

NWL Economic Growth Plan 19-21 Consultation responses			Action
1.1	Jon Bottomley - Planning Manager, East Midlands Airport	We very much welcome the updated Growth Plan, and the review and the latest draft clearly emphasises the pace of economic growth and activity across the District that has taken place over the past 5 years. We also welcome the recognition of the role of the Airport and the way that the Airport's operation and future growth can contribute to employment and the District's future success and competitiveness.	Noted.
1.2	Jon Bottomley – Planning Manager, East Midlands Airport	The Airport and its distribution and logistics activity is an important sector strength in both the District and across Leicestershire, but the Growth Plan could also recognise that the global links through EMA can also support and encourage growth in other sectors as well.	Noted. Wording has been included to recognise that the global links through EMA can also support and encourage growth in other sectors as well. (Page 5).
1.3	Jon Bottomley – Planning Manager, East Midlands Airport	The District Growth Plan needs to feed and be fed by the Leicester and Leicestershire Industrial Strategy and it is important that the Growth Plan is supportive of the broader County and regional development agenda.	Noted.
1.4	Jon Bottomley – Planning Manager, East Midlands Airport	The section on investment includes figures for the value of infrastructure investment, which is significant. However there has been a substantial recent development investment at EMA including £90m on the DHL extension and £114m by UPS on the development of their new cargo hub.	Noted.
1.5	Jon Bottomley – Planning Manager, East Midlands Airport	The photographs in the document are good and help the presentation greatly, but maybe also include a graphic that shows the businesses that are established in NW Leicestershire? It's an impressive portfolio and it is included in the supporting evidence base document.	Noted. A cross section of the employers in North West Leicestershire are included in Economic Growth Plan supporting evidence base and the accompanying Investor Prospectus – 'Invest in North West Leicestershire'.
1.6	Jon Bottomley – Planning Manager, East Midlands Airport	The People section sets out objectives to help businesses to recruit, and to work with partners to help raise skill levels and productivity. Some more could be added here about the potential for sector-skill academies and wider training programmes. We already have the Airport Academy and there are opportunities to develop this and apply the model elsewhere. Skills and employability is an important part of the Segro offer as well.	Noted. Objective included in the People section that focuses on Skills, training and the Airport Academy and SEGRO Logistics Park employment group.
1.7	Jon Bottomley – Planning Manager, East Midlands Airport	The objective 'to facilitate the development of East Midlands Airport and the wider East Midlands International Gateway' is welcomed, but this could also include some extra text about supporting the need for wider infrastructure investment such as transport links and utilities. Such investments benefit not just the Airport and business activity, but local communities as well.	Noted. Objective included in Place section Facilitate the development of East Midlands Airport and the wider East Midlands International Gateway including investment in infrastructure such as transport links and utilities.
1.8	Jon Bottomley – Planning Manager, East Midlands Airport	There should be some specific objectives and outcomes in the Delivery section that set targets for the success of the Growth Plan. There should also be an objective and some targets that measure the Council's success in engaging with the District's businesses and the collaboration that is important in the achieving the overall outcomes.	Noted.
1.9	Jon Bottomley – Planning Manager, East Midlands Airport	We hope that these comments are helpful in finalising the Growth Plan, and of course we want to continue working with the Council and the business community across the District to encourage further investment, a growth in jobs and sustained prosperity for the District's residents. If you need anything more from us then just get in touch.	Noted.
2.1	Harborough District Council Economic Development Team	Do you agree with the objectives as they are presented in the draft Growth Plan? Challenge 3: As well as the LLEP, also mention about developing relationships with more external partnerships, such as East Midlands Chamber, FSB, and neighbouring authorities.	Noted. Key partners are identified in the Working in Partnership section and Delivery section. This list is not exhaustive and other partners will have a role in supporting the delivery of the plan.
2.2	Harborough District Council Economic Development Team	Do you agree with the objectives as they are presented in the draft Growth Plan? Challenge 3: Help to deliver specific support to assist more women to start a business or to consider self-employment- Why women? What about the deprived communities? Ex-offender? Young People? People with low qualifications?	Noted. The People section outlines how the Growth Plan will support individual's further from the workplace back into employment. A specific reference was made to women as females are still underrepresented in many sectors of the local economy.
