

Oadby and Wigston Borough Council

DRAFT

Economic Regeneration

Strategy

2023-2028

Action Plan

Oadby & Wigston | Our borough -
the place to be

Implementation of Action Plan

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

- Leicester and Leicestershire Enterprise Partnership
- Private sector partners such as land owners and developers
- Public sector bodies
- Existing businesses and business organisations
- Public transport providers and the Local Highways Authority
- Local resident's organisations
- When justified and deemed necessary, the council will use Compulsory Purchase Order powers

Monitoring of Action Plan

The action plan will be reviewed annually to assess the progress of the Council against its actions and outputs.

Time Frame Key
S - Short Term 1 Year / Ongoing
M - Medium Term 3 Years
L - Long Term 3 - 5 Years

Priority One: Our Town Centres

Action	Partners/Initiatives	Outcomes	Timeframe
To continue to work with town centre business groups to develop town centre-related initiatives.	Oadby town centre association Wigston business group South Wigston Trade and Commerce	Number of initiatives Number of events Number of businesses engaged	S
To work with town centre businesses to deliver the UKSPF-funded projects.	Town Centre Businesses	Number of initiatives Number of events Number of businesses engaged	M
To complete masterplanning refreshes for each town centre	Leicestershire County Council	Projects developed and brought forward	S
To look at the feasibility of introducing a Business Improvement District.	Town centre businesses and business groups	Introduction of a Business Improvement District to the Borough.	S

Priority Two: Our Visitor Economy

Action	Partners/Initiatives	Outcomes	Timeframe
To utilise the business app to bring visitors into the Borough.	LLEP Visit Leicester Developers Town centre businesses and business groups Leicestershire County Council	Number of sites brought forward Number of jobs created on sites Number of attendees at events	S
To work with Visit Leicester and other organisations to promote tourism in the Borough.	Visit Leicester River Soar Partnership Canals and Rivers Trust Brocks Hill University of Leicester (Botanic Garden) Leicester Racecourse Hotels	Number of visitors in the Borough Number of attendees events	M

Priority Three: Our Businesses

Action	Partners/Initiatives	Outcomes	Timeframe
To work with estate agents to promote vacant units and encourage uptake.	Business community Estate agents	Number of businesses engaged Number of vacant units filled	S
To establish relationships with and an understanding of the needs of both existing and new businesses.	Business community Business groups Networking events	Number of businesses engaged Business confidence figures Business surveys	S
To signpost access to business support programmes and funding opportunities	LLEP Business Gateway OWBC website East Midlands Chamber Leicestershire Business Advice Service	Business Gateway statistics Number of businesses supported Number of grants received	S
To promote and organise business events particularly through InvestOW.	OWBC website/microsite Business Newsletters Social media Town centre digital displays	Number of attendees at events Number of businesses engaged with initiatives	S
To annually publish a business directory.	OWBC website Business community Other OWBC Teams	Number of businesses engaged	S
To regularly update the InvestOW Microsite and issue the business newsletter.	OWBC staff Business community Local business forums OWBC staff	Total businesses registered New registration rate	S

Priority Four: Our People

Action	Partners/Initiatives	Outcomes	Timeframe
To promote digital skills projects.	LCC OWBC Staff	Number of people upskilled	S
To encourage volunteering as a way into paid employment.	Volunteer Organisations	Number of volunteers Number of employments	S

Priority Five: Our Environment

Action	Partners/Initiatives	Outcomes	Timeframe
To promote others and ourselves to work in accordance with the Councils Climate Change Strategy.	OWBC Staff	Progression towards carbon neutrality in council operations	M

Priority Six: Our Partners

Action	Partners/Initiatives	Outcomes	Timeframe
To work in partnership to deliver business support services.	Leicestershire Business Advice Service Town Centre Groups Events	Number of grants obtained by businesses Business Satisfaction	S
To support and work with the Town Centre Business Groups in respect to initiatives and events.	OWBC Staff Local business forums Local Business	Number of positive comments at events Business Satisfaction Vacancy rates Footfall figures	S
To work with businesses, individuals and community groups to access funding	Residents association Sports and youth clubs Community Groups Businesses Individuals	Grants obtained Number of projects implemented	