

Strategy Action Framework



REAL ACTION FOR YOUR BUSINESS

Vital Few				
VF1	VF2	VF3	VF4	VF5
Vision & Leadership	Demand-led Workforce Development	Innovation for Success	Making Connections	Capitalise on £2 billion public/private investment

		Action	Action No	Suggested Lead	Relationship to VF (X=Strong, O=Supporting)					Outcome Measure 2008
Leicester Connections	Cross-Cluster	Create a Leicester-wide business focused skills and careers network linking business, FE, HE & schools	1	Learning & Skills Council		X	O	X		An increased number of school leavers and graduates employed by local companies in jobs that support the growth of the individual companies
		Map, understand and exploit links to existing initiatives and to City Growth strategies in Derby and Nottingham	2	Leicester City Growth				X		A single point of access for projects, better use of resources and avoidance of duplication
		University strategic plans to support local economic development through graduate retention, knowledge transfer, problem solving and visitor programmes	3	Universities		X	O	O		Improved performance of individual companies in the City Growth clusters through collaboration with local universities on knowledge sharing, problem solving and technology transfer together with an increase in the number of graduates who choose to work in Leicester
		Create a 'Think & Do Tank'	4	All	X		O		O	A cross-cluster and public sector forum to consider new and innovative ideas to grow the economy of Leicester
	Construction	Broker knowledge exchange between major construction projects and local suppliers and contractors	5	Leicester City Growth	O	O	O	X	O	An increase in the number of local companies winning building, maintenance or supply contracts on large capital projects in Leicester
	Creative	Create collaborative networks for sales, marketing & innovation	6	Leicester City Growth			O	X		Companies are more aware of local commercial and collaborative opportunities and have greater market intelligence of local suppliers
	Retail	Create a retail network, including a local supplier director, to strengthen the retail cluster and to promote the retail experience	7	Leicester City Growth	O		O	X	O	Retailers working more closely together to promote Leicester regionally as a retail destination and to source more products locally
	Food & Drink	Cross-cluster collaboration initiative with links into technology, construction, printing, packaging, retail and creative services	8	Leicester City Growth			X	X		Improved productivity and growth in the food and drink cluster as a consequence of inputs from and networking with the other City Growth clusters
	Technology	Technology network and actions to foster technology collaboration, ICT productivity, and a cluster approach to innovation	9	Universities/Leicester City Growth		O	X	X		Companies using local technology to innovate and using ICT to improve productivity
Spatial Issues	Cross-cluster	Leicester City Planning Summit	10	Leicester City Council	O				X	The construction industry and developers have a greater appreciation of and input into planning policy and process
		Develop cluster-based forecast for land usage and demand for themed industrial parks	11	Leicester City Council	O				X	Evidence to support demand for land usage policies specific to each of the five City Growth clusters
		Promote and expand a real estate support service to investors and local businesses	12	Leicestershire Promotions	O			O	X	An improved service for companies wishing to relocate within or to Leicester
	Construction	Negotiate construction projects timeline including local work packages	13	Leicester Regeneration Company	X	X	O	X	X	An increase in the number of local companies winning building, maintenance or supply contracts on large capital projects in Leicester
	Creative	Provide affordable creative workspaces with business support and mentoring	14	Leicester City Council		O	X		O	An increase in the number of businesses starting-up and surviving beyond three years in the creative industries
	Food & Drink	Map and action the availability and demand for food grade premises	15	Food & Drink Forum	X	O	O	X	O	An increase in the availability of food-grade premises
Technology	Support the installation of flexible and affordable world-class connectivity and services in the Science Park	16	Leicester City Growth		O	X	O		High technology companies requiring connectivity and collaborative services are attracted to locate to The Science Park	
Access to Labour	Cross-cluster	Research a demand-led forecast for skills and labour	17	Leicestershire Intelligence		X	O		O	An evidenced skills and delivery requirement for the five City Growth clusters to influence training provision and to improve employer investment in and engagement with training
		Enterprise Facilitation: tailored enterprise mentoring for people with the potential to start businesses	18	Leicester City Growth/LEGI			X	X		100 micro-enterprises and start-up businesses supported and trading as appropriate with cluster supply chains
		Provide a single access point for training	19	Leicestershire Chamber of Commerce		X		X		A greater confidence of employers to source and secure training for employees resulting in increased uptake of local training
		Establish a cluster-based Leicester City Growth apprenticeship scheme	20	Learning & Skills Council	X				O	10 apprenticeships within cluster companies and linked to cluster market opportunities
		1in2: implement and communicate policies to attract and retain young adults	21	Leicester City Council	X	O	O	O		Young adults feel more engaged with the City of Leicester
		Adopt a 'No Net Loss' target for jobs and business	22	Leicester City Council	X	O		O	O	A proactive response and coordinated approach towards the threat of job losses and the opportunity for job creation
		Leverage multi-ethnic workforce and international connections	23	Leicester City Growth	X	X	O	O	X	An increase in the number of Asian and Black employees working in the five City Growth clusters. Four new international links established through international students studying in Leicester.
	Construction	Evidence-led skills and careers initiatives linked to HE, FE and schools	24	Construction cluster		X	O	O	O	A greater awareness of and opportunities for careers in construction
	Retail	Improve management skills of micro-retailers and develop new models for retail skills support	25	Retail cluster		X	O		O	A greater awareness of and opportunities for careers in retail and reduced number of retail business failures
	Food & Drink	Promote food production and retail as a career and encourage demand-led courses	26	Food & Drink cluster	O	X	O			A greater awareness of and opportunities for careers in food and drink manufacture and retail with courses that meet the needs of industry
Image & Identity	Cross-cluster	Create a cultural and cluster map of the City	27	LeicesterShire Promotions	X			X		A national awareness of the creative industries in Leicester and their links to other industries
		Leicester lectures: a programme to establish Leicester as a thought leader on the evolution of cities	28	Leicester City Growth	X		O	O	O	Leicester perceived as a dynamic and innovative city for business and community cohesion
		Run an annual innovation competition	29	Leicester City Growth	X	X	O	O		An increase in the number of companies and individuals thinking innovatively about services and products
		Leicester Connections: changing perceptions by making legible and linking commerce, place, projects and people	30	Leicestershire Promotions	X	O		X		An improved perception of Leicester as a business centre and improved experience for business visitors
	Creative	Raise cluster profile and showcase locally and nationally	31	Creative Leicestershire	O	O	X	O		A greater appreciation locally and nationally of the talent and expertise of the creative industries in Leicester
	Food & Drink	Creation and promotion of the Leicester ethnic food brand	32	Ethnic Food & Drink Forum	X	O	X			Leicester recognised as a world leader in ethnic and speciality food production