

Developing local partnerships & policies to support rural businesses

Louise Driver
Economic Growth - Team Leader
Leicestershire County Council



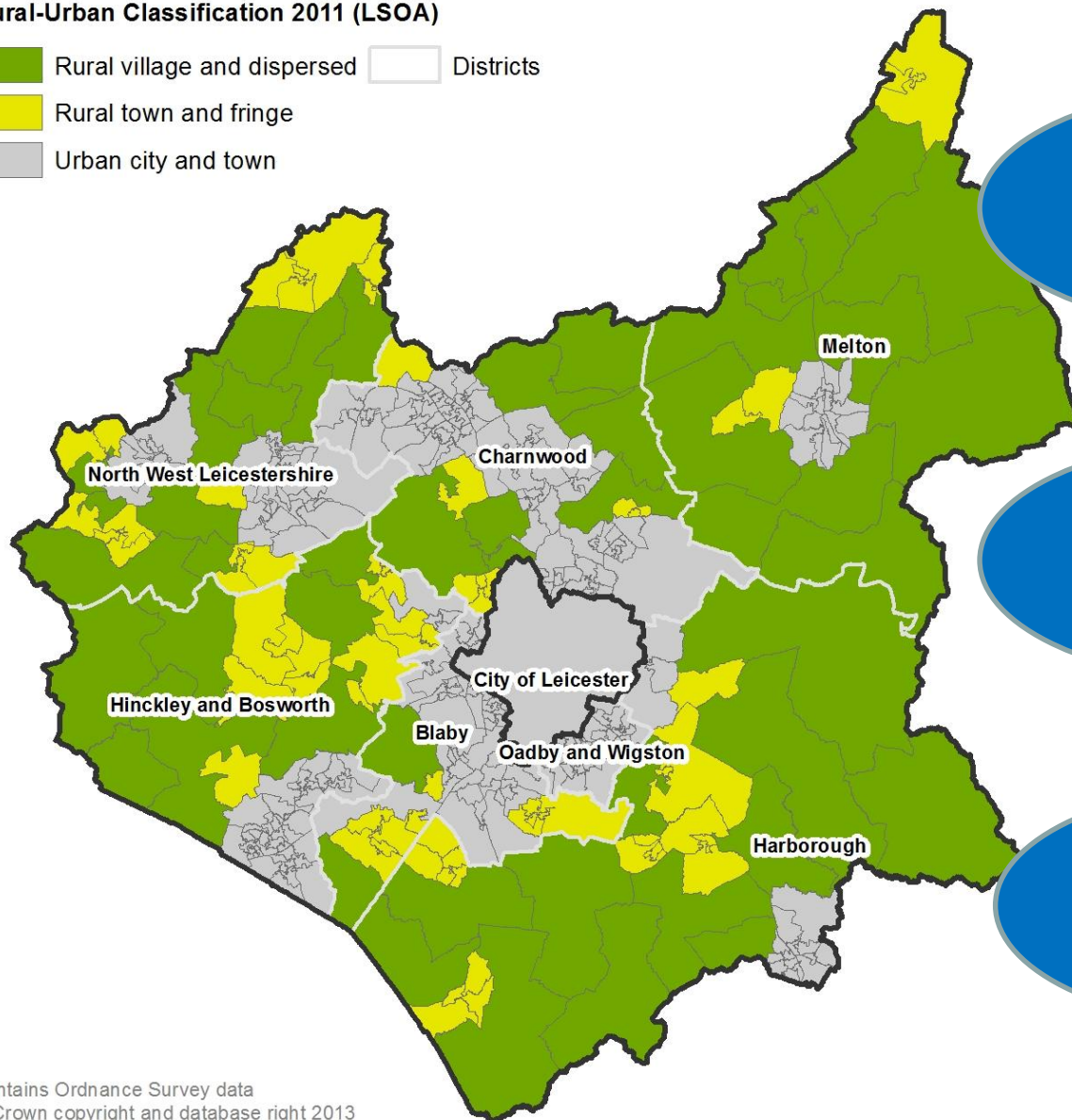


- Leicestershire context
- Local partnership working
- Informing local strategies and policies
- Reflections and challenges ahead



Rural-Urban Classification 2011 (LSOA)

- Rural village and dispersed
- Rural town and fringe
- Urban city and town
- Districts



