

Oadby & Wigston Borough Council's Economic Regeneration Strategy 2015-2020

Oadby and Wigston
Borough Council:
Business Network Events



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A Foreword by the Leader of the Council

A thriving economy is fundamental to a prosperous Borough. Oadby and Wigston Borough Council recognise its vital role in achieving this. The overall aim of the Economic Regeneration Strategy is to promote economic well-being for all local businesses and residents. A great deal of research and consultation has been put into the preparation of this document to ensure the strategy reflects the economic position of the area. Since the previous Economic Regeneration Strategy a large amount has been achieved and we now have the ongoing drive to develop further initiatives.

It is our ambition that the Borough of Oadby and Wigston is a place where businesses look to invest, start-up, grow and expand; where there is a wide range of local employment and training opportunities and where our town centres are vibrant and thriving. It is essential that all residents have equal opportunities and are able to access high quality employment and training.

The strategy and its action plan sets out specific actions and highlights potential partners/initiatives. The Council fully appreciates the important role played by individuals, businesses and organisations who share our aim to improve the local economy and recognises that this Strategy cannot be delivered, in isolation, by Oadby and Wigston Borough Council.

Councillor John Boyce



Leader of the Council

The Vision

- A vibrant Borough, with a strong and diverse economy, which contributes to increasing prosperity for all.
- Having an economy that can support sustainable business growth, investment and attract new businesses as well as encouraging entrepreneurship.
- Comprising sustainable communities with equality of opportunity in education, skills and employment.

Background and Principles

The Oadby and Wigston Borough Council Economic Development Strategy 2009 – 2014 set out a clear understanding of the economic challenges and opportunities facing the borough and put forward a vision and plan for future development.

The Council's Corporate Plan 2006-2016 has an ambitious plan for the future to create a better quality of life for all citizens and recognises how a successful and sustainable economy can have a positive impact upon the quality of life of residents and businesses. This aspiration still prevails and a lot has been achieved over the last 5 years, either acting alone or through partnership work, to fulfil the aims and objectives of the economic strategy.

However much has changed in terms of economic regeneration policy drivers since the strategy was formulated e.g. the inception of Local Enterprise Partnerships, which now lead on the way forward for economic regeneration and are the main conduit for funding opportunities. Accordingly it is seen as important to refresh the economic development strategy to take it forward over the next 5 years and at the same time celebrate what has been achieved since the production of the previous strategy.

This new strategy will assist the council in its important leadership role to promote the economic, social and environmental well-being of its area. It will also act as a framework for influencing and supporting various partners and stakeholders, who will be involved in driving economic development and regeneration locally and in particular to help enable the realisation of funding opportunities by demonstrating that the council has ambitious aspirations based on factual evidence.

Recent Achievements and Ongoing Initiatives

- Delivery of the European Regional Development Fund (ERDF) Priority Access 2 funding in the Borough. The fund provided funding for projects that contribute to economic development, regeneration promoting competitiveness and delivery of sustainable regeneration in the Borough of Oadby and Wigston. The Oadby and Wigston partnership Local Investment Plan set out how over the 2007-2013 period the Borough would target ERDF monies secured under the East Midlands region's European Structural Fund Programme 2007-2013. The Council organised project board meetings and initiated two calls for bids. Round one of the programme focused on addressing the need for business support projects. Under round one two business support projects successfully achieved funding and commenced in the Borough. Round two of the programme focused on infrastructure, public realm and supply chains. Under round two a business support project aimed towards the young creative's and the Oadby and Wigston Public Realm Scheme successfully achieved funding. A total of over £350,000 has been claimed through the ERDF by the three business support projects.
- During 2014 Oadby and Wigston Borough Council and Leicestershire County Council undertook comprehensive redevelopment along The Parade, Oadby and Bell Street, Wigston. To enable the two schemes the two authorities negotiated a £520,000 contribution from the European Regional Development Fund towards a £830,000 project.
- Oadby and Wigston Borough Council secured funding for the refurbishment of Blaby Road Park, as part of the Tesco store development towards regeneration projects in South Wigston, and a proportion of this money has been used as a 'once in a generation' opportunity to improve the park. The views of local people were taken on board via a number of consultation events and the Council has worked with a specialist team of

designers and landscapers to provide a design for the park. Work on the refurbishment of Blaby Road Park started September 2012 and was overseen by the Council. Work on the park was completed during 2013 for which an opening ceremony was organised with the Mayor of Oadby and Wigston officially 'opening' the park.

