



Leicester & Leicestershire
Enterprise Partnership



THE LLEP IN 60 SECONDS

ANDY ROSE
Economic Growth & Investment
Manager

Background and Context

- LEPs introduced by Government through the Localism Act 2011
- LLEP is one of 39 national LEPs formally recognised by HM Government
- Partnership between business, local authorities, Higher Education and Further Education

Role of LLEP

- Working with Government to set out key investment priorities for Leicester & Leicestershire
- Engaging with business, local authorities, Higher Education, Further Education, VCS and other stakeholders
- Facilitating local partnership working and relations with national Government
- Influencing national Government economic policy and spending
- Investing LLEP funding and aligning partner resources to ensure positive outcomes for the economy

LLEP Board

The LLEP Board provides oversight, challenge and reviews the delivery of the Strategic Economic Plan (SEP).

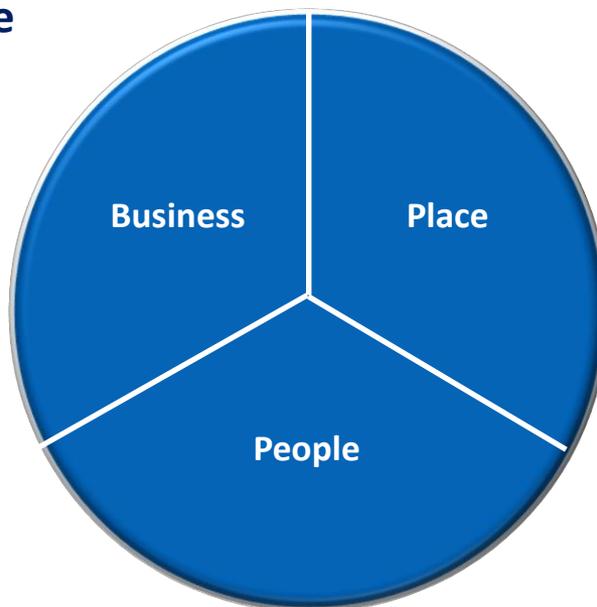
Membership:

1. Nick Pulley, Regional Director, Santander Corporate Bank **(Chair)**
2. Fiona Allan, Chief Executive, Curve
3. Aatin Anadkat, Managing Director, Hotel Maiyango
4. Andrew Cliffe, Managing Director, East Midlands Airport
5. Jaspal Singh Minhas, Managing Director, Electrical Design & MFG Co Ltd
6. George Gillespie, Chief Executive, MIRA
7. Kevin Harris, Partner, PFK Cooper Parry
8. Sharon Redrobe, Chief Executive, Twycross Zoo
9. Sir Peter Soulsby, City Mayor, Leicester City Council
10. Cllr. Nick Rushton, Leader, Leicestershire County Council
11. Cllr. David Slater, Leader, Charnwood Borough Council
12. Cllr. Stuart Bray, Leader of Hinckley & Bosworth Borough Council
13. Marion Plant, Principle and CEO, NW & H College and SL College
14. Professor Robert J Allison, Vice-Chancellor, Loughborough University
15. Steve Kendall, Vice Chair, Voluntary Action Leicestershire (VAL)

Key Challenges

20,000 less jobs in the economy since 2008

70% SMEs have growth plans but need help



Demand for 210,800 sq. m. offices, 167 ha of industrial land and 130 ha warehousing land

Congestion causing increases in business costs

Not enough young people choosing STEM careers

Employers reporting lack of skilled workers in key sectors

Strategic Economic Plan (SEP)

'Leicester and Leicestershire to be the destination of choice for successful businesses'

