10,000 population

	2012	2013	2014	2015	2016	2017
North West Leicestershire	43	37	42	42	40	44
Leicestershire	41	36	37	41	40	56
East Midlands	35	33	34	39	38	48
GB	40	37	39	44	44	55

Source: ONS Business Demography 2017 & Population Data 2017

6.11 The table below shows the total number of enterprises per 10,000 population with North West Leicestershire performing well compared with the East Midlands and GB but slightly below the County figure.

Table 8 - Number of Total Enterprises per 10,000 population

	2010	2011	2012	2013	2014	2015	2016	2017	2018
North West Leicestershire	379	370	384	384	395	413	418	420	425
Leicestershire	367	362	372	370	383	409	419	441	430
East Midlands	318	311	316	316	327	352	366	372	375
GB	333	327	336	337	350	377	390	405	405

Source: ONS Business Demography 2018 & Population Data 2017

6.12 The strength of the North West Leicestershire economy is illustrated in the latest Gross Value Added Statistics (GVA). GVA measures the value of goods and services produced in an area, industry or sector of an economy.

Table 9 - Gross Value Added

	2005	2014	2015	% growth 2005 -15	% growth 2014 - 15
NWL	£1,983m	£2,773m	£2,937m	48.1%	5.9%
Leicestershire	£11,306m	£15,189m	£15,381m	36.0%	1.3%
East Midlands	£73,703m	£96,145m	£97,887m	32.8%	1.8%
Great Britain	£832,176m	£1,604,160m	£1,650,623m	35.5%	2.9%

Source: ONS 2017

6.13 Total GVA grew to £2,937million in 2015, growing by nearly 6% on the previous year. This placed the District in the Top 30 performing Local Authority areas out of a total of 390 in the UK. North West Leicestershire was placed at joint 26th. The District significantly out-performed the County; Region and National performances.

6.14 Over a longer time frame, between 2005 and 2015, total GVA grew by nearly 50% (48.1%) in North West Leicestershire, placing the District in the top 40 of the 390 UK Local Authorities.

6.15 In terms of sectors which performed well between 2014 and 2015, the construction sector saw growth of 27% and accounted for 10.5% of the total GVA. The next best performing sectors were Other Services & household activities (13%); Information & Communication (12%); Business Service Activities (11%) and Production (other than Manufacturing) (9%).

6.16 In terms of GVA per head of population, the District secured a figure of £30,204 in 2015 – growing by 4.4% on the previous year – this is the 40th fastest growth rate of the 390 authorities and the third highest in the East Midlands (only Bolsover and Rutland were higher).

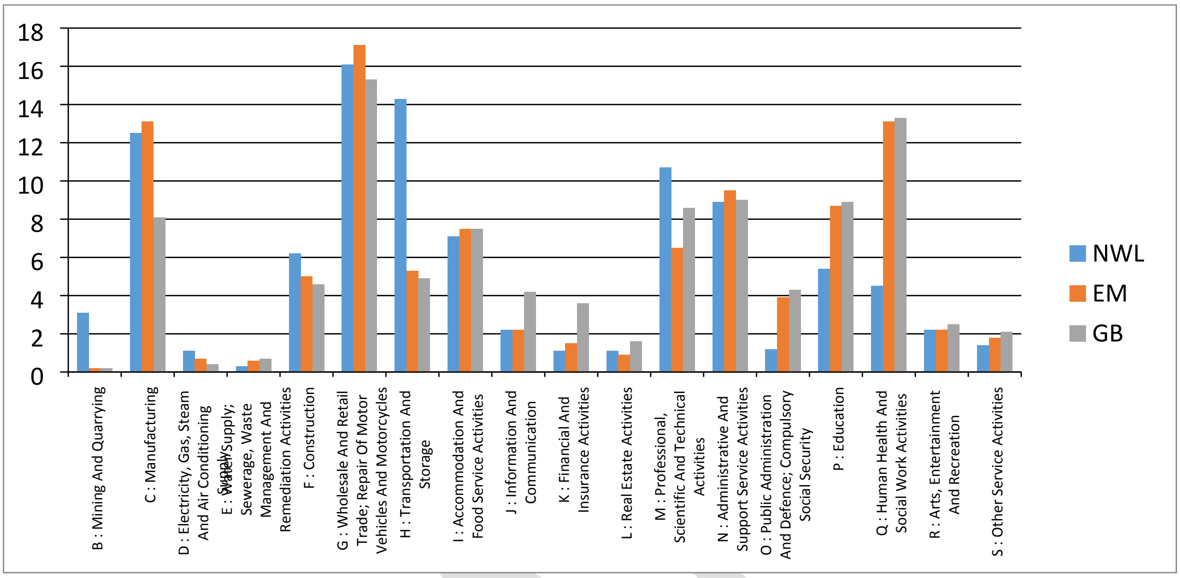
6.17 As regards the value of £30,204 per head – this was the highest figure of all East Midlands authorities and the 60th highest in the country. (41 of the 59 above North West Leicestershire are located in London; South East and East of England). In 2014 it was positioned at 62nd and in 2005 was 87th.

