

# Building Blaby, Shaping Futures

Economic Development Strategy  
2016 – 2019

Published July 2016





**“BUILDING BLABY, SHAPING FUTURES”  
ECONOMIC DEVELOPMENT STRATEGY  
2016 – 2019**

**FOREWORD**  
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I am pleased to present “Building Blaby, Shaping Futures” - the Council’s Economic Development Strategy to help guide and invest activity to improve our economy in Blaby District over the next three years. A strong and prosperous local economy brings security and well-being for our local residents, businesses and communities and also drives new business investment.

This strategic plan sets out a way forward to maximise the benefits from economic growth and development to create a thriving place with opportunities for business and residents to be successful. It’s essential that we work together with our public and private sector partners to make a difference and deliver this ambition.

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## 1. INTRODUCTION

This strategy has been written to highlight the challenges and opportunities facing the District of Blaby in the current economic climate and following achievement of actions in the previous strategy “Opportunity Blaby”. The economy has now changed so its time to revise our plan, vision and activity to guide future economic development and inward investment, within the context of national, regional and local policy. It aims to influence investment in infrastructure, existing and new businesses, tourism and leisure as well as skills and training.

Our vision to promote the economic well-being of the District is :-

*“Blaby will be a thriving and enterprising place, alive with opportunities for businesses and residents.”*

This strategy is based on research and understanding of the characteristics, strengths and weaknesses of our local economy, yet mindful of uncertainties at national and European level surrounding the impact of the EU referendum. It reflects the third longest spell of unbroken national growth experienced in the last 60 years as sustained recovery from one of toughest recessions on record continues: the East Midlands leading the way as the fastest growing region in the 3 months to May 2016.

It aims to complement and align to existing economic development strategies and plans: to build upon and add value to effective partnership and joint working between public, private and voluntary bodies including the Leicester and Leicestershire Enterprise Partnership (LLEP), the Leicestershire County Council, the local Chamber of Commerce and the Federation of Small Businesses.

The strength of the local economy is important for all of us as it affects the well-being of our communities.

- Are there enough jobs for local people?
- Are young people ready for work and do local people have the right skills to meet the needs of employers and industry?
- What scope is there for local firms to grow and develop jobs not just for now but for future generations?
- Is there enough land in the right places so that businesses can grow?
- What are the implications of development for our environment, made up of the places we live, work and play?
- What opportunity is there for tourism and leisure development?
- What type of business do we want to attract/maintain?
- What infrastructure is needed to keep the wheels of business turning?

A thriving business sector can create the right environment for further investment, growth and innovation. Levels of education, skills and training are essential factors of our economic success. Developing a skilled and flexible workforce can help us maximise opportunities created through business investment.

## 2. THE DISTRICT OF BLABY

The District of Blaby is located in the County of Leicestershire to the south west of the City of Leicester. It covers an area of 13,047 hectares (50 sq miles). The District comprises twenty-four parishes of varying sizes ranging in population from 32 (Wigston Parva) to 15,123 (Braunstone Town). Whilst there is no 'principal' town, there is a town centre located within the parish of Blaby itself.

The northernmost part of the District is predominantly urban in character and has five settlements which adjoin the boundary with Leicester City. A number of large villages exist south of the City boundary which have a good functional relationship with the City and offer a wide range of services and facilities. The south of the District is more rural comprising a series of villages which have stronger geographical links with Hinckley.

### Population

The population of the District of Blaby is currently estimated at 93,900 (2011 Census). Population projections produced by the Office of National Statistics (ONS) and Government Actuarial Department forecast further significant increases. It is anticipated that these population forecasts will be reflected in an increase in household formation. The population profile of the District (based on 2011 Census of Population) indicates that some 17,000 people (18.1% of the population) are under 16 years of age, and that 16,000 (18.0% of the population) are aged 65 or over. The over 65 population is expected to grow to 27,000 (24.8% of the total population) by 2029.

The District has a 'higher than average' level of educational attainment with 83% of the population having a qualification at NVQ level 2 or above and 36.6% at NVQ level 4 or above (source :ONS December 2015).

Unemployment in the District has historically been one of the lowest in Leicestershire and consistently lower than the national average. 420

people or 0.7% were claiming job seekers allowance at May 2016. (source: ONS JSA count)

Blaby District is also as one of the highest regions for weekly earnings by residency compared to levels elsewhere in the region.

### Transport and Communications

The District of Blaby is well linked to major road communications. Both the M1 and M69 run through the District and intersect at Junction 21 of the M1. Easy access to the M1 makes the District attractive to business and commerce and provides a location with good links to London, Birmingham and the North of England.

East Midlands, Birmingham and Coventry airports are all within 45 minutes drive. The strong trunk road network also makes nearby centres attractive to in and out-commuters. The District has a passenger railway station at Narborough which has an hourly service to Birmingham/Leicester (journey times to Leicester are some 12 minutes).