Investment

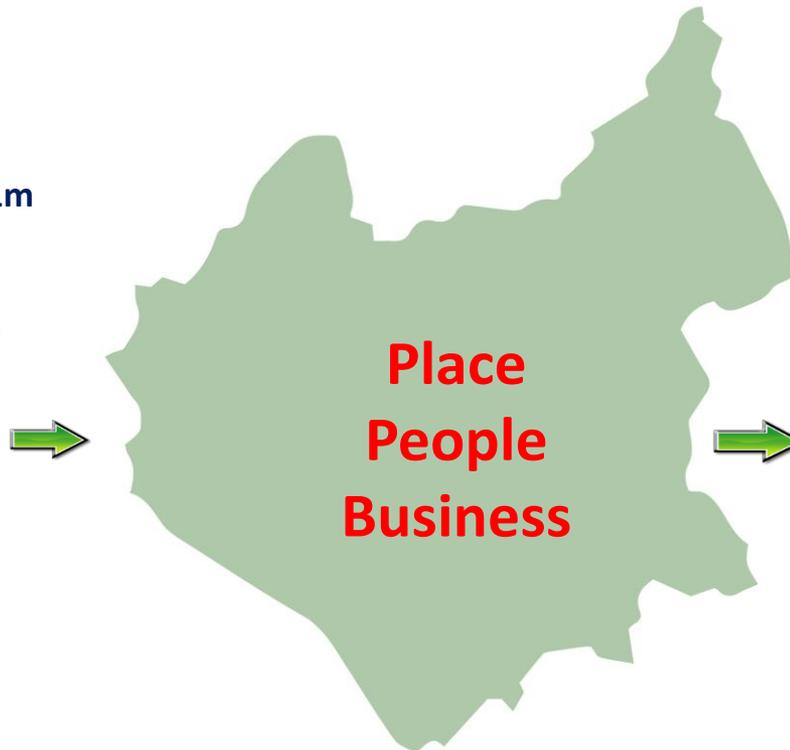
EU Structural Funds £111m
2014-2020

Local Growth Fund £80m
2015-2020

City Deal
£16m 2014-2018

Regional Growth Funds
£21m - to date

Growing Places Fund
£13m – to date



Return

Create at least 45,000 net
private sector jobs

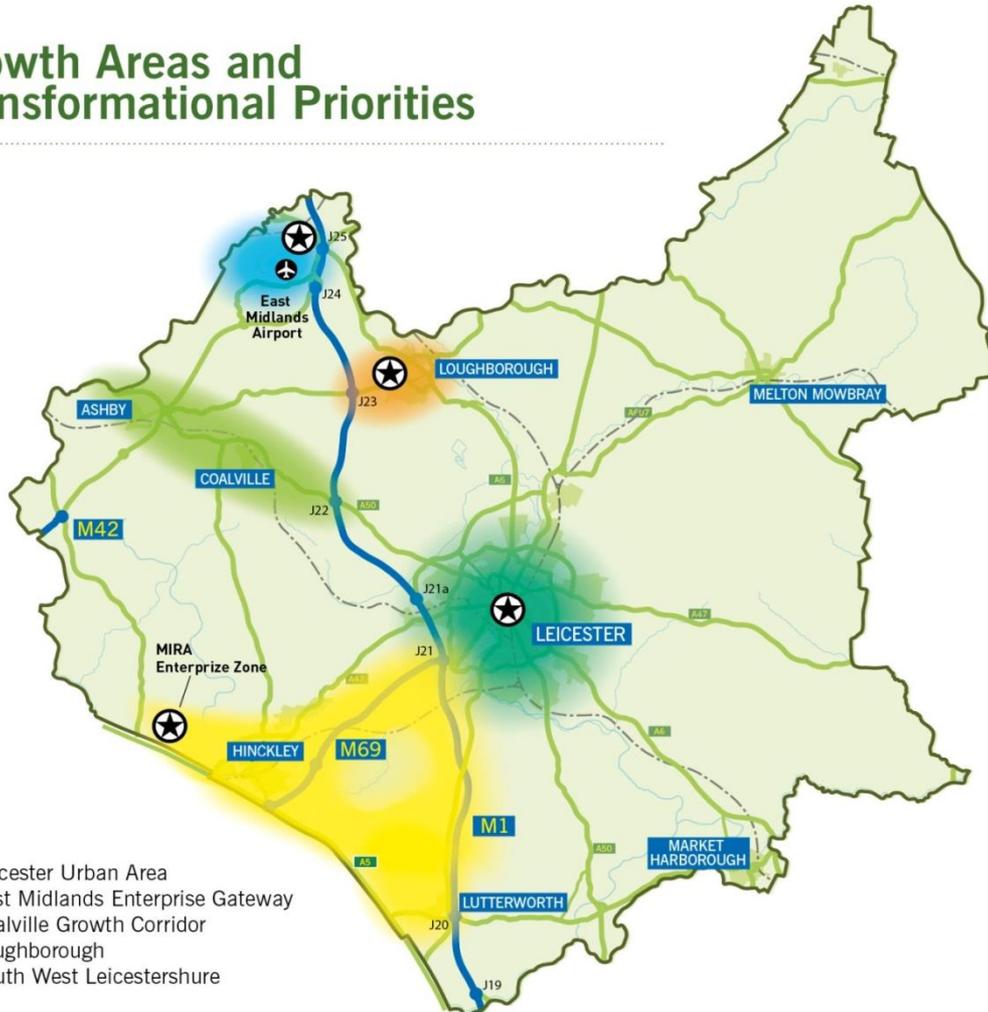
Attract £2.5b private sector
investment

Increase Gross Value Added
(GVA) by £4b to £23b

Invest in our Place

'To invest in key development sites improve and connectivity to enable the efficient transport of people and goods'

