Leicester
City Council

MEETING OF THE ECONOMIC DEVELOPMENT, CULTURE AND TOURISM SCRUTINY COMMISSION

DATE: WEDNESDAY, 16 JANUARY 2013
TIME: 5:30 pm
PLACE: THE FOUNTAIN ROOM - GROUND FLOOR, TOWN HALL, TOWN HALL SQUARE, LEICESTER

Members of the Committee

Councillor Waddington (Chair)
Councillor Bhatti (Vice Chair)

Councillors Bhavsar, Cassidy, Chaplin, Chowdhury, Naylor, Shelton and Porter

Members of the Commission are invited to attend the above meeting to consider the items of business listed overleaf.

For Monitoring Officer

Officer contact *Angie Smith*
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PUBLIC SESSION

AGENDA

1. **APOLOGIES FOR ABSENCE**

2. **DECLARATIONS OF INTEREST**

   Members are asked to declare any interest they may have in the business on the agenda, and/or indicate that Section 106 of the Local Government Finance Act 1992 applied to them.

3. **MINUTES OF THE JOINT HERITAGE, LEISURE AND SPORT / ECONOMIC DEVELOPMENT, CULTURE AND TOURISM SCRUTINY COMMISSIONS** — **Appendix A**

   The minutes of the Joint Meeting of the Heritage, Leisure and Sport / Economic Development, Culture and Tourism Scrutiny commissions held on 14th November 2012 are attached, and Members are asked to confirm them as a correct record.

4. **MINUTES OF THE PREVIOUS MEETING** — **Appendix B**

   The minutes of the meeting of the Economic Development, Culture and Tourism Scrutiny Commission held on 28th November 2012 and 20th December 2012 have been circulated, and Members are asked to confirm them as a correct record.

5. **QUESTIONS, REPRESENTATIONS OR STATEMENTS OF CASE**

   The Monitoring Officer to report on the receipt of any questions, representations or statements of case received in accordance with Council procedures.

6. **PETITIONS**

   The Monitoring Officer to report on the receipt of any petitions received in accordance with Council procedures.

7. **ECONOMIC IMPACT OF AUDIENCE EXPENDITURE BY VENUE** — **Appendix C**

   The Appendix to the final report ‘Review of grants to major city arts venues’ tabled on 20th December 2012 is attached. Members are asked to note its contents.

8. THE LEICESTER AND LEICESTERSHIRE ENTERPRISE PARTNERSHIP - ECONOMIC GROWTH PLAN 2012 - 2020 **Appendix D**

Supporting papers include the LLEP Economic Growth Plan 2012 – 2020.

9. ANY OTHER BUSINESS

Appendix A

Leicester City Council

Minutes of the Meeting of the
JOINT MEETING OF THE HERITAGE, LEISURE AND SPORT SCRUTINY COMMISSION AND ECONOMIC DEVELOPMENT, CULTURE AND TOURISM SCRUTINY COMMISSION

Held: WEDNESDAY, 14 NOVEMBER 2012 at 5.30pm

P R E S E N T :

Councillor Dr Barton (Chair)
Councillor Bhatti (Vice Chair)

Councillor Naylor

Councillor Bhavsar
Councillor Chaplin
Councillor Grant
Councillor Kamal
Councillor Cassidy
Councillor Fonseca
Councillor Joshi
Councillor Newcombe

IN ATTENDANCE

Sir Peter Soulsby - The City Mayor
Councillor Clair – Assistant City Mayor, Culture, Heritage, Leisure and Sport

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1. ELECTION OF CHAIR

RESOLVED:
that Councillor Barton be elected as Chair for the meeting.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllrs Waddington and Shelton, who were elsewhere on Council business.

3. DECLARATIONS OF INTEREST

Councillor Joshi declared that he was a member of the Leicester Council of Faiths.

The City Mayor declared that his daughter had a business in the Cultural Quarter and was also Chair of the Cultural Quarter Business Association and he had therefore not been involved in discussions relating to the St George's celebrations in that area or the Comedy Festival, as his daughter's bar had been a venue for Comedy Festival events.

4. MINUTES OF THE PREVIOUS MEETING

Members of the Commission were asked to agree the minutes of the previous Joint meeting of the Heritage, Leisure and Sport Scrutiny Commission and the Economic Development, Culture and Tourism Scrutiny Commission held on 31 October 2012.

A view was expressed that the minutes on the whole were not a fair reflection of the meeting. After some discussion, Members came to the view that the minutes were in general a fair reflection of the meeting subject to the following amendments:

Humberstone Park Bonfire:

'If the Humberstone Bonfire event did not take place, there might be problems with illegal bonfires in the Ward and in addition, many people would not be able to afford the bus fares or taxi fares to travel to and from Abbey Park'.

Amended minute to read:

If the Humberstone Bonfire event did not take place, there might be problems with illegal bonfires in the Ward and surrounding Wards, and in addition, many people would not be able to afford the bus fares, taxi fares to travel to and from Abbey Park and the entrance fees.

'Questions were raised as to whether the Police and Fire Authority had been consulted. Officers responded that the issue of bonfires had been discussed with the Police in general although there had not been specific consultation on this proposal'.

Amended minute to read:

Questions were raised as to whether the Police and Fire Authority had been consulted. Officers responded that the issue of bonfires had been discussed with the Police in general although there had not been specific consultation on this proposal. Officers were unsure as to whether the Fire Authority had been consulted.

RESOLVED:

that the minutes of the Joint Meeting of the Heritage, Leisure and Sport Scrutiny Commission and the Economic Development, Culture and Tourism Scrutiny Commission, subject to the above amendments, be confirmed as a correct record.

5. FESTIVAL AND EVENTS REVIEW PROPOSALS

The City Mayor presented the report of the Festival and Events Review proposals. He explained that consultations on the Festival and Events Review had taken place during the Spring and Summer in 2012. Events which received funding of less than £5,000 had not been scoped into the Review.

Dave's Comedy Festival

Members raised queries concerning the business case submitted by Dave's Comedy Festival for additional funding. The festival organisers had requested £15,000 and £5,000 had been approved. The Director of Culture and Neighbourhood Services explained that discussions had been held with the Big Difference Company in relation to Dave's Comedy Festival around their financial sustainability and future growth. Having some additional funding to enable them to seek further sponsorship was important to them. The additional funding was agreed after consideration was given to the investment that the Comedy Festival brought to the city.

There was some discussion relating to the Gujarati Comedy Festival. Concern was expressed that this festival did not receive any financial support, although it had been running for several years and was very popular. The Director of Neighbourhood Services responded that she thought that the festival did run as part of Dave's Leicester Comedy Festival, but like other events in the festival, this did not mean it would receive direct financial support. The Member Support Officer to the Scrutiny Commission advised that the Gujarati Comedy Festival had been allocated funding in the past from the Belgrave and Latimer Community Meeting budget. In response to questions raised, The Director of Culture and Neighbourhood Services explained that £18,000 had been allocated to Dave's Comedy Festival compared to the overall const of the festival of £140,000.

A comment was raised that it would have been helpful for Councillors to have fuller details and a rationale for decisions that were made. Any commercially sensitive information could be considered during private session.

Members also commented that they needed to be informed if other organisations had requested additional funding and had been turned down. They also needed to be assured that the festivals in question were being treated fairly and equally. Comments from Members were also received that Dave's Comedy Festival had received an extra £5,000, whilst it also brought in £2m into the city.

Belgrave Mela

Concerns were raised that the Belgrave Mela might lose its identify if it was incorporated into part of a wider festival. If the Mela was moved to the August Bank Holiday weekend, it might overshadow another, quieter festival also being held at the same time. The number of visitors to the festival might also be affected because of financial and time constraints. Concerns were also expressed that the stall holders who currently attended the Belgrave Mela, might not be able to attend the event if it was staged at a different time of year. The City Mayor advised that these issues could be given further consideration.

Leicester International Music Festival

Members noted that it was proposed to enter into a one year funding contract with the Leicester International Music Festival and the reason for this was queried. The Cultural Quarter Project Director explained that generally there was a one year funding contract for those festivals which received under £10,000 as the contractual requirements associated with this level of funding were appropriate to the size of the grant.

Cultural Quarter and Christmas Lights

Members referred to the Cultural Quarter and explained that a request had been received from Curve to extend the Christmas lights to that area. There was support from Members for this idea and comments were made that the Cultural Quarter had a state of the art theatre, but only one tree with Christmas lights. A suggestion was made that a celebrity be invited to switch on the Christmas lights in the Town Hall Square The City Mayor advised that the presence of a celebrity may not significantly add to the value of the event as the Christmas lights switch on was already very popular. It was however suggested that a local celebrity with links to the city, such as one of the city's Olympic medal winners, might be a popular attraction, and they may also be willing to attend free of charge.

Carnival

The City Mayor explained that the Leicester Carnival was a very expensive event to deliver compared to carnivals held elsewhere. It was acknowledged that the organisers would not find it easy to deliver the festival with reduced funding, but officers felt that it was manageable and the organisers believed that it would be achievable. It was hoped that the carnival organisers would reduce costs and increase sponsorship for the event.

A query was raised as to whether officers could offer more support to groups such as this to enable them to become self-financing. The City Mayor responded that the council would be able to offer support to the Carnival organisers.