- The Council working in partnership with South Leicestershire College has delivered several business events. The events allow businesses to hear about topics important to businesses including topics such as future grants available and training opportunities. Past topics at these events have included;
 - An introduction to work based pensions
 - Funding available for businesses
 - How to use social media to promote your business
- Working in partnership with Leicestershire County Council the Council held a jobs and skills fair with 28 exhibitors with over 70 registered attendees plus numerous students from the college attended the event.
- Through the LLEP Enterprising Leicestershire Grants (Regional Growth Fund) scheme six grants were approved in the Oadby and Wigston Borough totalling over £100,000 of grants creating and safeguarding around 10 jobs.
- The Council has established an online business directory. The site serves as a free database for and Oadby and Wigston Borough Council website users to search for businesses in the Borough through various options. These searches could therefore provide businesses with new business opportunities.
- The production of the Oadby, Wigston and South Wigston Investor Prospectus. The investor prospectus produced by the Council's regeneration team is a comprehensive guide to development and relocation in this Borough and will help to bring forward sites identified in the Town Centres Area Action Plan 2013. The document also shows what has been happening in the Borough and prospects for the future. The prospectus was launched at a free business event at South Leicestershire College and included attendance from developers, property professionals and the local business community.
- The Town Centre Manager works with the business groups in the three town centres, Oadby Town Centre Association, South Wigston Chamber of Trade and Wigston Business Group, on various initiatives throughout the year. This has include working together on the Christmas lights, the farmers markets and events such as community fun days, Christmas light switch on and classic and sports car show.

Current Economic Baseline Figures

Economic Baseline of Oadby and Wigston

	Oadby and Wigston		Leicestershire *	Great Britain
Total Population (2014)	55,900		667,900	62,756,300
Working Age Population (2014)	61.5%		62.7%	63.5%
Economically Active (Jan 2014 - Dec 2014)	87.4%		80.4%	77.3%
Unemployment Rate (Jan 2014 – Dec 2014)	4.3%		3.6%	6.2%
Job Seekers Allowance Claimants (December 2015)	0.9%		0.7%	1.5%
Population with NVQ 4 and above (Jan 2014 – Dec 2014)	41.9%		34.7%	36%
Full-Time Workers Gross Weekly Pay – Earnings by Residence (2015)	£452.90		£527.00	£529.60
Job Density (2013)	0.54 (19,000 jobs)		0.76	0.80
Employee Jobs by Industry (2014)				
Manufacturing	14.1%		13.4%	8.5%
Construction	3.7%		4.7%	4.5%
Services	81.9%		79.2%	85.6%
Wholesale and Retail, Including Motor Trades	21.3%		17.0%	15.9%
Transport Storage	2.7%		7.7%	4.5%
Accommodation and Food Services	5.0%		5.9%	7.1%
Information and Communication	1.4%		2.2%	4.1%
Financial and Other Business Services	15.8%		21.6%	22.2%
Public Admin, Education and Health	30.2%		20.2%	27.4%
Other Services	5.6%		4.6%	4.4%
UK Business Counts (2015)				
Micro Enterprises (0 to 9)	1,595	88.6%	88.8%	88.7%
Small Enterprises (10 to 49)	180	10.0%	9.3%	9.3%
Medium Enterprises (50 to 249)	25	1.4%	1.6%	1.6%
Large Enterprises (250 +)	5	0.3%	0.4%	0.4%
Total	1,800		27,515	2,382,370

Source: Nomis *Leicestershire includes the 7 boroughs/districts and not Leicester City.