6.18 North West Leicestershire has a well-balanced diverse economy with a much lower reliance on the Public Sector, (such as Health and Public Administration) than in the Region and Nationally. Chart 2 below compares the employment structure (workplace based) of the District against that of the East Midlands and Great Britain.

6.19 The chart shows a well-balanced economy. The sectors where North West Leicestershire has a much higher proportion of workers is in Transport and Storage – unsurprising with East Midlands Airport residing in the District and the home to major logistics companies such as DHL; UPS and TNT. This sector accounts for 15% of all employment compared to 5.3% in the East Midlands and 4.9% in GB.

6.20 Professional, Scientific and Technical Activities is also a major employment sector with 10.7% of total employee jobs compared to East Midlands (6.5%) and Great Britain (8.6%). There are a number of large companies who have consolidated their regional city offices, such as PWC and HSBC, which are now based at Pegasus Business Park, Castle Donington. The largest employment sector is Wholesale and Retail Trade with Repair of Motor Vehicles and Motor Cycles – similar to the Region and Nationally.

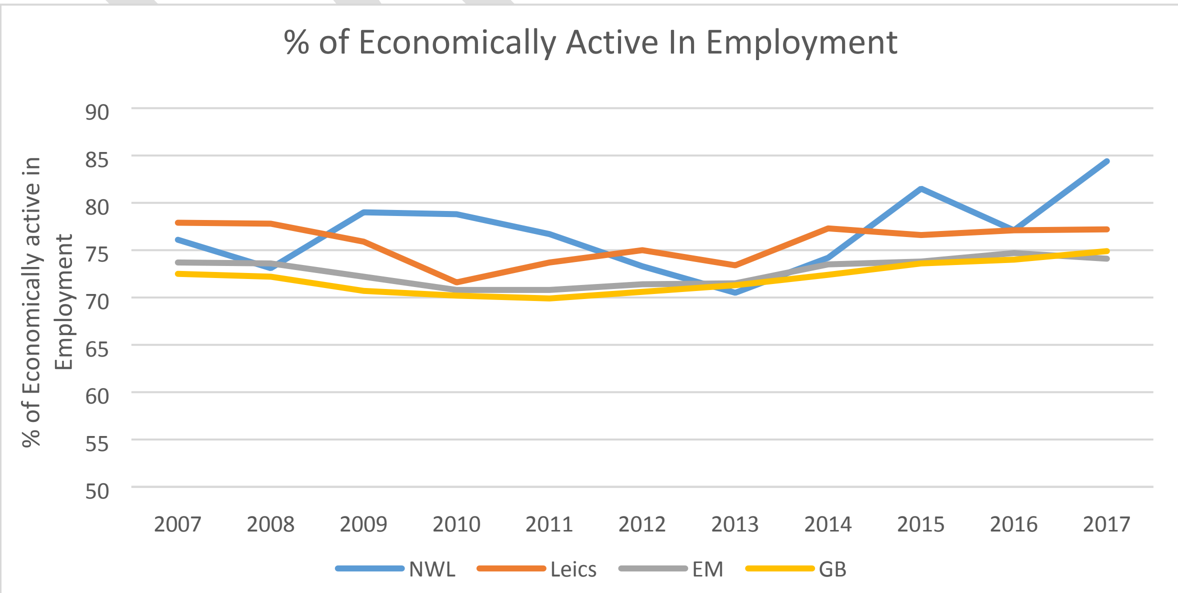
Chart 2 - Comparisons of Industrial Structure (2016)