Concerns were raised that at the 2012 carnival, a large fence had been erected across the park which did not give a family friendly ambience to the event. The

City Mayor explained that the fencing had been erected as a health and safety measure to prevent unauthorised vehicles from accessing the park. A suggestion was made that perhaps in future, subject to costs, the fencing could be utilised in some way or have signs placed on it to explain why it was there.

Castle Park Festival

The City Mayor explained that whilst the Castle Park festival was a pleasant event, he thought that it would be more successful if it was delivered as part of a bigger festival. It was proposed to develop a new weekend heritage and arts festival with a focus on the old town area. Members commented that the city should celebrate the old town area but also that some people liked the current format of the Castle Park Festival, as a quieter calmer festival event prior to children returning to school after the summer holidays. The City Mayor added that he would be pleased to return to both of the scrutiny commissions at a future date to expand on proposals for this new festival.

Black History Month

It was noted that the proposed funding for Black History Month was £5,000 per annum for two years. Members were concerned that this created an anomaly, as they had been advised earlier in the meeting, that the Leicester International Music Festival only had a proposed funding contract or one year because the funding was less than £10,000. The Director of Culture and Neighbourhood Services explained that the reason for this was that the Black History Month would be tendered out and therefore a longer period of contract was offered to make it a more viable proposition.

Humberstone Park Bonfire

The City Mayor explained that an anomaly had been created in respect of the Humberstone Park Bonfire, as other bonfires across the city did not receive festival and events funding. He suggested that the surrounding wards might help to fund this event through their community meeting budgets and advice could be given from officers to make sure that the event was delivered safely. A query was raised as to whether there was sufficient officer capacity to be able to provide the necessary support to do this.

A strong concern was raised that local constituents were not supportive of this idea as the firework event at Abbey Park was not free. Local residents in the Charnwood Ward would not be able to afford taxi fares, bus fares or entrance fees into the park and they felt that funding for the Humberstone Park Bonfire should come from the central budget rather than from the community meeting budget. The City Mayor responded that he appreciated there would be people who could not afford to attend the Abbey Park Bonfire, but that issue was not unique to the Charnwood Ward. It was however important that there was consistency across the city and also important that there was the capacity to help communities deliver such events themselves. In response to a question, the meeting was advised that it was not possible to charge an entrance fee for the Humberstone Park Bonfire as the park could not be secured.

A comment was raised that the Humberstone Park Bonfire was a fantastic event enjoyed by people from five neighbouring wards. It was suggested that if those five wards supported the event through their community meeting budget and the council agreed to 'top up' the funding, the event could still be delivered. The City Mayor responded that if the Councillors from the five Wards took these proposals back to the Ward Community Meeting and received an endorsement to support the bonfire event, then it would be possible to approach him for funding for the event to be 'topped up' by approximately £4,000. In response to a query, the City Mayor added that this 'top up' money would not be taken from the funding set aside for new festivals, as that would be needed to support other events.

Members were generally of the view that this presented a suitable compromise and they indicated that they supported this proposal.

Navratri, Dashera and Diwali Festivals

The City Mayor explained that these festivals were extremely important, they brought many people into the city and were enjoyed by people of different faiths.

Members of the Commission commented that the proposal to reduce the funding for these festivals was disappointing. It was acknowledged that O2 currently provided generous sponsorship to the Diwali festivals and a query was raised as to whether some of the companies who advertised in the Diwali booklet might also be interested in sponsoring the event.

A suggestion was made that if funding for these three events were combined, there could be some flexibility as to how funding was allocated to each of the three festivals. Concerns were raised that Dashera had strong cultural as well as religious elements and funding for this event should continue.

Concerns were raised generally over the proposed funding cut for Dashera on the grounds that it was a religious event. Members commented that Christ in the Centre was a religious event yet continued to receive funding. The City Mayor explained that Christ in the Centre was organised independently and received only modest support from the Council. Dashera had a very strong religious element to the event and was delivered by the Festivals and Events Team.

Concerns were raised that more consultation over the proposals was needed and the Assistant City Mayor, Culture, Heritage, Leisure and Sport explained that there would be a special meeting with the Leicester Hindu Council on 19 December. Members also commented that issues relating to the funding of religious events had been raised at the previous meeting, and clarity was still needed regarding this.

Festivals and Events Networking Group, Review of Marketing and the Development and Delivery of new Festivals

Members commented favourably on the proposals to establish a networking group or forum, stating that it was important for the different groups to work together. It was hoped that there would be template to help groups to plan when organising an event and that there would be input from officers as well. The Director of Culture and Neighbourhood Services responded that there was an events pack to help people plan and that the Festival and Events team would offer advice. It was intended that the council's festivals and events team would facilitate the forum.

Members commented that investment into new festivals and events was extremely important and it was hoped that this might help the smaller festivals towards becoming self- financing.

The City Mayor referred to an event in Gallowtree Gate which had been organised by Voluntary Action Leicester (VAL). There had been approximately 80 stalls with many potential volunteers. He added that the views of the Joint Scrutiny Commission towards informing the future plans for a new City Festival were also very helpful.

RESOLVED:

that it be agreed:

1) that the Joint Scrutiny Commission (the Commission) supports the objectives of the review, particularly the need to reshape the existing programme and also to develop new programmes and events;

2) that the consultation process in the review is considered to be important and it is recognised that many festivals can have a city-wide impact. It is accepted that the consultation on the new proposals will have taken place on a city-wide basis; consultation at ward meetings may be considered to be a further, more local, level of consultation which could in future be deployed more widely;

3) that the Commission has concerns about the level of financial information provided to the commission. The business case by the council for providing funds, should be available, if appropriate, to the Commission as part of a transparent consultation process;

4) that the Commission recognises that the possible moving of the Belgrave MELA to the Bank Holiday weekend is a matter of negotiation with the organisers, but is concerned that any move of this event should not be to the detriment of either the MELA or other events which might be overshadowed by it;

5) that the Commission recommends that when considering the sustainability of an event or festival, the council should:

a) consider the extent to which organisers can raise funds for and from a festival or event; and

b) assess the sustainability of the organisation and the event and how capacity will be built into both the organisation and the event.

6) that the Commission notes consideration by the City Mayor regarding the sustainability of the Humberstone Park Bonfire event, including the potential for top-up funding or support from local ward community meetings if a community led proposal comes forward;

7) that the Commission welcomes the approach by the City Mayor to have talks with the Leicester Hindu Festival Council about the totality of future funding of the three festivals – Navratri, Diwali and Dashera – with the objective that the Dashera festival is able to continue;

8) the Commission re-iterates its support for the creation of a festivals and events forum, and ask that recommendations from this meeting be referred to that forum;

9) that the Commission support the idea of a idea of a better and more co-ordinated marketing of festivals and events; and

10) that the Commission is of the view that the Council needs to clarify its policy in relation to the supporting of the events which are considered to be wholly religious and how this term is defined.

6. CLOSE OF MEETING

The meeting closed at 9.08pm.

Appendix C

Leicester City Council

Economic Development Culture and Tourism Scrutiny Commission

A review of the value for money provided by the grants and subsidies made by the City Council to the following key iconic venues within the city:

- De Montfort Hall
- Curve Theatre
- Phoenix Square

Appendix to final report

Economic impact of audience expenditure by venue

Christopher Maughan / Richard Fletcher
Arts and Festivals Management
De Montfort University
January 2013

Appendix: Economic impact of audience expenditure by venue

The main report provided a generic overview of the impact of audience expenditure for the three venues and for the city. The figures presented in that report are based on the post code analysis of the audiences that participated in online surveys administered by the three venues.

This additional report provides a more detailed analysis in order to provide the venues and the city council with a deeper understanding of the economic impact of the audiences' expenditure[1]. This work includes figures for audience expenditure with two different profiles:

1. Online sample (ol): the post code analysis of audiences obtained from the three online surveys administered by each venue
2. Mailing list profile (ml): the post code analysis of the audiences at the three venues based on the mailing list data provided by each venue.

In all cases these are expressed as Non LE (Other), Other LE (County) and LE1-5 (City). There is little difference between the two samples.

This report offers more information about how much and where the audience's expenditure was made and more information on how the different areas of expenditure correlated with the distance travelled i.e. where the audience comes from (other:county:city).

The key figures for all three venues are:

- Total expenditure by the audiences at the three venues: Online sample = £12.17m, Mailing list profile = £12.21m (A difference of only 0.33%).
- Audiences attending DMH spend more per head than audiences at Curve (+41%) and Phoenix (+265%).
- In venue expenditure by all audiences in the three venues totalled between £9.91m (ol sample), and £9.92m (ml sample).
- Out of venue expenditure by all audiences in the three venues totalled between of £1.57 (ol), £1.60m (ml sample).
- Applying a multiplier of 1.5 then the total economic impact of the audience's 'out of venue' expenditure may be between £2.36m (ol) and £2.4m (ml), or up to £0.25m more than the value of the city council's grants to the three venues.

[1] The contributors to the online surveys carried out in October and November 2012 are the source of the financial data used in this report. The economic impact discussed is related to audience attendances reported for 2011/12. Audience responses to the online surveys provided financial data from their last visit. It is possible that some have provided information from 2010/11 but these instances will be limited. Some of the audience provided no financial information so the figures in this report are underestimates.

And more than the £ph subsidy that the audiences receive as a consequence of the financial support by the city council.

- Expenditure by Non LE audiences ‘out of the three venues’ is around £0.5m. Of which 50% is from expenditure by Curve audiences, 48% by DMH and 2% by Phoenix.