The percentage of people who travel to work by car is similar to the Leicestershire average. The numbers of people using public transport increases in those settlements closer to the urban area of Leicester City.

### Prosperity and deprivation

The District of Blaby is relatively prosperous. In the most recent survey by the Department for Communities and Local Government - Blaby was ranked 288 out of the 326 local authorities in England (with 326 being the least deprived). Although the District is clearly not a deprived area on the whole, there are some pockets of deprivation namely in parts of Enderby and Braunstone Town. Blaby District was ranked the 44<sup>th</sup> best place to live in the Halifax national Quality of Life Survey 2015 of 250 local authorities in the United Kingdom.

## Local Economy

The most recent business demography data (BRES 2014) shows that the biggest employment sectors in the District of Blaby are financial services, retail and distribution, the public and services sectors. Jobs in manufacturing have declined over recent years, following national trends but have started to increase slowly. Significant growth in office based service sector employment has been particularly around Junction 21 of the M1. The District has significantly higher levels of jobs in the business, retail, finance and insurance sectors than other areas outside the City. Public sector jobs are relatively high yet likely to be impacted by austerity measures with key employers, including Leicestershire County Council, Blaby District Council, NHS and Leicestershire Police all having headquarters functions here.

## Retailing

Fosse Park, located just off J21 of the M1, is one of the most successful out of town retail parks in the country (in terms of rental values and visitor numbers) attracting approximately 250,000 shoppers each week. Owners of Fosse Park, the Crown Estate and Gingko Tree Investments together with retailer Next have ambitions to extend the site and submitted a joint planning application in Spring 2015, that if approved, will provide over 30,000 square metres of additional retail floorspace with restaurant and café provision. This development proposal, on the Castle Acres Site adjacent to Fosse Park is currently occupied by Everards Brewery.

Future development at Fosse Park and in the J21/M1 presents challenges in terms of traffic generation and congestion, increased pollution and an impact on other retail centres but also presents job creation opportunities. Managed growth of existing out of town retail facilities, including Fosse Park, will be allowed where this does not bring about unacceptable impact on existing centres or where there are no alternatives. Retailing is dynamic and flexibility is required to enhance and improve this sector.

## Development Pipeline

The area around the M1 / M69 motorway intersection contains large scale quality employment developments including Grove Park, Meridian Business Park and Carlton Park and is a desirable location for large employers with the headquarters of Next and Santander not far away.

With excellent connectivity, the area around the motorway is attractive to both manufacturing and distribution companies with the Wilson Bowden 26ha Optimus Point development already attracting strong market interest – locally grown companies Everards and Boden will house their distribution functions here.

Site and infrastructure works including the first of 2 motorways bridges are pressing ahead for the new community of Lubbethorpe that lies to the western side of the M1 and south and west of the M69 motorway. This development includes 4250 homes, community and education facilities, local centres as well as a 21 ha strategic employment site with opportunity for industrial, distribution and office development.

Everards Brewery has also received planning permission for the development of land adjacent to Fosse Park South, to the south of Soar Valley Way to house a new craft brewery, pub and restaurant, leisure and recreation and subject to further consents, the development of a Food and Drink Cluster.

## Blaby Town Centre

Blaby is the District's only town centre with a retail mix made up of two supermarkets, approximately fifty independent retailers as well as estate agents, banks and other service providers. Low vacancy rates have been experienced and a healthcheck in 2015 described the centre as working well. The Town Centre Masterplan 2008 aims to guide transformational change in Blaby Town Centre over a period of fifteen years to regenerate the centre and realise its vision which is that:-

*“Blaby Town Centre will be an individual shopping and visitor experience with a distinctive and sustainable range of independent and specialist shops operating alongside major national retailers. It will have an attractive, green, village character that will distinguish it from larger centres and out-of-town retail parks. Blaby Town Centre will also be a place to enjoy outdoor leisure and heritage facilities. It will be a place for the local community and for visitors. It will be a place where pedestrians come first but also where cars and buses are accommodated in a safe and convenient manner”.*

## 3. NATIONAL & LOCAL POLICY CONTEXT

A wide range of national, regional and local policies have an economic development focus which have informed this strategy.

### The National Policy Context

The **Local Government Act (2000)** recognised the leadership role of local authorities in promoting the economic, social and environmental well-being of their areas by undertaking a wide range of activities to improve the quality of life of local residents and businesses and those who commute or visit the area.

The **White Paper : Local Growth – Realising Every Place’s Potential** set out the Government’s role in empowering locally driven growth, encouraging business investment and promoting economic development through the establishment of local enterprise partnerships.