Source: BRES (2017) Broad Industry Group Classification

6.21 At the end of 2017 there were over 2,000 more jobs in North West Leicestershire than the lowest period in 2013, to now stand at 52,200. The Employment rate of 83.6% of those who are Economically Active compares extremely well with Leicestershire (77.5%); the East Midlands (74.7%) and Great Britain (75.0%) as presented in Chart 3.

Chart 3 - Percentage of Economically Active in Employment



Source: ONS Annual Population Survey 2018

Key Growth Sectors

6.22 Based on the analysis of BRES data and a range of other sources considered in the development of the Economic Growth Plan, there are five key sectors that will be prioritised for growth within the District. These sectors are:

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

6.23 In 2018 Grant Thornton has produced their Vibrant Economy Index 2016 which measures the economic well-being of an area. The District ranked 98th out of the 324 GB authorities, but performed extremely well in terms of Prosperity, ranking it 40th in the Country (the majority of the other authorities are located in the South East and East Anglia). The Index contained indicators relating to Total GVA (Gross Value Added); GVA per job; Mean workplace weekly pay; Knowledge driven employment; Businesses turning over more than a million; Businesses turning over £100m and the percentage of foreign owned businesses.

6.24 Another sign of the strong North West Leicestershire economy is that it is the home of 52 of the Leicester Mercury Top 200 (2017) Leicester & Leicestershire Businesses. These cross many sectors and show amazing growth in recent years, providing employment and contributing to the GVA of the area. Some of these were long standing companies such as Ibstock Brick and Aggregate Industries, whereas some are newer arrivals such as Moran Logistics.

Key Objectives – Business.

- **Encourage entrepreneurial activity by delivering programmes of support including start your own business workshops.**
- **Help to deliver specific support to assist more women to start a business or to consider self-employment.**
- **Provide young people access to business advice and support that enables them to explore entrepreneurial opportunities.**
- **Continue to deliver the Council's Enterprising Grants schemes to assist business growth, to increase productivity and boost local employment.**
- **In association with Partners, continue to provide local businesses with advice and support. Particular focus should also be placed on those businesses in our towns and local centres and those in key sectors.**
- **Provide information to businesses in North West Leicestershire about the Leicester and Leicestershire Business Gateway and aim to achieve a higher enquiry take-up.**
- **Ensure there is sufficient provision of workspace and support for new enterprise and for business start-ups.**
- **Facilitate programmes that assist businesses in staff recruitment and upskilling. For example, hosting jobs and skills fairs with particular emphasis on those furthest from the labour market and to promote a more open recruitment policy.**
- **Ensure there is a "Soft Landing" package for potential investors to make informed decisions about locating to North West Leicestershire.**
- **Assist North West Leicestershire businesses affected by the proposed route of HS2 to relocate and look to ensure that local businesses are aware of HS2 supply chain opportunities.**
- **Encourage local businesses to get the most from their apprenticeship levy to create new apprenticeship opportunities and upskill their existing workforce.**
- **Provide specialist advice such as environmental health, planning, building control and licensing to local businesses to ensure that they are regulatory compliant.**

7 Resources and Implementation

7.1 At the current time, with great uncertainty regarding Brexit and the future national funding arrangements, it is extremely difficult to ascertain where future funding will come from for both Infrastructure projects and Skills related activity. Possible sources could be through the Local Industrial Strategy (LIS) initiatives or the National Industrial Strategy (IS); Midlands Engine or through revenue generated through Business Rates (National Non Domestics Rates). We will continue to monitor any new sources of funding as appropriate.

7.2 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) and across other counties and LEP areas, for example the Derby and Nottingham LEP – particularly with regard to the East Midlands Enterprise Gateway. Working with the National Forest and its partners is another key relationship to develop much of this Plan, as the Forest economy emerges from the trees.