Business Register & Employment Survey (BRES) ONS 2014

	2012/13	2013/14	2014/15 August to April (provisional)
Apprenticeship Programme Starts	520	390	390

Source: Government Statistical Data-sets

Percentage of Job Seekers Allowance Claimants by Age and Duration

	Aged 18-24	Aged 25-49	Aged 50+
Less than 6 months	1.2%	0.8%	0.5%
6 – 12 months	0.3%	0.2%	0.1%
Over 12 months	0.2%	0.2%	0.2%

Source: Office for National Statistics (July 2015)

Other Economic Profile Statistics

- Employment and Support Allowance and Incapacity benefits claimants February 2015 (Source: Office for National Statistics); Oadby and Wigston 4.2%, Leicestershire 4%, England 6.1%
- 16-19 years Not in Employment, Education or Training (NEET) July 2015 (Source: Connexions); Oadby and Wigston 2.5%, Leicestershire 2.9%, LLEP 4.3%

Leicester and Leicestershire Business Survey 2015

The Leicester and Leicestershire Business Survey reflects the views of local businesses and provides an annual snapshot of local business conditions. It highlights the following facts for Oadby and Wigston businesses:

- ✓ 56% of Oadby and Wigston businesses expect to start offering new products or services, the highest of all the Leicestershire districts.
- ✓ 35% of Oadby and Wigston businesses expected general business conditions to improve.
- ✓ 40% of Oadby and Wigston businesses said that they were quite or very likely to take on further apprentices in the future, the highest of all the Leicestershire districts.
- ✓ 81% of Oadby and Wigston businesses expect an increase in sales turnover in the next 12 months the highest of all the Leicestershire districts.
- ✓ 72% of Oadby and Wigston businesses expect their business to grow over the next 12 months.
- ✓ 57% of Oadby and Wigston businesses plan to train or up skill staff in the next 12 months.
- ✓ 10% (101 businesses) in Oadby & Wigston are looking to relocate.

A Summary of Oadby and Wigston Key Issues

- In respect to job density there is a low level ratio of jobs to the working age population with a considerable number of people working outside of the borough
- The economic activity rate (people, who are economically active, expressed as a percentage of all people) is considerably higher than in Great Britain and also higher than the average for Leicestershire
- A high level of the population with NVQ 4 qualifications and above

- People with manufacturing jobs is almost double the national average
- There are a relatively small number of people working in ICT
- There is an overall business confidence

Economic Drivers

Sub-Regional Economic Drivers

Leicester & Leicestershire Local Enterprise Partnership (LLEP)

Local Enterprise Partnerships lead on economic regeneration priorities as set out by the Government. Accordingly it is important that our economic regeneration strategy has policies that reflect those of the LLEP although ours will further reflect the very local needs of the area. In particular the LLEP is the lead on the new European Programme 2014-2020 and it is therefore important that local policies and proposals are in agreement with the LLEP priorities in order to allow the best chance of obtaining funding for projects.

The strategic objectives of the LLEP Economic Growth Plan include:

- Increase availability of employment land and infrastructure
- Match available capital to enterprise growth
- Support enterprise growth and investment

and in detail to:

- Improve engagement between employers and training providers
- Increase the number and flexibility of work placements, apprenticeships and internships
- Address worklessness by raising ambition and employability skills
- Increase the availability of 'fit for purpose' high quality employment land and premises
- Increase the provision of a range of quality housing to support economic growth
- Support enterprise growth and investment
- Provide effective business support to assist enterprises to start and grow
- Attract inward investment
- Secure European and national Government funding
- Improve access to capital finance for SMEs

The LLEP Economic Growth Plan also has a key challenge to ensure that local training provision is able to meet both current and future needs and address skills shortages especially in engineering.

LLEP Sector Plans

The LLEP has a number of priority sectors and in summer 2015 has drawn up plans for each of these. The sectors comprise:

- Advanced manufacturing & engineering
- Creative industries
- Food & drink manufacturing
- Logistics and distribution
- Low carbon
- Professional & financial services
- Textiles manufacturing
- Tourism & hospitality

From these documents the following headlines stand-out for the Oadby & Wigston area:

- Oadby & Wigston has the second highest percentage of the areas employment in the food & drink sector at over 10% (after Melton with almost 12%)
- Only 5.5% of the LLEP area creative industries are located in Oadby and Wigston (second least only to Melton)

- Oadby & Wigston has the second least number of enterprises in the advanced manufacturing & engineering Sector (Melton has the least)
- In 2003 Oadby & Wigston had 1,400 people employed in the logistics and distribution sector. This is around 8.3% of the Borough's workforce slightly below the LLEP average of 11.3%.