- There may be scope for the development of specific packages for tourists /Non LE residents. The evidence from this research of this group’s willingness to spend significantly higher levels per head/group could increase the economic impact and benefits for the city. But for this to happen the business sector needs to be proactive in recognising the potential benefit to them and to work with the cultural sector/venues/LPL on the development and promotion of appropriate packages.

- If time had allowed then the economic impact of each venue’s own expenditure could have been calculated and this would have increased this estimate of the economic benefit to the city significantly.

- Jobs supported: in addition to the 150 posts supported by the three venues a further 93 jobs may be supported by the ‘out of venue’ expenditure by the audiences (utilising an average weekly earnings value of £500pw).

‘Out of venue’ expenditure is that expenditure which is most likely to remain in the local economy and over time help to support businesses and employment complementary to that within the venues.

The key figures by venue are:

Curve:

- Audience expenditure was between £5.33-£5.37m of which 80% was spent ‘in venue’, 14% ‘out of venue’ and 6% on ‘transport’.

- Those who travel further spend more, overall the Non LE audience spent 26% more per head than city residents; ‘out of venue’ the Non LE audience spent 200% more per head than city residents. The total ‘out of venue’ expenditure by all audience may lie between £746k and £757k (£1.12m and £1.14m when a multiplier is applied).

- Non LE residents account for between 14% and 16% of the venue’s audience profile but ‘out of venue’ they account for between 31% and 34% of the expenditure calculated. The total expenditure by Non LE may lie between £228m and £260m (£340k-£360k when a multiplier is applied).

- There is little evidence of large numbers booking hotel accommodation but this may increase if the packages proposed below are developed and promoted jointly through respective mailing lists/websites – Curve/business partner/LPL etc.

- The development of packages of accommodation/eating/shopping for targeted events/weekends may boost these figures. A shift of 2% each from city and county to Non LE (16% to 20%) could result in an increase of around £50,000 in out of venue expenditure. On the basis of the data obtained through the surveys each 1% change from city/county to other (Non LE) may result in an increase of more than £10k in ‘out of venue’ expenditure.
- ‘In venue’, audiences from the city and county appear to be making more use of the venue’s café and bar than those from Non LE which may be more likely to include a meal out in their visit to Leicester.
- ‘Transport’: the data support the general trend that those who travel further spend more.

DMH:

- Audience expenditure was between £5.73-£5.81m of which 83% was spent ‘in venue’, 11% ‘out of venue’ and 6% on ‘transport’.
- Overall the Non LE audience spent 24% more per head than city residents in attending the venue; ‘out of venue’ Non LE spent 159% more per head than city residents. The total ‘out of venue’ expenditure by all the audience at DMH may be between £616k and £636k (£924k and £954k when a multiplier is applied).
- Non LE residents account for between 17% and 19% of the venue’s audience profile but ‘out of venue’ they account for between 35% and 38% of the expenditure calculated. The total by Non LE may lie between £217k (ol) and £243k (ml) (£326k and £365k when a multiplier is applied).
- There is little evidence of large numbers from Non LE booking hotel accommodation but this may increase if the packages proposed are developed and promoted jointly through respective mailing lists/websites – DMH/business partner/LPL etc.
- The development of packages of accommodation/eating/shopping for targeted events/weekends may boost these figures. A shift of 1% each from city and county to Non LE (19% to 21%) could result in an increase of around £15,000 in out of venue expenditure.
- ‘In venue’, audiences from the city and Non LE appear to be making more use of the venue’s bar than those from the county but the difference is only £8.60 across the three categories.

- ‘Transport’: the data support the general trend that those who travel further spend more.

Phoenix:

- Audience expenditure was between £1.07-£1.08m of which 76% was spent ‘in venue’, 19% ‘out of venue’ and 5% on ‘transport’.
- In contrast to Curve and DMH the more local appeal of Phoenix is reflected in the fact that overall the local audience (LE1-5) spent more per head than the audiences from the county and Non LE; ‘out of venue’ Non LE spent 17% more per head than city residents. The total ‘out of venue’ expenditure by all the audience at Phoenix may be between £207k and £208k (£311k and £312k when a multiplier is applied).
- Non LE residents account for around 4% of the venue’s audience profile and ‘out of venue’ they account for around 5% of the expenditure calculated. The total by Non LE may is around £10k (ol & ml), (£15k when a multiplier is applied).
- There is no evidence of Non LE audience booking hotel accommodation but this may increase if packages are developed and promoted jointly through respective mailing lists/websites – Phoenix/business partner/LPL etc.
- Given the dominance of local and county residents in the audience profile for the ongoing programme then the development of packages of accommodation/eating/shopping may be more appropriate for niche events/festivals. A shift of 5% each from city and county to Non LE (2% to 12%) could result in an increase of around £6,000 in out of venue expenditure on the basis of current figures.
- ‘In venue’, audiences from the city and Non LE appear to be making more use of the venue’s bar/restaurant than those from the county but the difference is only £2.23 across the three categories.
- ‘Transport’: the data support the general trend that those who travel further spend more.

Appendix: All audience expenditure (In Venue, Out of Venue, Transport)

In this and the following tables data is presented for the audience as follows: Sample = online sample, Database = mailing list profile supplied by venue. Figures are percentages in the following format: Non LE/county/city.

All £							
Curve		£ph	% diff £ph	Sample £ % 14:57:29	% contribution by sample	Database £ % 16:45:39	% contribution database
	Non LE	86.19	26%	863,079	16%	986,376	18%
	County	75.60	10%	3,082,312	57%	2,433,404	46%
	LE1-5	68.54		1,421,817	26%	1,912,098	36%
	Total			5,367,208		5,331,879	
All £							
DMH		£ph	% diff £ph	Sample £ % 17:55:28	% contribution by sample	Database £ % 19:33:48	% contribution database
	Non LE	121.65	24%	1,189,111	21%	1,329,006	23%
	County	93.66	-4%	2,962,112	52%	1,777,267	31%
	LE1-5	97.87		1,575,737	28%	2,701,263	47%
	Total			5,726,959		5,807,536	
All £							
Phoenix		£ph	% diff £ph	Sample £ % 4:36:60	% contribution by sample	Database £ % 4:39:57	% contribution database
	Non LE	28.63	-2%	44,668	4%	44,668	4%
	County	25.07	-14%	351,981	33%	381,313	36%
	LE1-5	29.12		681,461	63%	647,388	60%
	Total			1,078,110		1,073,369	
Total £ All audience for all three venues				12,172,277		12,212,784	

Notes: Overall, the Non LE audience at Curve/DMH spend significantly more than city/county audience.

At Phoenix the LE1-5 audience spend more than the audience from the county/Non LE indicating perhaps that local audiences may be more likely to have a meal or a drink in the venue prior to seeing a film.

Appendix: Audience expenditure - In Venue

In Venue £							
Curve		£ph	% diff £ph	Sample £ % 14:57:29	% contribution by sample	Database = % 16:45:39	% contribution database
	Non LE	52.30	-10%	523,755	12%	598,577	14%
	County	63.00	8%	2,568,684	60%	2,027,908	48%
	LE1-5	58.40		1,211,416	28%	1,629,146	38%
	Total			4,303,855		4,255,631	
In Venue £							
DMH		£ph	% diff £ph	Sample £ % 17:55:28	% contribution by sample	Database = % 19:33:48	% contribution database
	Non LE	88.90	4%	868,998	18%	971,233	20%
	County	80.30	-6%	2,539,488	53%	1,523,693	31%
	LE1-5	85.62		1,378,482	29%	2,363,112	49%
	Total			4,786,967		4,858,037	
In Venue £							
Phoenix		£ph	% diff £ph	Sample £ % 4:36:60	% contribution by sample	Database = % % 4:39:57	% contribution database
	Non LE	18.60	-17%	29,016	4%	29,016	4%
	County	18.64	-17%	261,692	32%	283,500	35%
	LE1-5	22.38		523,627	64%	497,445	61%
	Total			814,335		809,961	
Total £ All audience for all three venues				9,905,157		9,923,629	

Notes: the pattern of expenditure noted above is less evident in the audiences' expenditure 'in venue'; indeed Non LE spent less in Curve than city and county residents.

Phoenix: As noted before the LE1-5 audience spent 17% more per head than the county and Non LE audiences in the Phoenix suggesting that local residents who visit Phoenix are more likely to include expenditure at the bar/café than those from the county and beyond.

In venue expenditure, the ticket yields at Curve and DMH were difficult to compare for this report due to different accounting procedures but the greater capacity at DMH contributes to the higher expenditure recorded. The larger per head expenditure is partly accounted for by the larger group size noted for DMH compared to Curve.