8 Delivery

8.1 The North West Leicestershire Economic Growth Plan has been developed against the backdrop of emerging Local Industrial Strategy (LIS). While the exact details of LIS are still being shaped, the LIS can be expected to play a significant role in shaping the strategic direction of Leicester and Leicestershire and also the distribution of emerging government funding.

8.2 The success of the Growth Plan will be monitored by the extent to which the objectives set out in the document are achieved, but also by considering the outcomes they bring.

8.3 Strong local governance is required. The North West Leicestershire Economic Growth Plan 19-21 will be underpinned by action plans that will be implemented by the Council's Business Focus Team and our Business Corporate Action Team (CAT). The CAT brings together expertise from various disciplines across the council to deliver the Council's key business facing services.

8.4 Progress on the delivery of the strategy will be overseen by Business Focus Team, the CAT and reported to the Portfolio Holder for Business and through the Council's reporting framework.

8.5 We are keen to develop interventions that are evidence based, well thought out and measurable. We would look for projects to have a clear process for identifying any added value and demonstrate a clear understanding of any positive and negative economic impact on the District – and where there may be negative economic impacts how these could be mitigated.

8.6 The successful implementation of this plan will be enabled through strong partnerships with the Council and require input from local businesses, the National Forest, Leicestershire County Council, the Leicester and Leicestershire Enterprise Partnership, Stephenson College, Job Centre Plus, neighbouring authorities and other regional bodies.

Appendices

Appendix A

2018 Leicestershire's Top 200 Businesses – Great Performance by NWL Businesses

- In June 2018 the Top 200 Leicestershire businesses were published by the Leicester Mercury through work undertaken by De Montfort University and the Leicester Mercury. These are businesses whose registered offices are within the City or County, based on the highest turnover.

- 52 of the Top 200 are based in North West Leicestershire, indicating that the District is one of the most dynamic places to do business. This represents 26% of the total number of the Top 200. A number of long-established companies such as Aggregate Industries; Ibstock Brick; EMH Group; Plastic Omnium Automotive; Ashfield Healthcare; Harlow Brothers; Motors (Coalville) and Pall-ex are featured on the list but Moran Logistics; Forest Holidays; PKF Cooper Parry Group and Interlevin Holdings have all recently chosen to set up or expand their business here.

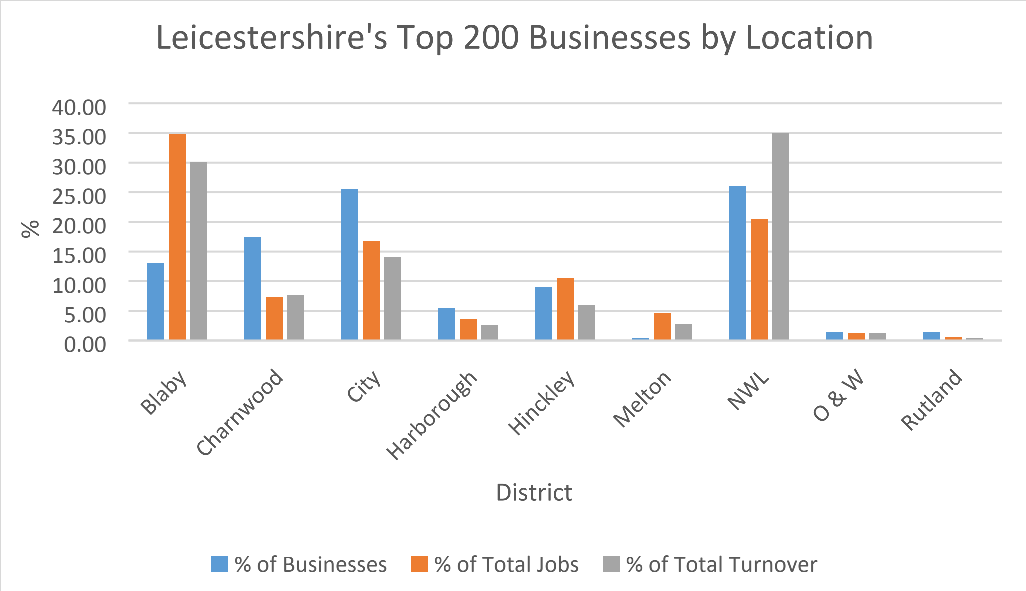
- Of the Top 200, sectors which have come forward in particular are Property development; Motor Trade; construction and manufacturing, seeing increased turnover.