Each of the LLEP sector plans created action plans shaped and prioritised through active engagement with the sector. Across the LLEP sector plan action plans the following themes and issues stand out;

- Most of the sectors highlighted the need for sector specific advisory groups/boards to help promote the sector and give the industry a voice.
- Issues of staff recruitment can range from issues related to attracting and retaining skilled people to a lack of supply of suitably qualified staff which needs addressing.
- Suitable premises for expansion needs addressing through collaboration between local planning authorities for allocating land, allowing clustering and stimulating the provision of suitable premises.
- Skills gaps in the current workforce are highlighted with the need to improve skills by businesses working with education providers linking the provision of the technical skills needs as well as the relevance of apprenticeships and increasing the flow of work ready candidates.
- Staff transport issues are seen as an issue in many sectors whether this is the lack of public transport related to the 24/7 nature of many businesses or the rural location.
- Funding in the form of grant schemes to support start up businesses and upfront costs through to premises improvement/upgrading facilities.
- Most sectors support supply chain activity from a supply chain gap review to improving networking so businesses can see the opportunities available and highlight pressures in each stage of the supply chain.
- Broadband technology issues need addressing through encouraging provision and take-up of broadband to funding to support website development.
- Promotion and branding of sectors is seen as important from raising awareness and improving the public perception of a place to work to supporting accreditation to improve product standards.
- A single point of contact for specific sector needs is seen as an important business support function including using sector specific expertise to improve clarity of grant applications as well as allowing for further networking between businesses.
- A business growth programme for the specific sectors offering business development funds will help to grow each of the individual sectors.

LLEP Business Gateway

The LLEP Business Gateway is a 'one-stop shop' growth hub for all business needs. The gateway provides information on forms of business support available from local and national partners across a wide range of industries and sectors. Information is available on starting a business, growing your business, how to access finance, hiring and training, and premises and investing.

Leicestershire Market Towns Research

In November 2015, consultants ERS were commissioned to undertake economic research relating to 11 market towns across Leicestershire. The research sought to highlight and fill gaps in economic knowledge, identify current issues and collate project ideas. It was based

largely on an extensive review of documentation, comprehensive data analysis and (at least) two focus groups in each town, involving strategic stakeholders and local business representatives.

Combined Authority

A proposal to develop a Combined Authority for Leicester and Leicestershire was submitted to the Government on 21 December 2015. The Combined Authority comprises Leicestershire County Council, Leicester City Council, the Leicestershire District Councils and the LLEP. The proposal focuses on the areas of long term economic investment/development through closer working in relation to the following key areas:

Planning:

Councils to work together to agree a clearer, long-term framework to meet future housing and employment needs for the whole area and identify future growth locations

Transport:

To focus on long-term investment in road, rail and other public transport infrastructure

Skills:

To drive and deliver skills and training, to give local people the chance to get better qualifications and employment

It is currently anticipated that the Order to establish the Combined Authority will be made by the Secretary of State in October 2016.

The Midlands Engine for Growth

The Midlands Engine for Growth signals willingness from all regional stakeholders to work together more closely to achieve greater regional economic growth and productivity improvement. Developing the Midlands Engine brand will allow the region to promote itself to investors and trade partners, delivering more growth, exports and jobs.

Key Funding Regimes

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. This will need to be matched by further £111million. 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.

City Deal

City Deals are agreements between Government and an area that gives that area control to take charge and responsibility of decisions that affect their area, do what they think is best to help businesses grow, create economic growth and decide how public money should be spent.

The Leicester and Leicestershire City Deal was signed in March 2014, securing £16 million Government funding that will create nearly 1500 jobs and unlock over £130 million of investment for the area. The £16 million funding secured through the City Deal will be allocated to:

- £4m for skills and employment including a new scheme for 16-24 year olds to reduce youth unemployment by 50% by 2018, deliver 3,000 new apprenticeships and 1,000 traineeships and work placements and a new training scheme for young offenders.
- £10m to improve business support services focusing in particular on the LLEP Business Gateway and a small and medium enterprise grant scheme set to create 744 new jobs.
- £2m to support the expansion of the Loughborough University Science and Enterprise Park which will create up to 755 new jobs and safeguard a further 400.

Local Growth Fund

The Leicester and Leicestershire Growth Deal aims to drive growth across the area by providing additional funding and leveraging investment to provide new homes and space for businesses, provide high quality skills and training facilities and deliver key transport improvements across the city and county. In total the Leicester and Leicestershire growth deal has been allocated over £100m for the operating period 2015-2021.