Appendix: Audience expenditure – Out of Venue

Out of Venue £							
Curve		£ph	% diff £ph	Sample £ % 14:57:29	% contribution by sample	Database = % 16:45:39	% contribution database
	Non LE	22.74	200%	227,742	31%	260,277	34%
	County	8.84	17%	360,455	48%	284,570	38%
	LE1-5	7.59		157,397	21%	211,671	28%
	Total			745,594		756,518	
		Out of Venue £					
DMH		£ph	% diff £ph	Sample £ % 17:55:28	% contribution by sample	Database = % 19:33:48	% contribution database
	Non LE	22.23	159%	217,298	35%	242,863	38%
	County	8.26	-4%	261,223	42%	156,734	25%
	LE1-5	8.57		137,977	22%	236,532	37%
	Total			616,498		636,128	
		Out of Venue £					
Phoenix		£ph	% diff £ph	Sample £ % 4:36:60	% contribution by sample	Database = % % 4:39:57	% contribution database
	Non LE	6.73	17%	10,504	5%	10,504	5%
	County	4.50	-22%	63,237	30%	68,506	33%
	LE1-5	5.75		134,442	65%	127,720	62%
	Total			208,183		206,730	
Total £ All audience for all three venues				1,570,274		1,599,376	

Notes: the Non LE audiences at Curve and DMH spend far more out of the venues than city and county audiences. This is consistent with the view that audiences travelling further are more likely to make a ‘special event’ of a trip to a show at these venues with the addition of a meal out/shopping etc. Hotel accommodation did not register highly as an expenditure item.

Phoenix does not routinely attract audiences from outside of the city/county in the same quanities. Expenditure outside of Phoenix is less per head than that recorded for the other two venues.

Appendix: Audience expenditure - Transport

Transport £							
Curve		£ph	% diff £ph	Sample £ % 14:57:29	% contribution by sample	Database = % 16:45:39	% contribution database
	Non LE	11.14	336%	111,582	35%	127,522	40%
	County	3.76	47%	153,173	48%	120,926	38%
	LE1-5	2.56		53,004	17%	71,281	22%
	Total			317,759		319,730	
Transport £							
DMH		£ph	% diff £ph	Sample £ % 17:55:28	% contribution by sample	Database = % 19:33:48	% contribution database
	Non LE	10.52	186%	102,833	32%	114,931	37%
	County	5.10	39%	161,288	50%	96,773	31%
	LE1-5	3.68		59,248	18%	101,568	32%
	Total			323,369		313,272	
Transport £							
Phoenix		£ph	% diff £ph	Sample £ % 4:36:60	% contribution by sample	Database £ = % % 4:39:57	% contribution database
	Non LE	3.30	230%	5,148	9%	5,148	9%
	County	1.93	93%	27,053	49%	29,307	52%
	LE1-5	1.00		23,392	42%	22,222	39%
	Total			55,593		56,677	
Total £ All audience for all three venues				696,720		689,679	

Notes: This item provides an objective check on the overall validity of the data obtained from this consultation exercise. It was expected that those who travelled furthest should report higher levels of expenditure on transport. This is the case for all three venues when expenditure on transport is compared against the figures reported by those from within the LE1-5 cohort.

The sums reported are not high as a proportion of total expenditure, nonetheless compared to LE1-5 residents expenditure by those from outside of the county ranged from 186% (DMH) to 336% for Curve. Figures for those from within the county range from 39% (DMH) to 93% (Phoenix) of the amount spent on transport reported by those from within LE1-5 (the city).

A detailed analysis of distance travelled would reveal more about the catchment of the different venues but the evidence presented here indicates that the audiences that travel for shows at Curve and DMH include some who travel larger distances than the travelling audience for Phoenix.

Leicester & Leicestershire Enterprise Partnership

Economic Growth Plan

2012 – 2020

Appendix D

Contents

Foreword

I am delighted to present this Economic Growth Plan for Leicester and Leicestershire. This plan sets out our bold ambitions for the local economy and our intention to champion the changes needed to achieve a thriving and sustainable economy for the future.

This is an exciting time for Leicester and Leicestershire and we have significant opportunities to drive economic growth by working effectively together in a true partnership. I am pleased that so many people have helped us to develop this plan, by identifying the opportunities and challenges facing local businesses and people. We have taken your views on board to develop a vision for our economy which is ambitious but at the same time realistic and plays to the strengths identified in our extensive research.

The plan articulates the pivotal role the LLEP will play in the future of our area - by attracting new investment and supporting local businesses to grow and create new sustainable jobs. We also aspire to increase the number of high-technology and knowledge-based businesses in our area, building on the expertise in our three world-class universities. This will improve our competitive advantage in an increasingly competitive global economy.

We will need the full commitment and support of local and national partners to realise our ambitions and successfully deliver the plan's priorities.

I hope that you share our ambitions for Leicester and Leicestershire and will help us to make this vision a reality.

Andrew Bacon
Chairman

Introduction

Local Enterprise Partnerships were established by Government to drive economic growth and rebalance local economies.

The Leicester & Leicestershire Enterprise Partnership (LLEP) was formed in May 2011 to lead economic growth across Leicester and Leicestershire. The partnership consists of public, private and third sector bodies and is formally recognised by Government. This Economic Growth Plan sets out the LLEP's strategic objectives, priorities and actions and is in part an economic development plan, infrastructure investment plan and a labour market plan. It recognises the interconnected contribution of commerce, people and infrastructure to a successful and sustainable economy.

It is a plan which recognises the unique characteristics of different areas of the City and County and is built upon a new relationship and a new spirit of partnership. The LLEP will play a lead role in co-ordinating this plan and will rely on the full commitment and support of its constituent local and national partners for its successful delivery.

The strategic objectives and priorities set out in the plan cover the time period 2012 to 2020. However, we recognise that the activities to realise our ambitions will change over this eight year period as new opportunities arise. This document has identified priority actions for the first three years of the plan period to reflect the need for flexibility in the later years.

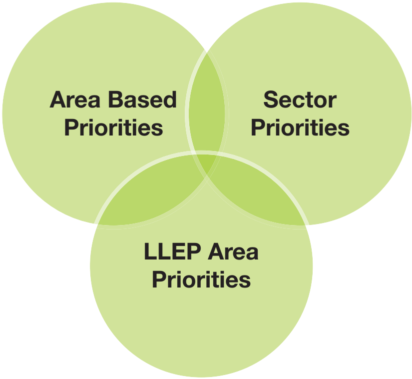
Our Ambition

By 2020 we will:

- Create 25,000 additional private sector jobs
- Attract £2b private sector investment
- Increase Gross Value Added (GVA) by £4b to £23b

Role of LLEP

The ambition is bold and visionary whilst at the same time realistic and sustainable. This plan identifies opportunities to lever significant local and national public and private investment and resources. It has been informed by engagement with key stakeholders from the LLEP's nine priority sectors and through area-based discussions led by the local authorities. Through this approach, the partnership has gained both political and business community support for its ambition, strategic objectives, priorities and actions.



It is important that the partnership, as a collective, adds value to the efforts of individual member organisations to support local economic growth. The LLEP's role is to add value by:

- **Engaging** with the business community, local authorities, universities, further education/training providers and the voluntary sector
- **Facilitating** local partnership working and relations with national Government
- **Influencing** national Government economic policy and spending
- **Investing** LLEP funding and aligning partner resources

Strategic Objectives & Priorities

The operating model below sets out the LLEP's role, strategic objectives and priority sectors.

ENGAGE FACILITATE INFLUENCE INVEST

Accelerate existing enterprise growth	Improve survival and productivity	Facilitate new sector development
Distribution and Logistics Food & Drink Manufacturing Tourism and Hospitality	Knowledge Based High-Tech Manufacturing Business & Financial Services	Environmental Technologies Space and Aerospace Creative Design

Match skills supply with demand →

Increase availability of employment land and infrastructure →

Support enterprise growth and investment →

Match available capital to enterprise growth →

ECONOMIC GROWTH

This Economic Growth Plan has been informed by a comprehensive review of evidence. This is presented in the Leicester and Leicestershire Economic Assessment (EA) which can be accessed at **www.llep.org.uk**. The EA highlights the LLEP area's many strengths and opportunities along with factors that could constrain future growth. The evidence suggests a need to improve productivity, to improve skills (especially in Leicester City) and the opportunity to build on the strong performance exhibited by our businesses. From our review of evidence and consultation with partners and businesses, the following strategic objectives and priorities have emerged as critically important to enable our economy to grow:

Match skills supply with demand
Improve engagement between employers and training providers
Increase number and flexibility of work placements, apprenticeships and internships
Improve careers advice in schools, FE and HE
Address worklessness by raising ambition and employability skills
Increase availability of employment land and infrastructure
Increase the availability of 'fit for purpose' high quality employment land and premises
Ensure transport infrastructure supports future economic growth
Promote the need for high quality digital infrastructure
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
Support innovation and technologies for new processes and product development
Attract foreign and domestic inward investment
Simplify business regulation through the 'Better Business for All' project
Support local SMEs* to procure public and private sector contracts
Match available capital to enterprise growth
Secure European and national Government funding
Improve access to capital finance for SMEs
Invest LLEP resources to support economic growth
Utilise public sector assets for economic growth

* Small to medium sized enterprises

Match skills supply with demand

The Government has identified that the UK as a whole is falling behind competitor nations in terms of educational attainment and that the country needs to improve its performance to remain globally competitive. In this context, it is a concern to see that our area performs below the national level on many qualifications indicators. There is a need to improve our resident skills base, especially in Leicester City, capitalising on the opportunities provided by our three world-class universities and strong FE and education sectors. In particular, the LLEP would like to stimulate local demand for high-level skills by supporting the growth of knowledge-based businesses.

Evidence from our recent survey of 1,000 local businesses indicates some mismatch between the supply of skills and the needs of businesses. One in four recruiting businesses had experienced difficulties in filling recent vacancies, with problems experienced across a wide range of occupations and skill levels. In many instances, the difficulties were due to a lack of applicants with the appropriate skills. Some employers reported that applicants were not 'job ready', especially young people, suggesting a need to improve 'employability skills'. Businesses also commented that skills shortages in the labour market and skills gaps in their workforce could constrain future growth. Based on this evidence, the LLEP has decided to focus its efforts on facilitating better engagement between employers and training providers, with emphasis on promoting work placements, apprenticeships and internships.