The **National Planning Policy Framework (NPPF)** published in March 2012 provides a planning framework relating to how planning policies should be applied with a presumption in favour of achieving sustainable development, taking account of economic, social and environmental dimensions.

The framework shifts emphasis towards positively seeking opportunities for development unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits.

Plan making and decision taking in order to deliver sustainable development is outlined under 12 key principles, 3 of which relate directly to economic development:-

- Building a strong competitive economy – in order to create jobs and prosperity, growth and regeneration

- Ensuring the vitality of town centres – by positively promoting competitive environments, encouraging growth and delivering actions that support viability, taking remedial action for declining centres
- Supporting a prosperous rural economy – by promoting growth and expansion of rural enterprises and new development, diversification, retaining and developing essential local services

**The Midlands Engine for Growth** is a strategic plan to drive growth in the Midlands as part of the Government’s devolution revolution with an emphasis on boosting productivity and supporting growth in manufacturing as well as inward investment, skills development and improving transport connectivity through the Midlands Connect project.

### **The Sub-Regional Policy Context**

This strategy takes direction, is informed by and aligned to the plans of our strategic partner organisations.

#### **The Leicester and Leicestershire Enterprise Partnership (LLEP)**

Local Enterprise Partnerships were established by the Government in 2011 to devolve decision making to local areas so that commissioning of growth funding for economic regeneration and development is closest and informed by local needs.

The Leicester and Leicestershire Enterprise Partnership formed in May 2011 is a partnership of private, public and third sector organisations that drives economic regeneration and development across the sub region.

The **Strategic Economic Plan (SEP)** produced by LLEP is the overarching growth strategy that sets out bringing together European funding (ESIF), City Deal and the Growth Deal to build on our competitive advantages and tackle major risks in the economy from 2014 to 2020.

The SEP provides the framework to achieve this vision :-

“To create a vibrant, attractive and distinctive place with highly skilled people making Leicester and Leicestershire the destination of choice for successful businesses.”

The SEP has 3 key themes :-

**Investing in our place** – to unlock key development sites and improve public realm and connectivity to enable efficient transport of people and goods. Areas identified for growth and transformational priorities funded by the Growth Deal are predominantly along the motorway corridors to the west of the county as well as specific county wide programmes for Market Towns and rural areas.

**Investing in our businesses** by providing a comprehensive business support service for SMEs to accelerate growth in priority sectors. Funded by City Deal, extensive business support will be delivered through the Business Growth Hub as well as targeted sector based and innovation programmes.

**Investing in our people** to equip local people with relevant skills that our businesses need. The Employment and Skills Hub funded by City Deal and ESIF will offer intensive support to help local people into training and work.

The eight priority sectors identified by the LLEP where there is already a strength, high concentration of jobs or potential to develop a competitive advantage for balanced economic growth are:-

- |   |                                      |
|---|--------------------------------------|
| 1. Distribution & Logistics             | 2. Food & Drink Manufacturing        |
| 3. Tourism & Hospitality                | 4. Financial & Professional Services |
| 5. Engineering & advanced manufacturing | 6. Textiles Manufacturing            |
| 7. Creative industries                  | 8. Low carbon                        |

Sector growth plans were completed in 2015 with action plans developed for each sector.

LLEP has started a refresh of the SEP expected to be finalised by Spring 2017.



## European Structural and Investment Fund Strategy (ESIF 2014 - 2020)

The ESIF provides a coordinated response from the LLEP and partners, to the EU Structural funds allocation.

It sets out a number of planned interventions including business support, skills development, promoting social inclusion and supporting people into work and aligns with the Growth Plan..

The aims will be achieved through a range of interventions including stimulating SME growth through business support, access to finance, incubation and innovation, to invest in initiatives to support our business base to adapt to a low carbon operating environment. Local people will be supported to access work opportunities through skills development and programmes to support inclusion and progression..

Work started in Spring 2016 to produce a Strategic Growth Plan for Leicester and Leicestershire to create a prosperous economy and indicate the direction of growth to 2050, balancing this with the more immediate needs of local plan-making to 2036. **The Leicester and Leicestershire Strategic Growth Plan** is due for completion in 2016.

## Leicestershire County Council

The Strategic Plan 2014 – 2018 for the County states :-

*“Ensuring that we have a thriving local economy underpinned by a good infrastructure that creates jobs and prosperity is one of our top priorities”.*

The Enabling Growth Plan sets out the interventions and £38m investment the County Council will support with £70m additional leverage to promote

economic growth and sustainable employment in Leicestershire from 2015 to 2020 under the following themes

- Place - capital investments to improve infrastructure and bring forward land and premises, including improvements to strategic transport and broadband.
- People - improving skills and supporting people, including those furthest from the labour market, into sustainable employment, apprenticeships and training.
- Businesses - providing support and advice to businesses which will help them survive and prosper, and activities to stimulate innovation and grow key sectors.