- The top NWL companies have a combined turnover of £12.2 billion (up from 2017s £10.7billion) and have a combined workforce of over 37,800 (around an additional 2,000 jobs). Not all of these jobs will be based in North West Leicestershire but it still indicates the importance of these companies nationally.

- Nearly 35% of Leicestershire & Rutland's Top 200 business turnover is produced by NWL businesses.

- Five businesses have made the Top 200 for the first time namely: Aceso Healthcare Group Holdings: Lafarge Cauldon Ltd; Wilson Vale Catering; J A Ball (Construction); & Interlevin Holdings.

- 21 of the 52 are placed higher than in 2017; 4 remain in the same position; 5 new entrants, 2 returners and 20 fell to lower positions. Two have dropped out of the ranking – GO Plant (acquired by a non-Leicestershire business) and A M Norris (Plumbers).



Top North West Leicestershire Businesses - listed by Turnover

2018 Ranking	2017 Ranking	Name	Staff	Turnover	Sector	Location
2	1	Barratt Developments	6,214	£4,650,200,000	Construction	Coalville
4	5	Bloor Holdings/Triumph Motorcycles	3,230	£1,442,492,000	Construction and motorcycle manufacturer	Measham
5	6	Aggregate Industries	3,358	£1,179,198,000	Quarrying	Bardon
9	9	Breedon Group	2,181	£652,400,000	Quarrying	Breedon-On-The-Hill
11	12	Ibstock Brick	2,683	£434,687,000	Brick Manufacturer	Ibstock
13	13	Ceva Logistics	3,953	£394,488,000	Warehousing and distribution	Ashby
14	16	Graham Bell (Holdings) Ltd - Available Car	717	£340,837,000	Motor Sales	Castle Donington
16	22	Plastic Omnium Automotive	738	£330,151,000	Plastic manufacturer	Measham
22	19	Refresco Drinks Ltd (previously Cott Beverages)	938	£241,364,000	Soft drinks	Kegworth
29	29	Logson Group	950	£200,000,000	Holding company for packaging businesses	Coalville
32	33	Airline Investments (BMI Regional))	987	£182,080,000	Airline	Castle Donington
35	N	Aceso Healthcare Group Holdings (formally NRS Healthcare)	863	£160,762,000	Healthcare services and products	Coalville

40	39	MWUK	678	£144,285,000	Clothing manufacturer	Castle Donington
42	38	Ceva Freight	307	£140,677,000	Air & sea freight	Ashby
49	46	Davidsons Developments	158	£114,468,000	Housing developer	Ashby
53	51	EMH Group (East Midlands Housing Group)	1,069	£101,200,000	Housing	Coalville
61	N	Lafarge Cauldon Ltd	650	£81,242,000	Cement Supplier	Bardon
63	69	Pall-Ex Group (HLD Holdings)	328	£73,571,000	Haulage & logistics	Ellistown
64	68	Ashfield Healthcare	1,087	£72,145,000	Commercial & medical staff services	Ashby
68	70	Plastribution	72	£70,055,000	Plastic materials	Ashby
70	86	Harlow Bros Holdings	418	£66,779,000	Timber Merchants	Long Whatton
73	78	HAE Global Limited	190	£60,411,000	Freight air transport	Castle Donington
74	64	Kent Pharmaceuticals	68	£59,822,000	Pharmaceutical supplier	Measham
78	83	Konecranes Demag UK	459	£58,908,000	Crane Supplier	Castle Donington
80	87	Wade Group	636	£57,191,000	Furniture Manufacturer	Ravenstone
82	103	Paul John Construction (Leicester)	72	£55,504,000	Building engineers	Coalville
84	88	Hormann (UK)	136	£55,090,000	Domestic and industrial doors supplier	Coalville
87	80	East Midlands International Airport	542	£52,665,000	Air transportation	Castle Donington
89	104	Beumer Group UK	99	£52,080,000	Materials handling, service and maintenance	Coalville
101	96	Moran Logistics	295	£48,490,000	Logistics and storage	Castle Donington
103	106	Roca Ltd	92	£47,038,000	Bathroom fixtures and accessories	Coalville
119	108	Fannin (UK)	72	£40,869,000	Laboratory equipment	Measham
126	126	Forest Holidays Group	635	£36,520,000	Holiday organiser	Moira
131	N	Cellar Trends Holdings	75	£35,188,000	Branded alcoholic drinks supplier	Ashby
132	122	Homag UK	68	£34,554,000	Woodworking Machinery	Castle Donington
138	195	PKF Cooper Parry Group Ltd	396	£32,026,000	Accounting, auditing & financial services	Castle Donington
145	N	Caetano UK	15	£30,871,000	Coach Distributor	Coalville