The Strategic Growth Plan

The Strategic Growth Plan across Leicester and Leicestershire aims to help realise the ambition of Leicester and Leicestershire authorities to create a prosperous economy in a sustainable way, signposting the direction of growth which will help all partners to deliver the desired outcomes.

Local Economic Drivers

Oadby & Wigston Core Strategy

This document, adopted in September 2010, sets out the vision, spatial objectives and core policies for the future development of the Borough up to 2026. Delivery of core strategy policy 1: Spatial strategy for the Development in the Borough of Oadby and Wigston makes provision for a Direction for Growth to the south east of Wigston (on land between Newton Lane and Welford Road). The purpose of the Direction for Growth is to accommodate the housing and employment growth required on greenfield land once all available previously developed (brownfield) land within the town centres and existing urban area has been taken into account. The Direction for Growth makes provision to accommodate approximately 450 homes and 2.5 to 3.5 hectares of employment land to the south east of Wigston up until 2026. The Direction for Growth is subject to a resolution to grant outline planning permission subject to a section 106 agreement following a development control committee in April 2014.

Delivery of the Core Strategy Policy 2: Development in the centres of Oadby, Wigston and South Wigston confirms the Borough Council's commitment to the implementation of the Oadby and Wigston Town Centres Area Action Plan.

Oadby & Wigston Town Centres Area Action Plan

This document, adopted in September 2013, includes planning policies to guide and inform development proposals and decisions and provides masterplans to help deliver the ambitions outlined in this document. This document provides approximate figures relating to the scale of office and retail development proposed until 2026.

Local Development Orders

Making use of funding provided by a Government grant, the Council is working with consultants to prepare three Local Development Orders. The three Local Development Orders relate to land between Paddock Street and Bell Street in Wigston, land adjacent to East Street in Oadby and land including and adjacent to the Arriva bus depot on Station Street in South Wigston. The Local Development Orders form an important part of the Council's regeneration plans and will provide a firm planning strategy to guide development.

South Wigston Regeneration Masterplan

The Masterplan addresses development and regeneration within South Wigston.

Oadby & Wigston Borough Council's Local Economic Plan 2014

This document was produced to show the Council's individual economic priorities and to demonstrate how these fit with the LLEPs Strategic Economic Plan, in order to ensure that this area gets considered for economic regeneration funding opportunities, most of which in future will be directed through the LLEP.

The Annual Monitoring Report and Employment Land Availability Study

The Annual Monitoring Report reviews and monitors the Local Plan, it assesses the implementation of the Local Development Scheme and the extent to which policies in local development documents are being achieved. The Employment Land Availability Study is part of the annual monitoring exercise and monitors the availability and distribution of employment land, including the amount of floor space that has been completed each year.

Employment Sites and Brownfield Land Study 2010

This study investigates employment issues within the borough.

Investor Prospectus

The investor prospectus acts as guide to development and occupier opportunities in the Borough. The document assists with the specific site marketing of key sites. The document is kept up-to-date and acts as a promotional tool for sites in the Borough.

Key Aims, Objectives and Associated Actions

The key objective of this document is to direct local economic and associated development activities and investment in line with the Council's Corporate Plan and its relevant planning documents such as the Core Strategy and Action Plans. Current economic baseline figures are used to help inform the decision as to the most pertinent objectives and actions required for this strategy.

Accordingly the document sets out a number of economic regeneration initiatives that will enhance and boost the economy of the local area, building on what has happened over the last 5 years and wherever appropriate to align proposals and projects with the LLEP Strategic Economic Plan.

Key Aim

1. Local Investment in Place

Objectives

- Encouraging and enabling town centre regeneration projects
- To promote and market the borough as an area that offers opportunities for development, investment and relocation
- To provide advice on the availability of sites for both businesses wishing to locate in the area and to local businesses requiring 'grow on' on space
- To develop the visitor economy, particularly related to business

Actions

- *Bringing forward both employment and residential development sites as defined in the Town Centres Area Action Plan plus in the area to the south east of Wigston (Direction for Growth)*
- *Work with funding regimes to provide an innovative enterprise centre*
- *Use the Leicestershire Market Towns Research study as an evidence base which could be used to apply for funding*
- *Promote the Investor Prospectus and its sites at business events, meetings with developers and through the Leicester City Council Inward Investment team*
- *The Town Centre Manager to continue to work with town centre business forums and associations to develop town centre related initiatives*
- *To work with Leicestershire promotions, Leicestershire County Council and other organisations in relation to tourism matters.*