**The Leicestershire Rural Framework 2014 – 2020** produced by Leicestershire Rural Partnership (LRP) provides the framework to deliver a long term vision for rural Leicestershire.

*“In 2026 rural Leicestershire will be made up of thriving, cohesive, well connected and safe communities, which have access to a choice of high quality and sustainable employment opportunities, mix of housing and essential local services.”*

The LRP supports 4 specific rural priorities :-

- Priority 1:Active, inclusive and empowered parish councils and meetings
- Priority 2:Working with communities to deliver local services
- Priority 3:An enterprising and sustainable rural economy
- Priority 4:More affordable homes in rural areas

There are also three cross-cutting priorities: Rural transport solutions; a better environment; Superfast Broadband.

Economic outcomes for priority 3 are :

- Good quality employment opportunities
- People with the relevant skills and attributes to meet the needs of rural businesses
- High survival and growth rates in small and micro enterprises
- Thriving land-based, food and drink and tourism sectors
- Local people are able to access work and training opportunities
- Businesses have access to superfast broadband

### **Combined Authority**

A proposal to develop a combined authority for Leicester and Leicestershire was submitted to Government on 21 December 2015. The Combined Authority includes Leicestershire County Council, Leicester City Council, the Leicestershire District Councils and the Leicester and Leicestershire Enterprise Partnership. The proposal focusses on creating an integrated strategic framework to enable delivery of investment plans for planning, transport and skills and develop a clear platform for accelerating economic prosperity in Leicester and Leicestershire. The order to establish a combined authority is anticipated to be made by the Secretary of State in October 2016.

## **The Local Policy Context**

**Blaby Plan 2015 – 2018** aims to improve the well being and quality of life for local people with its vision:-

*“Blaby District will be made up of thriving and vibrant communities where people are happy to live, work and visit”*

The Plan includes 3 priority themes :-

- *Economy & skills*
  - *A vibrant local economy and job market*
- *Health & well being*
  - *Residents are healthy, fulfilled and confident for the future*
- *Homes & communities*
  - *Safe, strong and happy local communities*

The objectives of the Blaby Plan for the Economy & Skills theme are :-

- Businesses are supported to grow and thrive, with the district being the location of choice for new enterprise
- Partners work together to co-ordinate access to training, apprenticeships and work experience
- Promote opportunities for children and young people to realise their potential and be “work ready”
- Assist people to find long term, stable employment

## Blaby District Local Plan Core Strategy

### The economic objectives in the Core Strategy are:-

- To provide the appropriate quantity, quality and mix of employment opportunities to meet the needs of the District's current and future populations, and to meet strategic employment, education and training needs.
- To deliver the transport needs of the District and to encourage and develop the use of sustainable forms of transport.
- To maintain, and where appropriate, improve the position of retail centres within the retail hierarchy. To make sure that the existing centres, primarily Blaby Town Centre, have opportunities to grow.

### The two key economic themes are :-

#### Employment and the Economy

The northern and central areas will be the focus for employment growth. The provision of new employment land will be focussed on the Principal Urban Area and large central villages. These are the areas of greatest growth and have the greatest potential source of employees. Strategic (large scale – e.g. 25 hectares) employment sites will need to have good connections with the strategic road network. Lesser scale employment opportunities will be provided in the larger settlements of the northern and central parts of the District. Rural employment opportunities will primarily be focussed on re-using former agricultural buildings and sites and provision and retention of small scale facilities within and adjacent to 'better served' villages.

## Retailing

The retail strategy for the District of Blaby is to focus new retail facilities on Blaby town centre as part of an overall masterplan. Site assembly and public realm improvements will be pursued to improve both the quantity and quality of the retail offer in Blaby town centre in conjunction with the Blaby Town Centre Partnership. The importance of small local retail businesses is significant and small scale growth will be encouraged where it is of a scale that is appropriate to the existing centre.

### Local Evidence and Research

#### Housing Economic Development Needs Assessment for Leicester and Leicestershire

The City and County local authorities have commissioned a Housing and Economic Needs Assessment (HEDNA), which is due to report in October 2016 to forecast the scale of growth for housing and employment and form a key input into the Strategic Growth Plan.

#### Leicester and Leicestershire Business Survey 2014

The Business survey reflects the views Leicestershire employers and provides a snapshot of business conditions and future plans. Views reported from Blaby District businesses present good performance and a positive outlook :-

72% reported rapid or steady growth with 37% expecting general conditions to improve and 41% to stay the same.

38% had increased capital investment in last 12 months and 42% expected to increase investment in next 12 months.

52% had increased sales turnover and 72% expected increases in next 12 months.

49% report increased profits and 71% expected profits to increase in next 12 months

37% report an increase in headcount in last 12 months with 45% expecting to recruit in 12 months.