147	137	TDP Textiles	143	£30,368,000	Apparel Supplier	Moira
148	N	Wilson Vale Catering	726	£30,366,000	Catering	Ashby
149	136	HBB Relocation Services	10	£30,347,000	Real Estate	Kegworth
159	177	Motors (Coalville)	36	£27,866,000	Ford Dealership	Coalville
160	167	Crusher Manganese Steels (CMS Cepcor Ltd)	75	£27,830,000	Crushing equipment supplier	Coalville
161	155	Vitax (Synchemicals)	210	£25,577,000	Horticultural Chemical Supplies	Coalville
163	150	Charterhouse Holdings PLC	91	£27,165,000	Clothing and footwear wholesaler	Castle Donington
164	187	CET Group Holdings	302	£27,148,000	Infrastructure Support	Castle Donington
168	152	AB Produce	132	£26,257,000	Wholesaler of fruit and vegetables	Measham
169	N	J A Ball	30	£25,990,000	Construction	Coalville
178	158	Matsuura Machinery	68	£24,266,000	Machine tools supplier	Coalville
180	178	Winbro Group UK	175	£24,050,000	Gas Turbine supplies	Coalville
184	179	HK Wentworth	215	£23,591,000	Chemical manufacturer	Ashby
188	154	Hill-Rom	170	£23,102,000	Medical support systems	Ashby
194	N	Interlevin Holdings	41	£21,902,000	Refrigeration Units	Castle Donington

N – new entry

Source: Leicester Mercury June 2017 produced by De Montfort University

Appendix B

The North West Leicestershire District Council Economic Growth Plan is informed by the following national/regional and local strategies and legislation:

The Local Government Act (2000) recognised the leadership role of local authorities in promoting the economic, social and environmental wellbeing of their areas by undertaking a wide range of activities to improve the quality of life of local residents and businesses and those who commute or visit the area.

The National Planning Policy Framework (NPPF):- provides a planning framework relating to how planning policies are applied with a presumption in favour of achieving sustainable development, taking account of economic, social and environmental dimensions. The framework shifts emphasis towards positively seeking opportunities for development unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits.

The Industrial Strategy: - sets out a long term plan to boost the productivity and earning power of people throughout the UK. It sets out how Government plans to build a Britain fit for the future – How Government will help businesses create better, higher-paying jobs in every part of the UK with investment in the skills, industries and infrastructure of the future. The white paper sets out 5 foundations aligned to its vision for a transformed economy: - ideas: the world's most innovative economy - people: good jobs and greater earning power for all - infrastructure: a major upgrade to the UK's infrastructure - business environment: the best place to start and grow a business - places: prosperous communities across the UK

The Local Industrial Strategy (LIS):- The LLEP prepared a Prospectus that outlines the priorities to grow the Leicester and Leicestershire economy and deliver the ambitions of the Industrial Strategy and the Midlands Engine Vision for Growth. The prospectus was used to inform Government of Leicester and Leicestershire's strengths and aspirations, which resulted in the LLEP being included in the second wave of Local Enterprise Partnerships invited to develop their local plans to be completed in 2019.

