



**Policy Finance and
Development
Committee**

**Tuesday 23
September 2014**

Matter for Decision

Title: Investor Prospectus

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1 Introduction

1.1 Following involvement of the Place Shaping Working Group officers in the Planning Policy and Regeneration Team have embarked on an exercise to create an Investor Prospectus for the Borough similar to the one used by Hinckley and Bosworth Borough Council. The draft design is now complete and so the project is ready to proceed to print and launch.

2 Recommendations

2.1 It is recommended that:

- 1 Members approve the design and initial content of the Investor Prospectus to allow printing to take place in October 2014.
- 2 Members approve the launch of the Investor Prospectus and cost estimated to be in the region of £2,500 to be funded from the Borough Marketing Budget.

3 Investor Prospectus

3.1 The target audience for this document is:

- Property developers and investors
- House builders
- Business interested in locating to or relocating in the Borough
- Landowners not aware of the opportunities for development identified in key planning documents
- Development partners for key sites identified in the Town Centres Area Action Plan

3.2 This document can be used for both proactive and reactive marketing. The design will provide contextual information to assist with specific site marketing and also be a comprehensive information source for multiple opportunities available to those that request it.

3.3 The format is a folder outlining the vision of the Council with a pocket containing key sheets outlining the success factors of the Borough and sheets providing information on specific opportunities.

- 3.4 Both the folder and key card elements of the prospectus are designed to be used long term with the specific opportunity cards only included when the opportunity is available. Therefore, the Planning Policy and Regeneration Team will keep the Investor Prospectus up to date by preparing and adding new cards and removing out of date cards as and when necessary and appropriate.
- 3.5 Three printers were approached to provide design and print services with Chameleon Copy and Print from Oadby the successful bidder. The Chameleon quote is based on 250 folders and key card inserts along with 10 individual site cards of 100 copies all for £1,200 + VAT.
- 3.6 Subject to Policy, Finance and Development Committee approval it is intended that the prospectus along with a number cards detailing a variety of opportunities will be printed and ready for use by the end of October 2014. The written content of the cards is contained at Appendix 1. The design of the document will be displayed at the meeting.
- 3.7 A launch is planned for early November 2014 with advertising informing of the availability of the document in both business and property publications. The advertising will direct interested parties to officers in the Planning Policy and Regeneration Team who will send the document out and begin to generate a database for future use when new opportunities become available.
- 3.8 Following the launch an electronic version of the document will be made available on the Council's website.
- 3.9 The cost of the launch is expected to be in the region of £2,500.

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Implications	
Financial (PL)	£1,200 design and printing and £2,500 launch costs are provided for within the Borough Marketing budget for 2014/15.
Risks (PL)	CR9: Economy - A delay in the final design and print would delay a meaningful launch for up to four months because the impact of the launch would be diminished over the extended Christmas period.
Equalities (KG)	A Equalities Impact Assessment will be undertaken.
Legal (KG)	None

Appendix 1

Investor Prospectus – Written Content

Folder

Front cover:

Oadby, Wigston and South Wigston Investor prospectus

A guide to development and occupier opportunities

Inside cover:

The vision:

Welcome to Oadby, Wigston and South Wigston

The Borough of Oadby and Wigston is one of seven Leicestershire Councils, located south east of Leicester City Centre and is home to more than 55,000 people most of who live in the towns of Oadby, Wigston and South Wigston.

Our vision for the Borough is threefold:

To be vibrant, diverse and prosperous

To attract and sustain entrepreneurship, business growth and investment

To offer equality of opportunity in education, skills and employment

In achieving this vision it is important to foster an environment of partnership and collaboration where private and public sector come together to invest in the future of Oadby & Wigston and make it a great place to live, learn, work and play.

In this prospectus we:

Set out the vision

Highlight factors that contribute to success

Offer opportunities for development and investment and relocation

Card 1: Factors that contribute to success

Location

At the heart of England the Borough of Oadby and Wigston is south east of Leicester benefiting from excellent transport links with the East and West Midlands and beyond.

M1 and M69 motorways are within a few miles connecting Oadby and Wigston with the wider road network.

Both Birmingham and East Midlands airports are in easy reach by car with a travel time of less than 45 minutes.

Leicester is less than 15 minutes by car and there are regular bus services linking towns in the Borough with the City Centre.

Direct train services link South Wigston with Leicester, Birmingham and Peterborough. London is just over an hour from Leicester Station with trains up to four times an hour.

Card 2: Factors that contribute to success

Education

Leicestershire is home to three leading Universities, the University of Leicester, De Montfort University and Loughborough University. Much of Leicester University student accommodation is in the Borough at Oadby Student Village.

The main campus of South Leicestershire College is based in South Wigston in a new £43m state of the art building with a purpose built engineering department.

Card 3: Factors that contribute to success

Business

Both Oadby and Wigston have thriving town centres with a variety of businesses and a comprehensive retail offer. Plentiful and free car parking support the success of these towns along with new investment in the street scene and highway improvements. South Wigston is a small town with a range of independent retailers and benefits from free car parking, the new South Leicestershire College, the award winning Blaby Road Park and close proximity to local businesses.

Major employers in the Borough include the University of Leicester, South Leicestershire College, United Biscuits and Cromwell Tools. The wider Leicester Region has a wealth of national and international companies including Next, Walkers, Triumph, Caterpillar, Santander, Wal-Mart, DHL and 3M.

Card 4: Factors that contribute to success

Living in the Borough

The Borough of Oadby and Wigston comprises an area of 2,400ha and is 2/3 urban in nature with a population of over 56,000 many living in the towns of Wigston, Oadby and South Wigston.

Shopping, sporting and leisure facilities are plentiful with the notable highlights of Leicester Racecourse, Leicester University Botanical Gardens and Brocks Hill Country Park. In close proximity are Leicester City FC, Leicestershire County Cricket Club, Leicester Tigers Rugby Club and Leicester Curve Theatre.

Card 5: Opportunities for development partnership

Development Partnership Opportunities: Oadby

Oadby and Wigston Borough Council is the owner of the East Street and Sandhurst Street Car parks in Oadby. The Town Centre Masterplan proposes that the car parks could be redeveloped to provide housing, shopping and improved car parking.

There is an opportunity for a developer to join with the Council to deliver comprehensive development in line with the allocations set out in the Oadby & Wigston Town Centres Area Action Plan.

For more information please contact the Planning Policy and Regeneration Team at Oadby & Wigston Borough Council.

invest@oadby-wigston.gov.uk

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Card 6: Opportunities for development partnership

Development Partnership Opportunities: Wigston

Oadby and Wigston Borough Council is the owner of the Junction Road/ Paddock Street and Frederick Street car parks in Wigston. The Town Centre Masterplan proposes that the car parks could be redeveloped to provide housing, office space, shopping and improved car parking.

There is an opportunity for a developer to join with the Council to deliver comprehensive development in line with the allocations set out in the Oadby & Wigston Town Centres Area Action Plan.

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Card 7: Opportunities for development and relocation

Housing and Employment Land South East of Wigston

Oadby and Wigston's Core Strategy makes a provision for a direction for growth on land between Newton Land and Welford Road, Wigston. David Wilson Homes has outline planning permission for up to 450 dwellings and 6 acres (2.5ha) of employment land.

For further details contact:

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www.wigstonoadby.co.uk/concept-masterplan/

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