## 4. PRIORITY ACTION PLAN

Working from the evidence base, key priorities have been identified within this action plan to realise the aims and objectives of the strategy, with partnership input.

### Priority 1: Investing in our place

	Action	Timeframe 2016-2019	Potential Partners	Comments	Measures
1.	Support and develop tourism and leisure enterprise opportunities	On-going	BDC LCC LLEP & Business Gateway Blaby Town Centre Partnership Tourism/leisure providers	Enhance and maintain Blaby Town Centre as viable service and local retail destination, link to Leics Market Towns Programme, funding and support offer.	Low vacancy level maintained in town centre £ value of business rates £ funding levered
			BDC	Develop activity plan, New approach to managing open spaces	Increase leisure visitors & tourism spend
2.	Promote pipeline of shovel ready major developments including housing	On-going	BDC LLEP	Encourage inward investment and investor development with focus on finance and professional, logistics and retail sectors	Number of planning applications received £ value of business rates New jobs created
3.	Plan to provide a balanced mix of employment sites, housing and commercial opportunities	On-going	BDC Developers	Produce planning policy development plan document and spatial plan.	Improved provision of employment land to create jobs growth
4.	Deliver infrastructure improvements	By end of 2017	BDC Superfast Leics BDUK	Support roll out of county wide upgrade programme to Broadband	Accelerated digital network and % takeup of service Business satisfaction survey
		On-going	BDC LLEP HA	Kick start major development sites by accelerating access/transport projects with link to funding	£ leverage of funding Improved traffic flow
5.	Deliver sustainable transport solutions	On-going	HA BDC LCC Transport providers	Build links with providers, partners and large employers to promote travel choices to reduce congestion	Improved traffic flow for workers and commercial journeys Travel plans set up

## Priority 2: Investing in our business

	Action	Timeframe 2016-2019	Potential Partners	Comments	Measures
1.	Improve competitiveness and productivity SME and	On-going	BDC LCC LRP LLEP Business Growth hub	Maximise potential of new start ups, growing enterprises and those in rural areas with potential to start up or expand by promoting grants and support offer.	% new business start ups % business survival rates Total businesses registered Number of enquiries and applications
			BDC Developers	Develop local SME supply chains with “meet the buyer” events on major sites and promote local procurement	Number of opportunities identified and promoted
			BDC Better Business 4 All Regulators	Reduce burden by promoting county wide regulatory support & review potential business rates initiatives	Number of businesses supported
2.	Promote support for innovation, new technologies and low carbon	On-going	BDC LLEP Business Growth Hub Universities & Higher Education	Encourage knowledge transfer, research and development partnerships & share local support offer for high tech growth. Promote green energy schemes	Number of businesses supported
3.	Improve communication, build links with business and increase engagement	On-going	BDC LLEP Business Growth Hub	Improve access to support, funding and advice, engaging and supporting SMEs and large employers	Number of events, activities.
			Leics Cares BDC	Promote benefits of Corporate Social Responsibility and sponsorship of Blaby Grants	Number of participants

### Priority 3: Supporting and developing our people

	Action	Timeframe 2016-2019	Potential Partners	Comments	Measures
1.	Support local unemployed people to improve skills and get into work	On-going	BDC LCC Adult Learning Job Centre + DWP Training providers Local employers LLEP Employment Hub FPP	Promote employment programmes, job clubs and job fairs.  Develop and promote work experience, training programmes on major retail and construction developments  Promote access to work and sustainable travel choices	Number of people accessing scheme Number of participants gaining employment
2.	Improve job readiness of young people and their potential to get into work	On-going	BDC VAL Local employers Leics Cares LLEP Careers & Enterprise Company Leicester Education Business Company East Midlands Chamber LLEP Employment Hub	Build and promote links between education and work, share advice on labour market growth areas, Skills Show, interview skills support  Promote apprenticeships, Encourage work experience/volunteering, educational visits on major retail and construction developments.	% employers report difficulties recruiting and finding staff with the right skills % young people unemployed and NEET Number of participants and people into work
3.	Reduce workforce skills gaps	On- going	BDC LLEP Business Growth Hub Local employers Training providers Skills Metro	Promote business skills and Corporate Social Responsibility programmes, workplace training and support initiatives to employers	Local business participation % employers report difficulties recruiting and finding staff with the right skills

## **Key**

BDC	- Blaby District Council	BPC	- Blaby Parish Council
LCC	- Leicestershire County Council	LRP	- Leicestershire Rural Partnership
LCityC	- Leicester City Council	HA	- Highways Agency
LLEP	- Leicester & Leicestershire Enterprise Partnership	UKTI	- UK Trade and Investment
FSB	- Federation of Small Businesses	BDUK	- Broadband Delivery UK
DWP	- Department for Works and Pensions	VAL	- Voluntary Action Leicester
FPP	- Fosse Park Partnership		

## **Monitoring Progress**

The action plan in this strategy is intended to improve the prosperity of Blaby District over the period 2016 – 2019. As the intention is for this strategy to be a ‘living/breathing’ document, it is critical that progress is monitored and reviewed with activities adjusted and developed based on evidence. It is suggested that this monitoring takes place each year aligned to monitoring of delivery of the “Local Plan”.