Growth Areas and Transformational Priorities



East Midlands Enterprise Gateway

Strategic Railfreight Interchange

Loughborough

University Science & Enterprise Parks

Coalville Growth Corridor

Leicester Urban Area

Leicester Waterside

South West Leicestershire

MIRA Technology Park Enterprise Zone

- Leicester Urban Area
- East Midlands Enterprise Gateway
- Coalville Growth Corridor
- Loughborough
- South West Leicestershire

Invest in our People

'To ensure that local people are equipped with the relevant skills that businesses need'



Key Projects

- Leicester & Leicestershire to Work Initiative
- Employment & Skills Gateway
- Skills Metro
- Skills Capital (MTP EZ Training Centre and Leicester College)

Investment

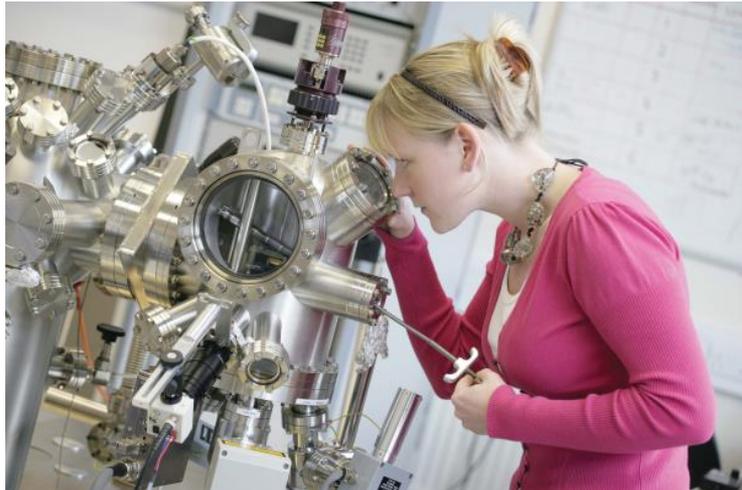
- ESIF - £54m
- City Deal - £4m
- Local Funds - £4.7m

Outcomes

- Unemployment reduced by 50%
- 6,000 new apprenticeships and traineeships
- Support 10,000 people to develop skills

Invest in our Businesses

'To provide intensive support for our SMEs and to accelerate growth of our priority sectors'



Key Projects

- Leicester & Leicestershire Growth Hub
- Business Support Programmes
- Access to Finance
- Innovation and R&D Programme

Investment

- ESIF - £37m
- City Deal - £10m

Outcomes

- Support 12,000 businesses
- Create 10,000 new jobs
- Significant private sector leverage

Thank You

www.llep.org.uk

twitter: @llepnews

Tourism and Hospitality Sector and Action Plan

Rob Wadsworth
S4W Ltd

Importance of Tourism to Leicester and Leicestershire

- Contributed £1.48bn to the Leicester and Leicestershire economy in 2013
- Growth of 6.2% on the previous year
- Over 29m people visited Leicester and Leicestershire in 2013
- 20,485 jobs supported by tourism

Sector Growth Plan

- Key sector within the Strategic Economic Plan
- Highlights strategic priorities, gaps and opportunities within the sector
- Guide services, projects and activities of partners and businesses
- Demonstrate the role the sector can play in supporting the Strategic Economic Plan
- Support the sector to make the business cases for investment in projects and programmes

Growth Drivers

- Focus and attention on Leicester and Leicestershire
- Long term development of the areas offer to visitors
- Return to growth in the wider economy and the short-term likelihood of an increase in household disposal income
- Increase in overseas visitors into the UK
- Improvements to the built environment, retail and cultural offer

Emphasis of the Plan

- Tourism is a sector that is experiencing a long term growth trajectory – the plan needs to support growth and remove long term barriers
- Tourism and hospitality is primarily a Business to Consumer orientated industry (unlike other key sectors)
- The plan needs to consider if Leicester and Leicestershire has the product(s) and infrastructure to take advantage of opportunities in the sector
- The plan needs to ensure enough of the right consumers know about the product(s) of Leicester and Leicestershire

Round table discussion

- If your businesses is to take advantage of continued growth in the visitor economy, what would get in the way of this?
- What is the first barrier that would appear that would constrain your growth?

Round table discussion

- What can be done to support your business to overcome some of the issues you have identified and some of the opportunities for growth?
- What else does Leicester and Leicestershire need to attract a much higher volume of tourists/non-local visitors into area ?

Next steps

- Other opportunities to feed into the sector plan
 - Direct contact
 - Survey
 - Discussion today
 - Stakeholder engagement
- Prioritisation event (16th April)
- Exploration of links to other sectors
- Report Drafting

Next steps

Online Business Survey

www.llep.org.uk/sectorplans

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