2.3	Harborough District Council Economic Development Team	Do you think there are additional objectives which could be included in the draft Growth Plan? • To engage and develop with the different ERDF projects to make sure that you are promoting the projects to the businesses in the area. • To improve engagement with businesses through the use of social media, as this is a quick and easy way to share information. • To have a separate website for the Economic Development/Inward Investment information, as it is sometimes felt that businesses do not think to ask for help from, or are	Noted.

		<p>reluctant to talk to, the Council, and this helps to be seen as a separate team.</p> <ul style="list-style-type: none"> • When working with partners to state how you plan to work together, such as events/awards evenings. 	
2.4	Harborough District Council Economic Development Team	<p>Do you have any further comments on the draft Growth Plan generally?</p> <ul style="list-style-type: none"> • Provide a SWOT analysis, so it is easy for the reader to identify your strengths, weakness, opportunities and threats. • Include an Action Plan as well. • Change the word challenge, use more of a positive word such as aim, goal. 	Noted.
3.1	Mark Oakley - Director of Inward Investment and Place Marketing Leicester City Council	I really like the look and feel of the Plan. It is very clear where priorities lie.	Noted.
3.2	Mark Oakley - Director of Inward Investment and Place Marketing Leicester City Council	People objectives – these are practical objectives that will really help support businesses when they consider potential growth or investment. With unemployment so low at present the more confidence that can be given to businesses that they can access the labour they need the better we compete for investment.	Noted.
3.3	Mark Oakley - Director of Inward Investment and Place Marketing Leicester City Council	Place objectives – place is critical in retaining and attracting investment. We are committed to working with NWL DC to help secure investment and development through our Invest in Leicester team. We are in the process of recruiting an additional Inward Investment Manager which should help bolster this objective, as well as redesigning our website and promotional offer. Effective mechanisms for promotion of place are important.	Noted.
4.1	Leicestershire County Council - Chief Executives Department and Environment and Transport	<p>Do you agree with the objectives as they are presented in the draft Growth Plan?</p> <p>On the whole, the County Council is supportive of the objectives contained in the draft plan. Our main comment is that there are a lot of them which makes it difficult to digest. We would suggest reducing the amount of high level objectives in the Plan and include some of the other detail in a more detailed action plan. Some explanative as to NWLDC's role and that of other partners in delivering the objectives would also be helpful e.g. lead, support, facilitate, influence, sponsor. We are pleased to see references to the visitor economy and a commitment to support tourism growth. It is particularly encouraging to see tourism as a priority sector for growth.</p>	Noted.
4.2	Leicestershire County Council - Chief Executives Department and Environment and Transport	<p>Do you think there are additional objectives which could be included in the draft Growth Plan?</p> <p>We would welcome greater recognition of the importance of the interrelations between the economy, climate change mitigation and natural capital; with the National Forest in NWL acting as a national exemplar this should form a key element of the Plan. This will also help align it to Government Policy such as the Environment Plan, Clean Growth Strategy and Industrial Strategy Grand Challenges. With a focus on reducing carbon emissions it is also likely that national funding will follow to support a cleaner economy.</p>	Noted. A Sustainable Economy section has been included to reflect the relationship between the economy, the environment and climate change.
4.3	Leicestershire County Council - Chief Executives Department and Environment and Transport	<p>Environment - The plan gives very little reference to the environment and climate change. It talks early on about sustainable growth, but this seems to be only in economic terms and not in the broader environmental and social terms.</p> <p>Many of the sectors it identifies as core to its future growth are from an environmental point of view unsustainable, such as logistics, transport, construction, mining and quarrying, at least in their current ways of working.</p> <p>The plan says nothing about meeting the challenges of climate change or supporting clean, low carbon or circular economy growth, which seems an oversight considering the emphasis of recent government policies and strategies such as the National Industrial Strategy, Clean Growth Strategy, 25 Year Environment Plan.</p>	Noted. A Sustainable Economy section has been included to reflect the relationship between the economy, the environment and climate change.