## 5. ECONOMIC PROSPECTS OF DISTRICT OF BLABY - STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>● Central location – close o City</li> <li>● Good transport links with close proximity to M1, M69, airport &amp; rail connections</li> <li>● High quality office developments</li> <li>● Low unemployment and those not in employment, education or training (NEET)</li> <li>● High quality of life and accessible local services and open spaces</li> <li>● Quality housing provision</li> <li>● Fosse Park largest UK outdoor retail park</li> <li>● Strong sectors – retail &amp; finance</li> <li>● Major companies here – Next, Santander, Centrica</li> <li>● High % of residents professionally qualified</li> <li>● High resident earnings</li> <li>● Improving levels of education</li> <li>● Improved superfast broadband</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>● Limited affordable space for small &amp; medium sized enterprise growth (SMEs)</li> <li>● No further education college located within District</li> <li>● Lack of “tourism offer”</li> <li>● Public sector reducing yet still significant</li> <li>● Digital skills for business low</li> <li>● Limited strategic business planning skills</li> <li>● Access to finance, funding and business support has been limited</li> <li>● Business survival rates</li> <li>● High level of older people</li> <li>● Low level of younger people</li> <li>● Workplace earnings below national average</li> <li>● High level of out commuting</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>● Pipeline of major developments</li> <li>● Increase in employment land adjacent to M1</li> <li>● Advanced local enterprise partnership &amp; Business Growth Hub</li> <li>● Rural diversification</li> <li>● Business rate retention from additional growth</li> <li>● Focus for jobs growth in retail, logistics and construction</li> <li>● Fosse Park investment and extension</li> <li>● Business Partnerships</li> <li>● Apprenticeships, work experience &amp; employment support</li> <li>● Funding opportunity from s106, ESIF, LEADER</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>● Increased traffic – j21/M1 congestion</li> <li>● Strong pressure for housing development on employment land</li> <li>● Attraction of competing areas for business investment</li> <li>● Low level of exports v low costs of imports</li> <li>● Loss of a major employer</li> <li>● Internet sales growth</li> <li>● Survival of independent retailers – decline of Blaby town centre</li> <li>● Survival of farming and rural enterprises</li> <li>● Loss of rural services</li> <li>● Skills gaps – recruitment issues</li> </ul>