The **Midlands Engine for Growth** is a strategic plan to drive growth in the Midlands as part of the Government's devolution proposals with an emphasis on boosting productivity and supporting growth in manufacturing as well as inward investment, skills development and improving transport connectivity through the Midlands Connect project.

The **Leicester and Leicestershire Enterprise Partnership (LLEP)** The Leicester and Leicestershire Enterprise Partnership formed in May 2011 is a partnership of private, public and third sector organisations that drives economic regeneration and development across the sub region.

The Strategic Economic Plan (SEP) produced by LLEP is the overarching growth strategy that sets out bringing together European funding (ESIF), City Deal and the Growth Deal to build on our competitive advantages and tackle major risks in the economy from 2014 to 2020. The SEP will be replaced by the emerging LIS.

Leicestershire County Council's Prospectus for Growth (September 2017) sets out the major national, regional and local transport infrastructure projects and their link to economic growth. This includes:

- The A42 – an aspiration to upgrade the A42 to motorway standard, improving east-west connectivity.

- Castle Donington relief road;
- Coalville Transport Strategy

European Structural and Investment Fund 2014-2020 (ESIF): -ESIF consist of European Regional Development Fund (ERDF), European Social Fund (ESF), and part of the European Agricultural Fund for Rural Development (EAFRD). The LLEP's ESIF allocation is £111million for the programme period. The priorities in the ESIF have been aligned with the strategic priorities of the SEP. Key areas of alignment when preparing the ESIF include: - Driving economic growth to support economic recovery and help reduce the north-south divide in terms of economic performance; - A focus on private sector job creation and associated GVA uplift; - Promoting higher level skills, including through vocational routes; and - Reducing benefit dependency by supporting people into employment.

The core emphasis of EU Structural Funds will link the supply of economic assets within the economy to current and future opportunities and demand. This will be achieved through a range of interventions including: - Stimulating SME growth through business support - Access to finance - Incubation and innovation - Investing in initiatives to support the businesses base to further adapt to a low carbon operating environment - Supporting local people to access employment opportunities through skills development and programmes.

Leicestershire and Leicester Strategic Growth Plan: - The sub regional Strategic Growth Plan (SGP) is being prepared by the nine local authorities in the region and the LLEP. It is a long term non statutory plan which seeks to address the challenges and opportunities that arise throughout the area for the period to 2050. The Strategic Growth Statement, published in August 2016, stated that the ten partner organisations had agreed that the Strategic Growth Plan would:

- Be clear about the opportunities and challenges that are to be faced

- Provide an agreed scale and direction for future growth, reflecting the evidence available and the will of the partners

- Create a single consistent strategic framework for Local Plans, economic investment plans, transport and other infrastructure plans

- Ensure that Leicester & Leicestershire is positively positioned to take advantage of private sector inward investment opportunities and national programmes for investment

- Provide the right conditions for the growth of indigenous businesses, and, at the same time, protect the area's natural resources, environment and historic assets.

National Forest Tourism Growth Plan (2017): - this sets out an ambitious 10-year strategic plan on how to realise the potential of the Forest as a visitor destination and how tourism will contribute to transforming lives, the landscape and the economy.

Local Plan 2017 and the Local Plan Review: - A key objective of the Local Plan is to seek to promote sustainable economic growth across the District. It seeks to achieve this through facilitating the growth of existing businesses, fostering new local enterprise, contribute to reducing the need for out commuting and help to increase the sustainability and self-containment of communities to enable the development of a vibrant, diverse and sustainable business community.

The Local Plan includes policies and identifies sites to enable sustainable growth in key sectors and priorities identified through the Economic Development Strategy namely broadband infrastructure, provision of employment land, Tourism, Leisure and other Town Centre uses.

North West Leicestershire Tourism Strategy 2019-21 November 2018 – this sets out the strategy to improve the business of tourism in the North West Leicestershire area.

LLEP's Energy Infrastructure Strategy November 2018

LLEP's Skills for the Future 2018-2030 – This report looks at the sectors which will see an increase or decrease in demand for staff for the LLEP area.