Key Aim

2. Local Investment in Business

Objectives

- To develop a sustainable and successful business base and encourage and support both established businesses and start-ups
- To engage with businesses expressing a desire to relocate in order to ensure their continued presence in the borough
- Regeneration of key employment sites within the borough to enable them to meet the needs of modern business requirements
- To work with all sectors and particularly the 8 sectors with LLEP sector growth plans
- Ongoing support for SMEs and for those wishing to start up a business
- To engage with and support businesses wishing to take on apprentices, and to generally promote the advantages to businesses of providing apprenticeship, traineeships and work placements opportunities
- To encourage the take-up of high speed broadband opportunities
- To encourage business awareness in respect to export market opportunities

Actions

- *Establish relationships with and an understanding of the needs of both existing and new businesses*
- *Signpost access to business support programmes*
- *Promote business events particularly via the business directory*
- *To help to improve the supply of technically trained staff to fulfil the needs across business sectors especially the 8 LLEP sectors*
- *Provide three business events per year in partnership with South Leicestershire College, on subjects chosen through collaboration with local businesses*
- *To maintain the online Oadby and Wigston local business directory*
- *To regularly update the economic regeneration pages of the borough council's website*
- *To enable the provision of courses on the best use of superfast broadband opportunities*
- *Work with funding regimes to enable a grants programme for SMEs*
- *To improve the ability of businesses to complete successful funding applications*
- *Provide an account management service in respect to the planning process to help businesses to submit good quality applications.*

Key Aim

3. Local Investment in People

Objectives

- To create widespread employment opportunities
- To work in partnership to upskill the local workforce and to enable the best opportunity to meet the potential offered by local companies
- To have an emphasis on supporting skills development for young people Not in Employment, Education or Training (NEETS) and the unemployed
- To address any mismatch between the requirements of local businesses and the skill sets of the local community
- To develop the opportunity for local construction jobs as new development sites come forward
- To ensure local people have access to appropriate transport facilities in order to access employment and education locations

Actions

- *To work with local schools to ensure pupils have an understanding of local employment and training opportunities*
- *To promote specific sector job opportunities at schools and colleges in order to improve perceptions and attract young people into employment in these sectors e.g. through The Careers & Enterprise Company*
- *To work with local universities, South Leicestershire College and other further education providers to match courses to local business needs*
- *To work with construction companies and developers on local sites to encourage them to take on local people for jobs, apprenticeships and work placements*
- *To engage with local transport providers to ensure people can access employment and training both within and outside the borough*
- *To work with local people on community regeneration projects.*

Key Aim

4. To work in Partnership to Fulfil the Economic Potential of the Area

Objectives

- To ensure that a broad range of support packages are available to local businesses, particularly micro and small enterprises
- To develop strong partnership relationships, which have the capacity to lever in funding where required to deliver both large and small scale projects

Actions

- *Support local business support organisations to deliver business support services*
- *Promote the LLEP Business Gateway website*
- *Work in partnership with DCLG, LLEP, local education providers, Leicestershire County Council, the other Leicestershire District Councils, Leicestershire Promotions to help enable economic regeneration opportunities*
- *Support and work with Wigston Chamber of Trade, Oadby Business Association and South Wigston Traders Association in respect to initiatives and events.*

Implementation of Action Plan

Delivery of the vision will primarily be dependent upon a strong relationship between the Borough Council and its key partners including:

- Leicester and Leicestershire Enterprise Partnership to ensure that the best opportunities for funding and other implementation opportunities are achieved through European, LLEP Growth Plan, Regional Growth Fund and other sources
- Private sector partners such as land owners and developers
- Public sector bodies to ensure co-ordinated funding of key projects
- Existing businesses and business organisations for example to bolster our town centre's reputation for major investors / potential investors
- Public transport providers and the Local Highways Authority for example to deliver effective public transport services and junction improvements to mitigate the impacts of new development
- Local resident's organisations to ensure that the town centre AAP's objectives and vision match the local community's aspirations for their town centres
- When justified and deemed necessary, the Council will use Compulsory Purchase Order powers in order to bring forward development opportunities.