		<p>The National Forest needs to be portrayed as not just nice to look at or a place to visit on the weekend, it is providing a crucial environmental and economic service to the area, yet it gets no mention in terms of how the economy of the area will be developed sustainably in the future.</p> <p>The plan will also need to address the skills base if the area is to move from unsustainable industries to low carbon industries, so it does not get left behind.</p>	
4.4	Leicestershire County Council - Chief Executives Department and Environment and Transport	<p>Economic Growth - In early June the emerging priorities for the LIS will start to come into the public domain for comment, a considerable amount of work has been done on the evidence base and plenty of discussions with Government colleagues. It is therefore likely that it will have moved away from the LIS prospectus framework, including previous priority sectors, and this will need to be considered in finalising the NWLDC economic strategy. Including how the district can help towards some of the Grand Challenges e.g. data and technology, clean growth and mobility.</p> <p>The section on investment that has already happened in the District could be more concise and reference progress against past plans / intentions. Again the sections on People, Place and Business could be more concise, there are a lot of intentions which make it difficult to pick out the BIG priorities. In terms of some of the intentions (e.g. those below) it would be helpful to include some explanation of the specific, from the district council perspective in supporting these.</p> <ul style="list-style-type: none"> • <i>Facilitate the development of East Midlands Airport and the wider East Midlands International Gateway</i> • <i>Support the development of the SEGRO Logistics Park and the Strategic Rail Freight Interchange</i> <p>Please can you change the ref on P8 of Superfast fibre internet to broadband.</p> <p>The brief mention of Coalville Town Centre is very understated, considering the ambitious plans that were submitted to the Future High Street Fund and we appreciate you may not be successful in obtaining that funding, but there must a desire to see some of the works through to fruition.</p>	<p>Noted.</p> <p>Noted.</p> <p>Noted and changed.</p> <p>Noted. Greater emphasis on the role of town centres has been included in the Place section.</p>
4.5	Leicestershire County Council - Chief Executives Department and Environment and Transport	<p>Tourism – Working in Partnership pg 10 – It would be useful to include the Place Marketing Team for Leicester & Leicestershire in this section. Their activities (inward investment, strategic tourism, place marketing, skills development, business growth etc) support the three core challenges identified.</p> <p>Place pg 15– It would be useful to see a commitment to sustainable transport in the plan. The cycling routes around the national forest and surrounding area are an asset to the tourism sector. National Forest short breaks, developed by E-Bike Holidays, have been marketed internationally through the Visit Britain England’s Waterways project and this could be a significantly developed if short sections of on-road cycle routes could be made safer and more accessible. These safer cycling routes would also be of significant benefit to local residents.</p>	Noted.
5.1	Richard Drakeley - Tourism Development Manager, The National Forest Company	<p>Do you agree with the objectives as they are presented in the draft Growth Plan?</p> <p>The Growth Plan highlights objectives around people, place and business. Whilst these are all sensible, the National Forest Company would want to see these underpinned by a much stronger imperative for the role the natural environment should play in promoting growth in all these areas. As such, we would want to see a recognition of the impact that business growth has on natural capital, including but not limited to carbon. The National Forest’s next 25 year vision and plan highlights the need for a shift in economic growth to incentivise green growth that makes a positive contribution to natural capital and to move away from growth the damages the natural environment, increases greenhouse gases and reduces natural capital. As such we believe the NWLDC Economic Plan should make a more explicit recognition of the urgency of climate change and the need to use business growth to help society adapt and mitigate. Alignment with the National Forest provides a natural means to achieve this.</p>	Noted. A Sustainable Economy section has been included to reflect the relationship between the economy, the environment and climate change and the alignment with the National Forest. Furthermore, a series of additional collaborative objectives have been included within the Business, People and Place sections to reflect the feedback received.