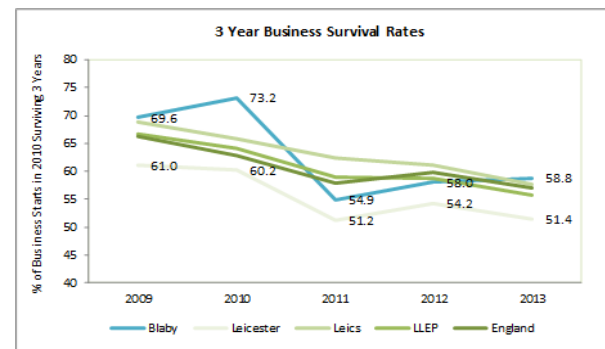
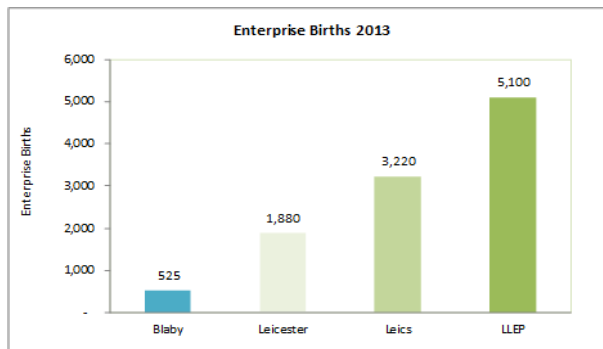
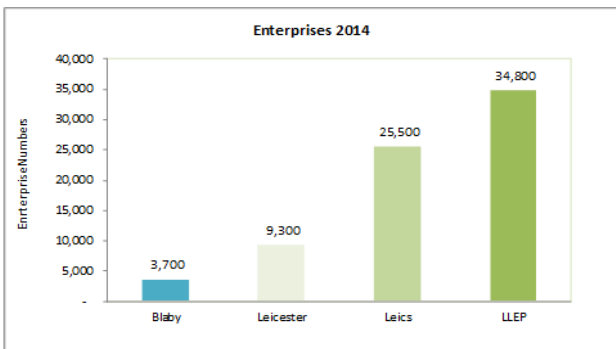
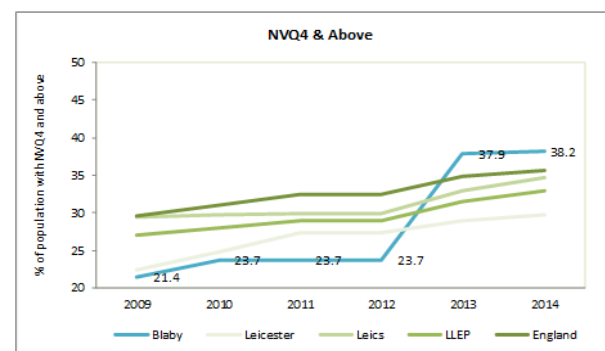
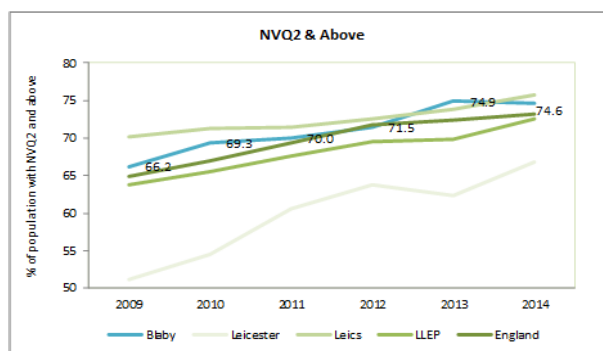
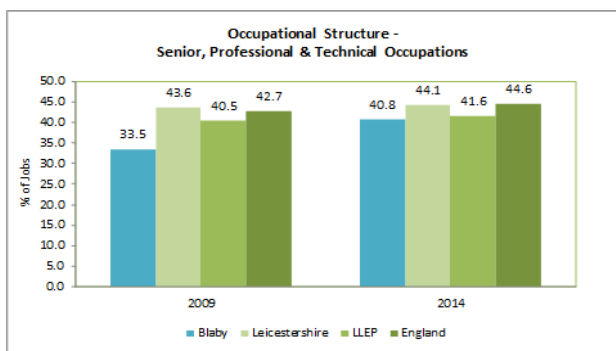
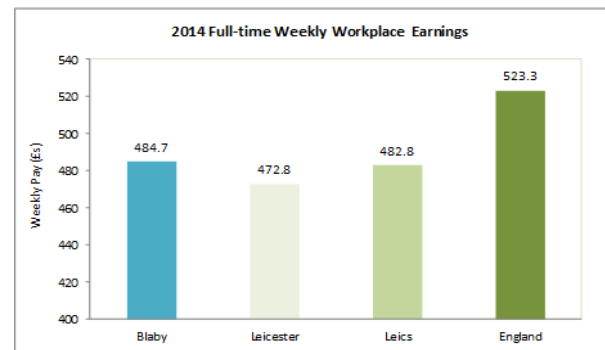
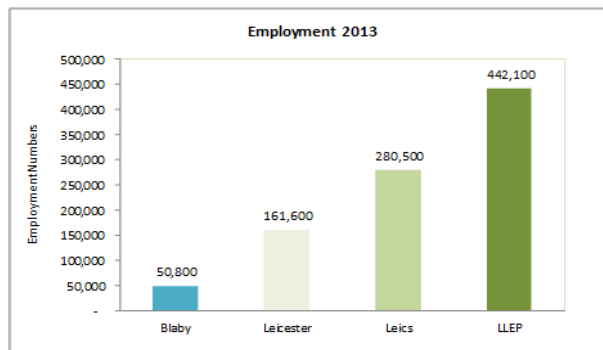
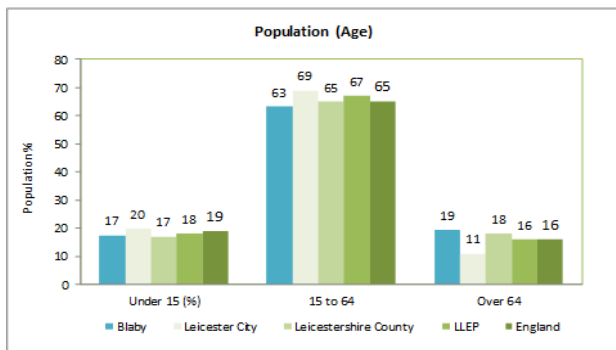
## ECONOMIC PROFILE OF BLABY DISTRICT & REGION AS AT SUMMER 2016