There have been substantial changes to the infrastructure supporting the funding of skills development and careers advice. The LLEP considers it important to fill some of the gaps created through these changes, especially supporting the provision of good quality careers advice. This should not only seek to raise aspirations, but also communicate the full spectrum of opportunities including the promotion of enterprise as an option.

Key Actions for 2012 to 2015

Improve engagement between employers and training providers

- Develop a Skills Demand Plan to influence future skills and training delivery
- Establish relationships with key employers
- Lead co-ordination into the World Skills events
- Prepare and implement the Enterprise Zone Skills Plan with MIRA
- Encourage employment opportunities for young people

Increase number and flexibility of work placements, apprenticeships and internships

- Support sector-based higher level apprenticeships through the Higher Apprenticeship Fund (HAF)
- Embed training and apprenticeship opportunities into key physical developments
- Increase work experience placements for young people by working with relevant agencies and promoting volunteering
- Support the delivery of a local authority internship scheme

Improve careers advice in schools through to FE and HE

- Deliver sector based careers events in partnership with relevant agencies
- Influence schools to provide access to independent and impartial careers advice and guidance
- Promote enterprise in schools, colleges and universities

Address worklessness by raising ambition and employability skills

- Encourage local employers to support the Work Programme and other national programmes
- Work in partnership with the National Careers Service to promote take up of the free careers advice to adults
- Support the 'Leicester to Work' initiative
- Support the City and County Troubled Families programmes
- Explore the feasibility of an 'Exhibition of Work'
- Support the Big Lottery Talent Match programme

For a full list of actions see www.llep.org.uk

Increase availability of employment land & infrastructure

A balanced supply of employment land and premises is a prerequisite for an area to maximise its economic performance. A lack of ‘fit for purpose’ employment land and premises has restricted growth in the past, especially a limited supply of Grade A office accommodation in Leicester City. The LLEP will encourage investment in a number of locations throughout the area to grow knowledge-based and high value-added sectors. Working with partners, the LLEP will invest in key infrastructure to unlock and accelerate the development of new employment sites.

The LLEP area enjoys a strategic location in relation to the national road network with 95% of the English population accessible in four hours by road. East Midlands Airport is the second largest freight handling airport in the UK. These two factors have contributed to the presence of a strong transport and logistics sector in the area. In order to maintain and develop our competitive advantage, the area must further invest in transport infrastructure. Transport plans will need to enable people to access employment and training opportunities and cater for the additional transport demand likely to emanate from housing growth, without having a significant impact on traffic congestion. It is therefore important to make the best use of our transport system by focusing investments in the places where they will have the greatest economic benefits.

Results from the recent business survey indicate that ten per cent of businesses experience problems around broadband speeds. This is especially marked in the more rural areas. It will be important to address problem locations, as the rural economy is an important contributor to the area’s GVA and a lack of superfast broadband could act as a constraint to growth. Also, if we wish to encourage new enterprises in rural areas and promote home-working to alleviate transport pressures, it will be essential that people are supported by suitable digital infrastructure.

Providing the right type and quality of housing in the appropriate locations at an affordable price will be important to attract and retain people with the necessary skills for a prosperous and sustainable economy. There is a need to achieve a balance between the delivery of employment land/premises and housing. In the future, the two need to be considered together, along with wider infrastructure implications. Land availability will be a critical issue.

Key Actions for 2012 to 2015

Increase the availability of ‘fit for purpose’ high quality employment land and premises

- Commission a refresh of the employment land and premises study
- Lead the delivery of the MIRA Technology Park Enterprise Zone (MTP EZ)
- Support the delivery of key allocated employment sites, particularly those with a priority sector focus
- Invest in key infrastructure to unlock and accelerate the development of employment sites
- Invest in direct developments including business incubation centres, growing on space and land assembly schemes
- Engage with the commercial property developers to encourage investment and accelerate development
- Redevelop and upgrade redundant buildings to meet local business demand
- Develop a memorandum of understanding for ‘business friendly planning’

Ensure transport infrastructure supports future economic growth

- Ensure alignment of the City and County Council Local Transport Plans to support economic growth
- Secure major transport scheme funding into the LLEP area
- Lobby for the improvement and electrification of the Midland Mainline and improved East/West rail connections
- Support the Network Rail investment in rail freight infrastructure

Promote need for high quality digital infrastructure

- Increase the business demand for superfast broadband across Leicester & Leicestershire
- Support the delivery of the Leicestershire Broadband Plan
- Support the delivery of the superfast broadband and ethernet connection to existing and new employment areas

Increase the provision of a range of quality housing to support economic growth

- Co-ordinate the implementation of the Leicester and Leicestershire Local Investment Plan (LIP), including delivery of the Growth Transition Fund (GTF) programme
- Invest in key infrastructure to unlock and accelerate housing development sites

For a full list of actions see www.llep.org.uk

Support enterprise growth and investment

The area has a diverse economy which is not overly dependent on any one sector or a single large employer. The diverse economy is considered a strength as it makes the area less vulnerable to economic shocks. Nevertheless, the EA identified the need to create more private sector jobs in the economy to reduce dependency on public sector related employment. It is also considered desirable to further develop knowledge-based sectors, especially professional services, creative industries and high-tech manufacturing.

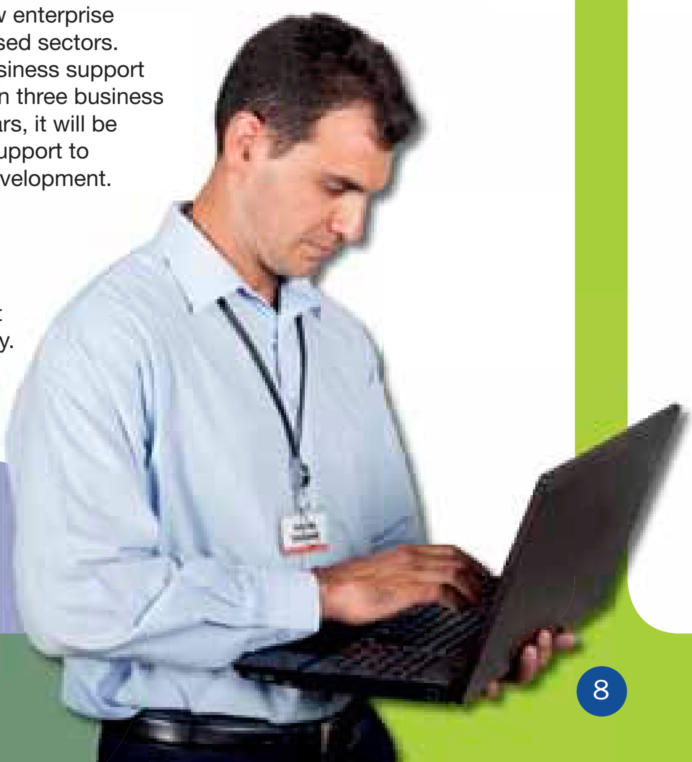
There have been substantial changes to the national funding and provision of business support services over the last year. This has led to gaps in terms of face-to-face support for start-up businesses, locally focussed investor development activity and sector-based initiatives to support existing businesses to help them grow.

The ability to retain our large employers in the locality is vital to the future of our economy, as this will maintain diversity and stability. However, to grow the knowledge economy, we must also encourage new foreign and domestic inward investment to the area, capitalising on the many advantages our area can offer.

About 30% of our businesses are investing in Research & Development (R&D) activities, suggesting that more could be done to promote innovation and investment in R&D. In addition, there are opportunities to retain investment in our local economy by helping local SMEs to secure contracts with the large public and private sector organisations located in our area.

The LLEP will actively encourage new enterprise creation, especially in knowledge-based sectors. Given the reduction in funding for business support nationally and the fact that only two in three business start-ups survive more than three years, it will be beneficial to provide local bespoke support to businesses in their early stages of development.

For many years, businesses have complained about bureaucracy and 'red-tape', with a third of local businesses rating this as a significant concern in our recent business survey. The LLEP now has an opportunity to address this through the 'Better Business for All' pilot.