5.2	Richard Drakeley - Tourism Development Manager, The National Forest Company	<p>Do you think there are additional objectives which could be included in the draft Growth Plan?</p> <p>We believe that the objectives under the key themes of people, place and business need to be more specific. As currently written, there is a real danger that business growth undermines place and impacts negatively on quality of life for people. In this context we would like to see a stronger emphasis on the links to sustainability. For example, we would like to see the objectives around people recognise the need for training, apprenticeships and investment to support an increasing workforce in the forestry and land based economy, outdoor leisure economy and sustainable tourism economy; the objectives around place to recognise the urgency of adaptation to climate change to ensure water availability and quality, clean air, low carbon developments, sustainable transport, renewables and developing a sense of place in line with the principles of the National Forest; and objectives around business to be prioritising green business development and growth of the circular economy which includes sustainable tourism as opposed to tourism per se, forestry and land based rural diversification, outdoor leisure and sport rather than traditional indoor provision, retail that priorities local and artisan produce, products and services, and use of waste to feed secondary business supply chains. The plan is particularly weak on agriculture and the rural economy, and this needs further thought.</p>	Noted. A Sustainable Economy section has been included to reflect the relationship between the economy, the environment and climate change. Furthermore, a series of additional collaborative objectives have been included within the Business, People and Place sections to reflect the feedback received.
5.3	Richard Drakeley - Tourism Development Manager, The National Forest Company	<p>Do you have any further comments on the draft Growth Plan generally?</p> <p>Based on the above, we believe that the economic growth plan should include targets for carbon reduction, natural capital, and measures for recording the growth of the green economy. This would demonstrate progress towards targets and aspirations in the Government's 25 Year Environment Plan. The plan also reflects the emerging direction of the Local Industrial Strategies which do not adequately recognise the urgency of climate change and the impact of growth on natural resources. This growth plan provides an opportunity for the District Council to demonstrate leadership in this area to make the connection between jobs, homes and the environment and show how these can all be enhanced by a truly forward looking strategy.</p>	Noted. A Sustainable Economy section has been included to reflect the relationship between the economy, the environment and climate change. Furthermore, a series of additional collaborative objectives have been included within the Business, People and Place sections to reflect the feedback received.
6.1	Carole Troake – Principal Economic Development Officer, Blaby District Council	<p>Do you agree with the objectives as they are presented in the draft Growth Plan?</p> <p>Yes, in particular support priority sectors chosen. Addressing challenges within Construction sector underpins delivery of growth within other sectors.</p> <p>Interventions required to support, develop and maintain local manufacturing essential.</p> <p>Due to excellent transport links/central geography/land availability, our sub region continues to attract significant number of large scale logistics operators. With a pipeline growth that's set to continue, how this sector will perform effectively with the adoption of new technologies, challenge of how to attract/retain/access suitably qualified human workforce is concerning.</p> <p>Engagement with and support for SMEs is vital as well as enabling their growth with supply of affordable employment land and premises. Skills and recruitment agenda is complex, has changed significantly and is an increasingly major business challenge that needs integrated strategic actions to deliver solutions. Influencing employers to adopt different recruitment methods, accessing ways to upskill/retain existing workforce just a start.</p> <p>Support the inclusion of health and well being of workforce as key action towards retention.</p> <p>Agree that Market Towns and our rural economy face specific challenges. Public sector has an ongoing role in protecting, enhancing/shaping these communities and the businesses within them.</p>	Noted.

6.2	Carole Troake – Principal Economic Development Officer, Blaby District Council	<p>Do you think there are additional objectives which could be included in the draft Growth Plan?</p> <p>Well being of the environment, clean growth e.g. how to minimise impacts of growth on environment, influencing sustainability/energy efficiency, reducing carbon footprint etc. Also an overall vision pulling together the Council's aims.</p>	Noted.
6.3	Carole Troake – Principal Economic Development Officer, Blaby District Council	<p>Do you have any further comments on the draft Growth Plan generally?</p> <p>This is a well written and structured plan, informed by overview of economic evidence presented in easy to read snapshot.</p> <p>Interesting highlights included of what investment to date made, progress achieved. Localised town centre profiles useful to show different environments/challenges.</p> <p>Blaby District Council welcomes the opportunity to work collaboratively with North West Leicestershire District Council, and other local partners on shared economic development programmes to benefit growth in the local economy in Leicester and Leicestershire.</p>	Noted.