Action Plan

Local Investment in Place

Action	Potential partners/Initiatives	Monitoring
Bringing forward both employment and residential development sites as defined in the Town Centres Area Action Plan plus in the area to the south east of Wigston (Direction for Growth)	<ul style="list-style-type: none"> Working with landowners concerning Local Development Orders Leicestershire & Leicestershire Enterprise Partnership (LLEP) Leicestershire County Council Developers Town centre businesses and business groups 	<ul style="list-style-type: none"> Number of sites coming forward Number of new business Inward investment Number of new homes
Work with funding regimes to provide an innovative enterprise centre	<ul style="list-style-type: none"> LLEP programmes (European Structural Investment Fund (ESIF)) Pera consultants Business community 	<ul style="list-style-type: none"> New build enterprise centre established and/or upgraded business centre
<i>Use the Leicestershire Market Towns Research study as an evidence base which could be used to apply for funding</i>	<ul style="list-style-type: none"> Leicestershire County Council LLEP 	<ul style="list-style-type: none"> Projects developed and brought forward
Promote the Investor Prospectus and its sites at business events, meetings with developers and through the Leicester City Council Inward Investment team	<ul style="list-style-type: none"> South Leicestershire College (SLC) LLEP Developers Business events Leicester City Council 	<ul style="list-style-type: none"> Number of sites brought forward Number of jobs created on sites Number of attendees at events
The Town Centre Manager to continue to work with town centre business groups to develop town centre related initiatives	<ul style="list-style-type: none"> Local business forums: <ul style="list-style-type: none"> ➤ Wigston Business Group ➤ Oadby Town Centre Association 	<ul style="list-style-type: none"> Number of initiatives Number of events Number of businesses engaged

	<ul style="list-style-type: none"> ➤ South Wigston Chamber of Trade and Commerce • Federation of Small Businesses (FSB) 	
To work with Leicestershire promotions and other organisations in relation to tourism matters	<ul style="list-style-type: none"> • Leicestershire Promotions • River Soar Partnership • Canals and Rivers Trust • Brocks Hill • University of Leicester (Botanic Garden) • Leicester Racecourse • Hotels 	<ul style="list-style-type: none"> • Tourism figures

Local Investment in Business

Action	Potential partners/Initiatives	Monitoring
Establish relationships with and an understanding of the needs of both existing and new businesses	<ul style="list-style-type: none"> • Business community • Business groups • Networking events 	<ul style="list-style-type: none"> • Number of businesses engaged • Business confidence figures • Business surveys
Signpost access to business support programmes	<ul style="list-style-type: none"> • LLEP Business Gateway • OWBC website 	<ul style="list-style-type: none"> • Business Gateway statistics • Number of businesses supported • Number of grants received
Promote business events particularly via the business directory	<ul style="list-style-type: none"> • OWBC website • Social media • Letterbox magazine • Town centre digital display screens • LLEP Business Gateway 	<ul style="list-style-type: none"> • Number of attendees at events
To help to improve the supply of technically trained staff to fulfil the needs across business sectors especially the 8 LLEP sectors	<ul style="list-style-type: none"> • LLEP • SLC • Local schools • Universities • LLEP Business Gateway 	<ul style="list-style-type: none"> • Skills attainment figures for the borough • Business satisfaction surveys
Provide three business events per year in partnership with South Leicestershire College, on subjects chosen through collaboration with local businesses	<ul style="list-style-type: none"> • SLC • Local businesses • LLEP Business Gateway 	<ul style="list-style-type: none"> • Number of attendees • Number of businesses engaged with initiatives
To maintain the online Oadby and Wigston local business directory	<ul style="list-style-type: none"> • OWBC staff • Business community • Local business forums 	<ul style="list-style-type: none"> • Total businesses registered • New registration rate