Key Actions for 2012 to 2015

Provide effective business support to assist enterprises to start and grow

- Support local companies to access national business support programmes
- Deliver an investor development programme to support indigenous companies to grow
- Coordinate the delivery of sector based strategies and actions
- Commission a bespoke business support service for start-up and pre-start businesses
- Support the delivery of UKTI's international trade and export services
- Support the implementation of the Rural Economy Planning Toolkit

Support innovation and technologies for new processes and product development

- Develop strong collaboration with the Technology Strategy Board (TSB) and promote opportunities to local businesses
- Support the delivery of the ASDEC Vibration Technology Project
- Support the Space Applications Catapult Centre
- Support the Transport Technologies Catapult Centre at MIRA Technology Park

Attract foreign and domestic inward investment

- Deliver the UKTI Foreign Direct Investment Service
- Develop and deliver both general place marketing and bespoke campaigns for priority sectors
- Develop and maintain a LLEP area land and property database
- Identify and work with intermediaries to generate new enquiries
- Develop the 'Team Leicester & Leicestershire' offer for key events such as MIPIM

Simplify business regulation through the Better Business for All project

- Deliver the national pilot programme 'Better Business for All' (BBfA)
- Support the local Regulatory Services Partnership and Business Focus Panel
- Develop an accessible and coordinated local regulatory system
- Develop and foster a positive and productive relationship between local regulatory services and business
- Deliver BBfA the Business Support Scheme

Support local SMEs to procure public and private sector contracts

- Establish a Local Procurement Task Force to develop a new approach for local procurement
- Seek the support of the Leicester and Leicestershire Procurement Forum to deliver the Local Procurement Programme
- Simplify approach to public sector procurement practices for the benefit of local small businesses via a pilot project
- Engage with corporates to develop supply chains and procurement opportunities

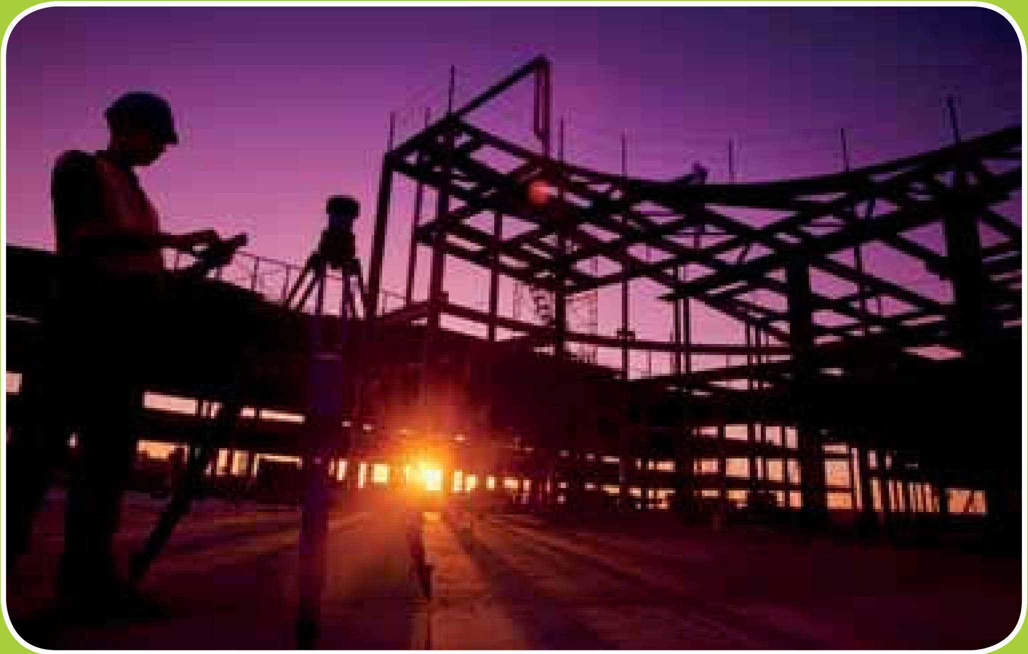
Match available capital to enterprise growth

The ability to attract new funding to the area will be essential to stimulate growth and accelerate development. The LLEP will play a pivotal role in identifying funding opportunities for the local economy and communicating these opportunities to partners and businesses. In particular, the LLEP has in-depth knowledge of funding rules/ requirements and can provide support to other partners and businesses to facilitate the submission of high quality bids. The LLEP will align funding with local economic priorities and identify match funding.

The LLEP will invest funding where it can have the most impact, for example through re-investment of the Enterprise Zone receipts and by influencing the Growing Places Fund investment programme. This will help to deliver key infrastructure projects to promote economic growth.

Our area has a high proportion of relatively small businesses with plans to grow. Some have struggled to access the finance they need to expand and diversify. The LLEP will support local businesses to access finance by promoting existing national schemes and establishing local partnerships between corporate banks and SMEs.

Finally, our area could make more efficient use of its public land and building assets and upgrade assets for private economic growth.



Key Actions for 2012 to 2015

Secure European and national Government funding

- Lead funding bids for EU and national resources to support the LLEP's economic priorities including Regional Growth Fund (RGF) programme bids
- Represent the LLEP on the European Regional Development Fund (ERDF) Local Management Committee (LMC) and LMC's Investment Sub-group
- Support private sector led bids for the Regional Growth Fund (RGF)
- Support Growth Innovation Fund (GIF) and Higher Apprenticeship Fund (HAF) bids

Improve access to capital finance for SMEs

- Promote the national access to finance programme to local companies
- Work with local businesses to access the asset backed RGF loan fund
- Establish local partnerships between the corporate banking sector and SMEs

Invest LLEP resources to support economic growth

- Deliver the Growing Places Fund (GPF) investment programme
- Re-invest the Enterprise Zone (EZ) receipts to deliver the LLEP Economic Growth Plan
- Explore alternative funding and investment models
- Identify opportunities for matching and aligning funding streams

Utilise public sector assets for economic growth

- Encourage efficient utilisation of local authority land and building assets
- Provide assistance to upgrade public land and building assets for private economic use

For a full list of actions see www.llep.org.uk

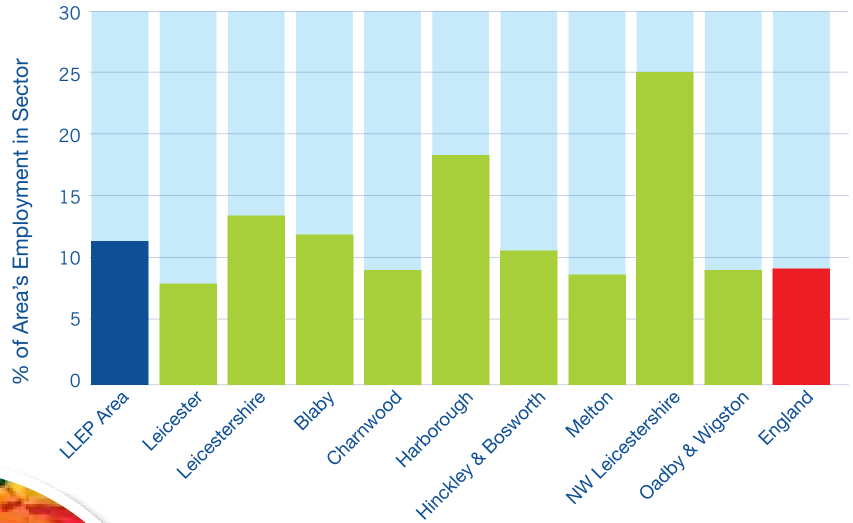
Priority Sectors

The LLEP has identified nine priority sectors to help achieve balanced economic growth over the plan period.

Distribution & Logistics

The distribution and logistics sector provides over 51,300 jobs in the LLEP area, accounting for 11.6% of local employment, which is significantly above the national proportion (8.9%). The LLEP area's strategic location on the national road network, with 95% of the English population accessible in four hours and the presence of East Midlands' airport, the 2nd largest freight handling airport in the UK, provide a competitive advantage over many other areas of the country. There are high concentrations of employment in North West Leicestershire (especially near the airport) and in Harborough District at Magna Park. This is a strong sector with opportunities for further growth.

Distribution & Logistics Employment Share

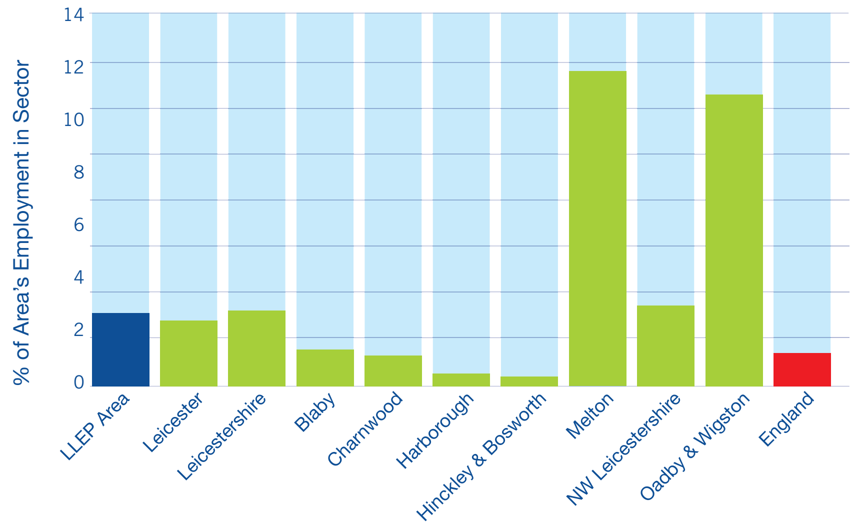


Source: ONS Crown Copyright, BRES 2010, from nomis, March 2012

Food & Drink Manufacturing

The food and drink manufacturing sector provides nearly 12,000 jobs in the LLEP area representing 2.7% of local employment, which is twice the national share of employment (1.3%). This is a well-established sector with some large employers, a significant presence in the snack food markets and signature speciality foods such as Red Leicester Cheese, Stilton Cheese and Melton Mowbray Pork pies. There is potential to accelerate growth in this sector through developments in food technology, speciality ethnic foods and through links with the tourism and hospitality sectors. This is an important sector for the rural economy and there are high concentrations of employment in Melton and Oadby & Wigston districts.