### APPENDIX A

Category	Measure	Date	Blaby	Leicester City	Leicestershire County
Enterprise	Count of Registered Enterprises	2015	3950	10345	27515
	Growth of registered enterprises 2010 – 2015	2015	650	2245	3815
	% change in enterprises 2010 - 2015	2015	19.7	27.7	16
	New enterprises births in 2014	2015	545	3300	1745
	New enterprises as % total Enterprises	2015	13	17	12
	Business Survival Rates % (3 years)	2014	61.4	59.3	63.1
	% Self Employment	Dec 2015	7.5	7.3	12.6
Employment	Total employee jobs	2014	51,700	161,800	279,400
	% share of LLEP area employment	2014	11.7	63.3	36.7
	change in total employee jobs 2009 - 2014	2014	2000	-800	-100
	% Employment Rate	Dec 2015	79.6	68.9	79.1
	% Unemployment Rate (JSA claimants)	May 2016	0.7	2.0	0.8
Skills	% Working Age Qualified to level 2	Dec 2015	83.0	62.2	77.4
	% Working Age Qualified to level 4 and above	Dec 2015	36.6	28.8	34.5
	% Residents Employed in higher level occupations	Dec 2015	44.5	36.5	46.7
	Apprenticeship programme starts 2012-2016	June 2016	3510	10860	22730
Earnings	Median Weekly Earnings (Residence based F/T)	2015	£568	£421	£527
	Median Weekly Earnings (Workplace based F/T)	2015	£502	£475	£490

Source: Nomis, ONS, BRES data.

Blaby Economic Profile 2015



## MAJOR BUSINESSES LOCATED IN BLABY DISTRICT

## APPENDIX C

The following tables provide an indication of the nature and location of the top 50 business premises within the District analysed by rateable valuation of premises occupied.

	EMPLOYER	LOCATION	BUSINESS
1	Sainsbury's Supermarkets Ltd	Enderby	Retail
2	Marks & Spencer Plc	Enderby	Retail
3	Asda Stores Plc	Braunstone Town	Retail
4	Santander UK Plc	Narborough	Banking
5	Next Plc	Enderby	Headquarters
6	Boots Plc	Enderby	Retail
7	Welcome Break Plc	Leicester Forest East	Retail/Service
8	Next Plc	Enderby	Retail
9	Currys Superstore	Enderby	Retail
10	New Look Retailers Plc	Enderby	Retail
11	Sportsdirect Com Retail Ltd	Enderby	Retail
12	Centrica Plc	Enderby	Utility
13	Arcadia Group Plc	Enderby	Retail
14	W H Smith	Enderby	Retail
15	Leicestershire County Council	Glenfield	Public Sector
16	Marriott Hotels Ltd	Enderby	Hotel
17	Topps Tiles Plc	Enderby	Wholesale
18	Leicestershire Police Authority	Enderby	Public Sector
19	Monsoon Plc	Enderby	Retail
20	River Island Clothing Ltd	Enderby	Retail
21	Centrica	Enderby	Utility
22	Santander UK Plc	Narborough	Banking
23	Santander UK Plc	Narborough	Banking

	EMPLOYER	LOCATION	BUSINESS
24	Eastern Shires Purchasing Organisation	Enderby	Public sector
25	Cromwell Logistics Ltd	Whetstone	Distribution
26	Sofaworks Ltd	Enderby	Retail
27	H M Prison Service	Glen Parva	Public Sector
28	Argos Limited	Enderby	Retail
29	DFS Trading Ltd	Enderby	Retail
30	A M Widdowson & Son Ltd	Glenfield	Distribution
31	David Lloyd Leisure Ltd	Narborough	Leisure
32	Emerson Process Mgt Ltd	Braunstone Town	Engineering
33	Royal Mail Group	Braunstone Town	Distribution
34	Vue Cinemas (UK) Ltd	Braunstone Town	Leisure
35	Aggregate Industries Royal Mail	Croft	Quarry
36	Keenpac Ltd	Braunstone Town	Manufacturing
37	C & J Clark Retail properties Ltd	Enderby	Retail
38	AMW Distribution Ltd	Glenfield	Distribution
39	Central England Co-operative Society Ltd	Glenfield	Retail
40	J P Boden & Co Ltd	Braunstone Town	Distribution
41	Makro Wholesalers Ltd	Braunstone Town	Wholesale
42	Hilton Group Plc	Braunstone Town	Hotel
43	Harveys/Bensons	Enderby	Retail
44	BP Oil UK Ltd (M1 Northbound)	Leicester Forest East	Retail
45	BP Oil UK Ltd (M1 Southbound)	Leicester Forest East	Retail
46	L.C.C Brockington College	Enderby	Education
47	Everards Brewery Ltd	Narborough	Brewery
48	Oak Furniture Land	Enderby	Retail
49	White Stuff Ltd	Enderby	Distribution

This document can be made available on request, in other languages and formats (large print, Braille or on audio tape) by contacting:

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