To regularly update the economic regeneration pages of the borough council's website	<ul style="list-style-type: none"> • OWBC staff 	<ul style="list-style-type: none"> • Up-to-date relevant information
To enable the provision of courses on the best use of superfast broadband opportunities	<ul style="list-style-type: none"> • Leicestershire County Council • LLEP 	<ul style="list-style-type: none"> • Number of courses attended • Number of attendees • Business satisfaction survey
Work with funding regimes to enable a grants programme for SMEs	<ul style="list-style-type: none"> • LLEP • Leicestershire County Council 	<ul style="list-style-type: none"> • Number of grants attained
To improve the ability of businesses to complete successful funding applications	<ul style="list-style-type: none"> • LLEP Business Gateway • OWBC staff 	<ul style="list-style-type: none"> • Number of successful bids • Number of funding regimes accessed successfully
Provide an account management service in respect to the planning process to help businesses to submit good quality applications	<ul style="list-style-type: none"> • OWBC staff 	<ul style="list-style-type: none"> • Number of successful applications by businesses • Number of sites brought forward

Local Investment in People

Action	Potential partners/Initiatives	Monitoring
To work with local schools to ensure pupils have an understanding of local employment and training opportunities	<ul style="list-style-type: none"> Local schools and academies Colleges LLEP Leicestershire County Council Local businesses 	<ul style="list-style-type: none"> Employment figures Business satisfaction survey Number of claimants at Job Centres
To promote specific sector job opportunities at schools and colleges in order to improve perceptions and attract young people into employment in these sectors	<ul style="list-style-type: none"> LLEP Leicestershire County Council Local schools and academies Colleges Local businesses Youth clubs The Careers & Enterprise Company 	<ul style="list-style-type: none"> Employment figures Business satisfaction survey Number of Job Centre claimants
To work with local universities, South Leicestershire College and other further education providers to match courses to local business needs	<ul style="list-style-type: none"> SLC Universities such as University of Leicester and De Montfort University 	<ul style="list-style-type: none"> Skills attainment figures NVQ 1 to 4 attainments
To work with construction companies and developers on local sites to encourage them to take on local people for jobs, apprenticeships and work placements	<ul style="list-style-type: none"> OWBC/Leicestershire County Council/District Councils/Leicester City Council LLEP Developers Further Education providers 	<ul style="list-style-type: none"> Number of construction jobs obtained in the borough Number of Apprenticeships Number of traineeships Number of work placements
To engage with local transport providers to ensure people can access employment and training <i>both within and outside the borough</i>	<ul style="list-style-type: none"> Leicestershire County Council Bus Partnership Local bus companies e.g. Arriva Train companies Leicestershire County Council Wheels 	<ul style="list-style-type: none"> Number of LCC Wheels to Work clients in borough Vacancy rates Commuting distances Community satisfaction survey

	to Work project	
To work with local people on community regeneration projects	<ul style="list-style-type: none"> • Residents associations • Sports and youth clubs 	<ul style="list-style-type: none"> • Grants obtained • Number of projects implemented

To work in Partnership to Fulfil the Economic Potential of the Area

Action	Potential partners/Initiatives	Monitoring
Support local business support organisations to deliver business support services	<ul style="list-style-type: none"> • LLEP Business Gateway • Town Centre Groups • Events 	<ul style="list-style-type: none"> • Number of grants obtained from ESIF and other bid regimes • Business satisfaction
Promote the LLEP Business Gateway website	<ul style="list-style-type: none"> • OWBC/SLC events • OWBC website 	<ul style="list-style-type: none"> • Business satisfaction • Grants received • LLEP Business Gateway monitoring
Work in partnership with DCLG, LLEP, local education providers, Leicestershire County Council, the other Leicestershire District Councils, Leicestershire Promotions to help enable economic regeneration opportunities	<ul style="list-style-type: none"> • DCLG • LLEP • Local education providers • Leicestershire County Council • Leicestershire District Councils • Leicestershire Promotions 	<ul style="list-style-type: none"> • Business satisfaction and engagement • Number of sites/initiatives brought forward
Support and work with Wigston Business Group, Oadby Town Centre Association and South Wigston Chamber of Trade and Commerce in respect to initiatives and events.	<ul style="list-style-type: none"> • Town Centre Manager • Local business forums • Local businesses 	<ul style="list-style-type: none"> • Number of positive comments at events • Business satisfaction • Vacancy rates • Footfall figures

Conclusion

The new strategy will assist the council in its important leadership role to promote the economic, social and environmental well-being of its area. It will also act as a framework for influencing and supporting various partners and stakeholders, who will be involved in driving economic development and regeneration locally and in particular to help enable the realisation of funding opportunities by demonstrating that the council has ambitious aspirations based on factual evidence.