Food and Drink Manufacturing Employment Share

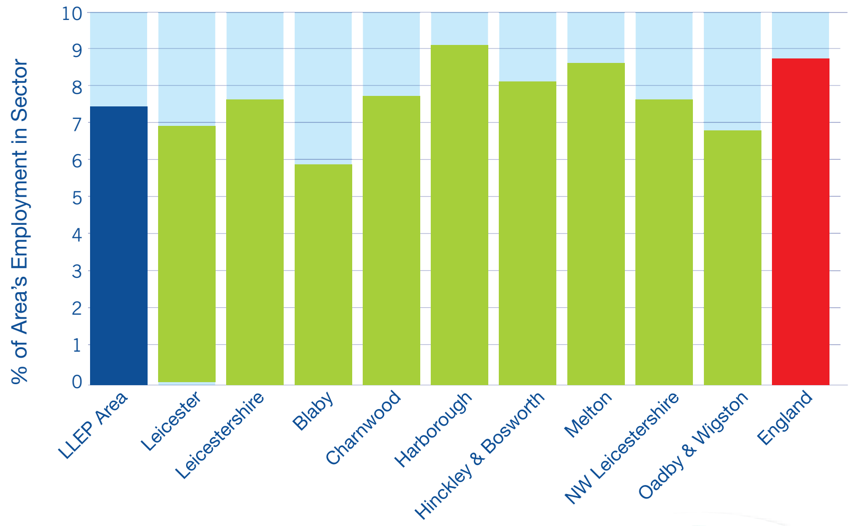


Source: ONS Crown Copyright, BRES 2010, from nomis, March 2012

Tourism & Hospitality

The tourism and hospitality sector is diverse and includes accommodation, tourist attractions, tour operators, sports and recreation activities, bars and restaurants. It is estimated to account for 32,500 jobs locally (7.4% of LLEP employment, compared to 8.8% nationally). The value of tourism to the LLEP economy was estimated at £1.3 billion in 2010. The area has a culturally diverse city, vibrant market towns and an attractive rural environment. Key attractions include Twycross Zoo, Snibston Discovery Park, National Forest, Foxton Locks and the National Space Centre. There are opportunities to further develop this sector by encouraging more overnight stays, co-ordinating the promotion of attractions and making more of the potential offered by our high profile sporting teams and motorsport attractions.

Tourism & Hospitality Employment Share

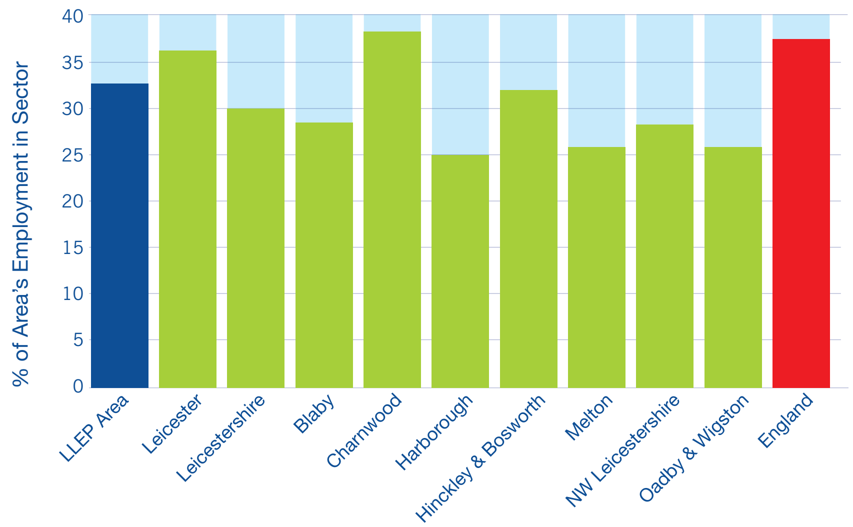


Source: ONS Crown Copyright, BRES 2010, from nomis, March 2012

Knowledge-based Businesses

The knowledge-based sector includes businesses from a wide range of sub-sectors where economic activity relies upon the creation, evaluation and trading of knowledge. The sector includes high and medium technology manufacturing, communications technology, financial and professional services, creative and cultural industries. The sector definition also includes employment in education and healthcare. Based on this broad definition, it is estimated that 33% of local employment falls into the knowledge-based category, slightly below the national figure (37.5% in England). The area is relatively strong in terms of manufacturing but under-represented in the professional services sectors. Given the presence of three world-class universities, there is significant potential to grow this sector through knowledge-based start-ups and attracting investment to science parks and innovation centres. Growth in this sector will improve economic performance on a number of indicators, such as GVA, skills and earnings. Charnwood has a relatively high share of employment in the broad knowledge-based sector. Whilst Leicester City's share of employment is close to the England figure, it is lower than many other cities, especially around employment in professional services.

Knowledge Sectors Employment Share

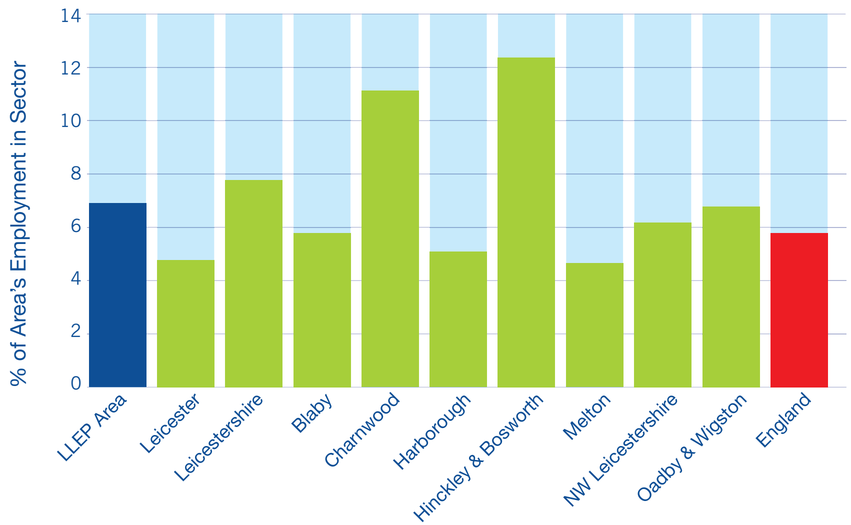


Source: ONS Crown Copyright, BRES 2010, from nomis, March 2012
Note: figures include employment in health and education sectors

High-tech Manufacturing

This sector includes manufacturing engineering, technical consultancy and associated scientific research and development. This sector is quite well developed locally, benefitting from significant expertise in local universities, some large employers and supply chain activity. The sector is estimated to provide 29,800 jobs in the LLEP area, representing 6.9% of local employment (compared to 5.8% nationally). This sector has the potential to boost the area's GVA and productivity, especially through export growth. In the recent business survey, the local manufacturing sector demonstrated strong performance, especially engineering businesses. There are concentrations of employment in Hinckley & Bosworth and Charnwood districts.

High-tech Manufacturing Employment Share

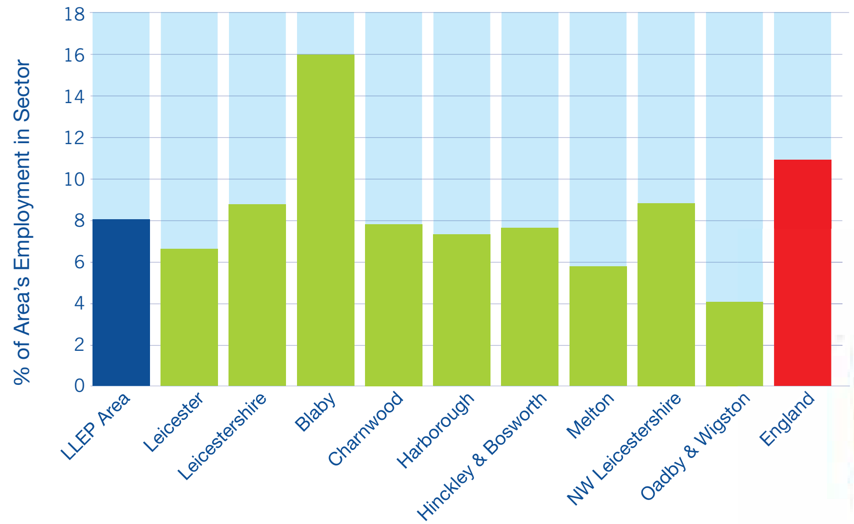


Source: ONS Crown Copyright, BRES 2010, from nomis, March 2012

Business & Financial Services

The business and financial services sector includes legal and accounting activities, head office activity, management consultancy, professional services and scientific/technical consultancy. The sector provides 35,300 jobs in the LLEP area, representing 8% of local employment, which is below the national share of employment in this sector (10.9%). In particular, Leicester City's share of employment in this sector is low for a major city. This sector is a key employer in Blaby District, linked to the location of Santander. The sector is generally associated with high skills, graduate employment, high earnings and making a strong contribution to an area's GVA. For these reasons, it would be desirable to develop this sector and increase employment opportunities.

Business & Financial Services Employment Share

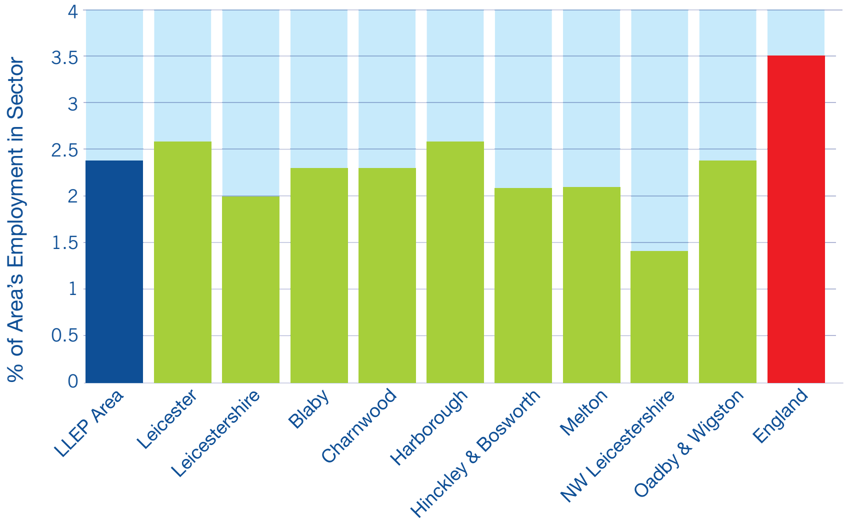


Source: ONS Crown Copyright, BRES 2010, from nomis, March 2012

Creative, Design, Media and Performing Arts

Local employment in this sector is estimated at 10,300 jobs, representing 2.4% of employment which is slightly below the national figure of 3.5%. This is a diverse sector which is characterised by a high proportion of freelance workers and micro businesses. The sector has significant potential to grow drawing on expertise in local universities and FE colleges. The proliferation of micro businesses could be encouraged to expand with the provision of appropriate infrastructure and support. Where dedicated workspace has been provided for the sector, such as the LCB Depot in Leicester and the Atkins Centre in Hinckley, the take up of facilities has been good.

Creative, Design, Media & Performing Arts Employment Share



Source: ONS Crown Copyright, BRES 2010, from nomis, March 2012

Space and Aerospace

The University of Leicester houses one of the foremost academic space science and instrumentation centres in Europe. Locally built sensors and imaging devices are currently in active service on space missions. This is an emerging sector which requires specialist and high level skills. The LLEP area already has businesses involved in satellite technology and suppliers to the aerospace industry. With the expansion of space related technologies and applications at a national level, it is estimated that there could be 100,000 new jobs in this sector over the next five years. With our university expertise, the iconic National Space Centre attraction and an existing business base, our area is uniquely placed to capitalise on the expected national growth in this sector. Moreover, this could differentiate our economy from other areas of the country.

Environmental Technologies

The environmental technology sector has been identified as an emerging sector that is likely to show substantial growth, at a national level, over the next decade. The LLEP area has pockets of expertise in local universities and FE colleges and the area is home to pioneering organisations such as CENEX, Intelligent Energy (Loughborough) and MIRA in Hinckley & Bosworth. In addition, the area is home to the National Forest, a national exemplar of environmental-led regeneration.

Key initiatives include the Government's Green Deal, which aims to radically overhaul the energy efficiency of homes and small businesses and could support 250,000 new jobs over the next 20 years. There is significant local potential to stimulate and develop the 'Green Deal' market as well as to respond to national conditions. It will be important to ensure that our local businesses and workforce have the right skills to proactively benefit from opportunities.

Additional opportunities include green transport technology around the MIRA Technology Park and Loughborough Science Park, sustainable construction to support new housing developments in our area and agricultural diversification in the rural economy.

Measuring Progress

We will monitor our progress towards our broad ambitions:

- **Create 25,000 additional private sector jobs**
- **Attract £2b private sector investment**
- **Increase GVA by £4b to £23b**

We will also assess wider economic performance using the following indicators.

Desired outcome	Base Year/date	Baseline for LLEP	Baseline England	Target 2020
High level economic measures				
Increased productivity and competitiveness (GVA per head)	2009	£19,000	£20,498	£23,500
Employment Growth is positive	2008 to 2010	-3.3%	-3.0%	3% per year
Share of employment in professional and managerial occupations increases	Mar 2012	40%	44%	48%
Share of employment in knowledge-based sectors increases	2010	32.7%	37.5%	43%
Reduced share of employment in public sector	2010	19.3%	20.8%	17%
Gap closed between median workplace earnings and UK (figures shown are weekly)	2011	£466 City £472 County	£507	Same as England

Desired outcome	Base Year/date	Baseline for LLEP	Baseline England	Target 2020
Employment and skills				
Increased employment rate	Mar 2012	70.5%	70.3%	75%
Increased proportion of working age population with at least NVQ2 level qualifications	Dec 2011	67.8%	69.5%	75%
Increased proportion of working age population with at least NVQ4 level qualifications	Dec 2011	29.0%	32.7%	35%
Reduction in proportion of businesses reporting skills shortages	Feb 2012	23%	**	18%
Reduction in unemployment rate (JSA claimant count)	Jun 2012	3.6%	3.8%	2.5%
Enterprise and business				
Increase in number of new enterprises per 10,000 population	2010	53.4	61.3	61.3
Increased 3 year business survival rates	2010	64.2%	62.9%	70%
A high proportion of local businesses report increased turnover and profits	Feb 2012	Sales 41% Profits 34%	**	Sales 50% Profits 40%

** Local survey, no national comparator available


SILK

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Leicester & Leicestershire
Enterprise Partnership

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The Leicester & Leicestershire Enterprise Partnership
First year achievements

1. Developed an Economic Growth Plan 2012-2020 which aims to:

- Create 25,000 jobs
- Attract £2 billion of private investment to the LLEP area
- Increase GVA by £4b to £23b

2. Identified priority sectors to boost growth where Leicester and Leicestershire already has strengths including:

- Food and drink manufacturing, which provides 12,000 jobs or 2.7 per cent of local employment – double the national average
- Distribution and logistics, which provides more than 51,000 jobs, or 11.6 per cent of local employment, compared to a national figure of 8.9 per cent
- Tourism and hospitality, which provides 32,500 jobs and has potential to grow, through better co-ordination of attractions and developing links to local sports teams and motor sports
- Knowledge based businesses, which have potential to grow through links to the three local universities and attracting investment to science and innovation parks
- High-tech manufacturing, which provides 29,800 jobs or 6.9 per cent of local employment, compared to 5.8 per cent nationally – there is potential to boost exports in this sector through strong trade links
- Space and aerospace, linked to expertise at the University of Leicester, with the potential to create up to 100,000 new jobs in this sector nationally over the next five years

3. Achieved significant private sector engagement

- Through a series of events (“Area-based Priority Workshops”), the LLEP has developed a programme to actively engage with private and public sector senior representatives in each district to identify and facilitate priority actions.

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Leicester & Leicestershire Enterprise Partnership

Key achievements of the first year on a project-basis:

- Secured LEP Start-up Capacity Fund and Growth Transition Funding (GTF), totalling £400K.
- Successful bid for an Enterprise Zone at MIRA Technology Park, set to create 2,000 jobs and attract £300m private investment. MIRA also recently awarded close to £20m of Regional Growth Funding to assist with the road infrastructure improvements that will serve the new development.
- £25m RGF to boost jobs and private sector development, secured through Rounds 1 & 2.
- A programme bid of £12.75m submitted for RGF Round 3 to create 2,000 new jobs and lever over £37m of private investment - primarily targeting SMEs in the manufacturing sector, accelerating job growth and creating significant international trade and export opportunities.
- Developed a co-ordinated business support and referral service and CRM system ensuring local businesses access national and local business support programmes including International Trade and Export, Manufacturing Advisory Service, Growth Accelerator and Mentoring.
- Successfully facilitating the introduction of businesses to the RGF Assisted Asset Purchase Scheme, lending around £3.0m to SMEs through NatWest Bank. A further £2.9m of future opportunities is in the pipeline. It is anticipated this growth fund lending will create around 160 jobs in Leicester/shire.
- Delivering the Better Business for All (BBfA) national pathfinder– one of only two LEPs in England chosen to lead the programme, which is making great headway in helping SMEs and regulatory bodies alike, to understand one another's requirements and to reduce the regulation barriers faced by businesses starting up or expanding.
- Following £13.4m Growing Places Fund allocation, the LLEP has approved the first five projects totalling £4.4m aiming to accelerate economic development by unlocking stalled sites for employment and housing growth. The balance of £9m opened to bids on 18th June 2012.
- Inward Investment service in partnership with UKTI - refining and improving the UKTI proposition to target foreign investment into Leicester and Leicestershire.
- Managing a unique, electronic 'property search facility', providing live commercial property information and availability, linked to all commercial estate agencies in the area.
- Delivered a new 'Open for Business' guide to promote the LLEP area for inward investment.
- Two successful HAF (Higher Apprenticeship Fund) bids initiated and submitted with partners to Government – one successful and awaiting finalisation.
- Employment and Skills Challenge event held, bringing key training providers together with the business community to identify priorities for the employment and skills agenda, which was used to inform the economic growth plan targets.
- An employment & skills task & finish group has been set up to deliver 19 identified practical actions, matching skills to business needs.
- Carried out extensive market intelligence and an engagement & economic assessment of the area including an annual business survey of 1000 businesses. Information has been used to inform the Economic Growth Plan and identify the key priority sectors.
- Created an e-newsletter which is sent out every six weeks to public and private sector, reaching over 6,000 businesses in the area and key stakeholders.
- Redeveloped and revitalised the LLEP web site to improve and simplify access to information.
- Active social media including widely-used LinkedIn site (nearly 300 members since Oct 2011) and twitter account.