**30%
population**

**40%
businesses**

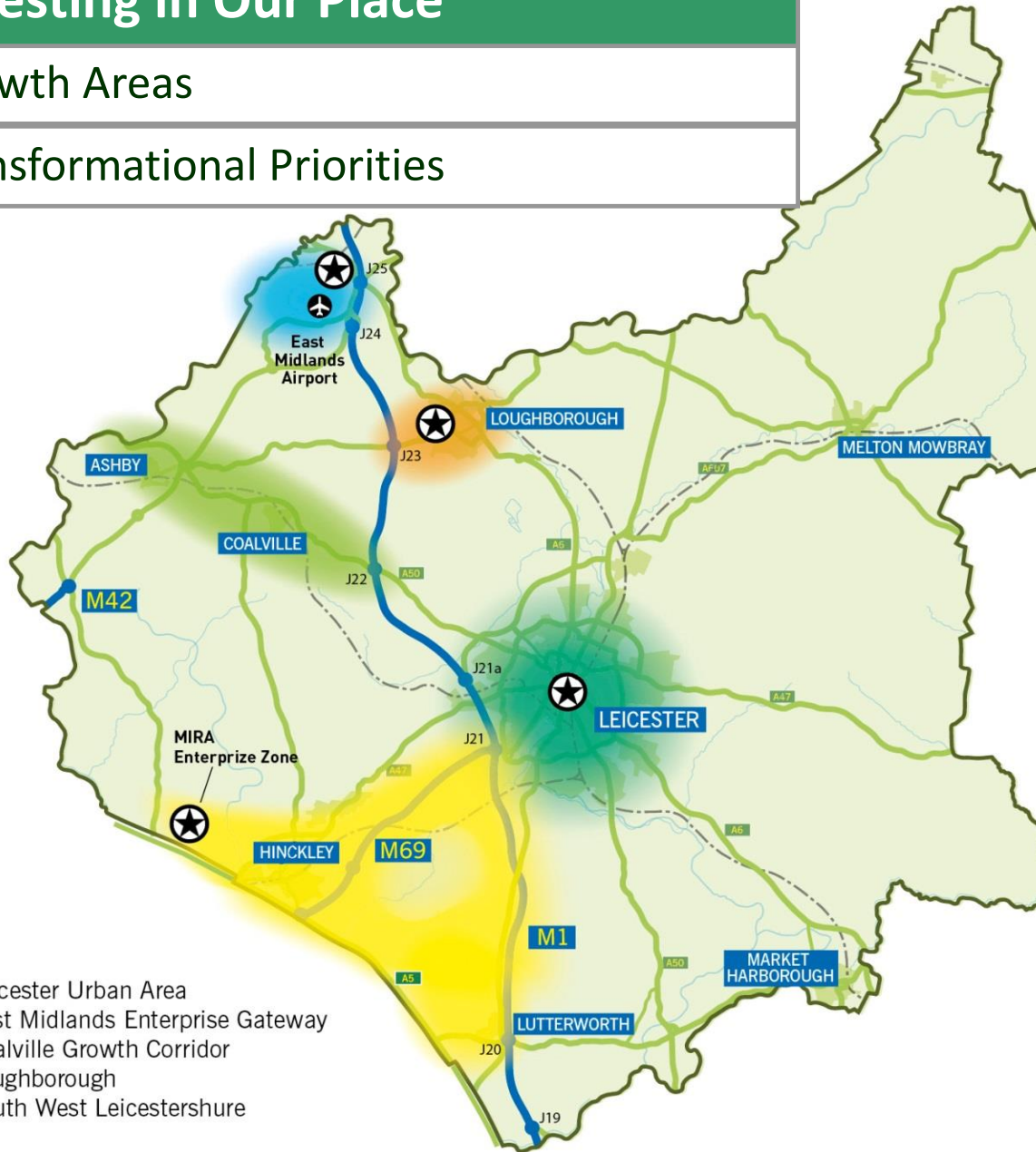
32% jobs

Contains Ordnance Survey data
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Investing in Our Place

Growth Areas

Transformational Priorities



East Midlands Enterprise Gateway

Strategic Railfreight Interchange

Loughborough

University Science & Enterprise Parks

Coalville Growth Corridor

Leicester Urban Area

Leicester Launchpad

South West Leicestershire

MIRA Technology Park Enterprise Zone

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

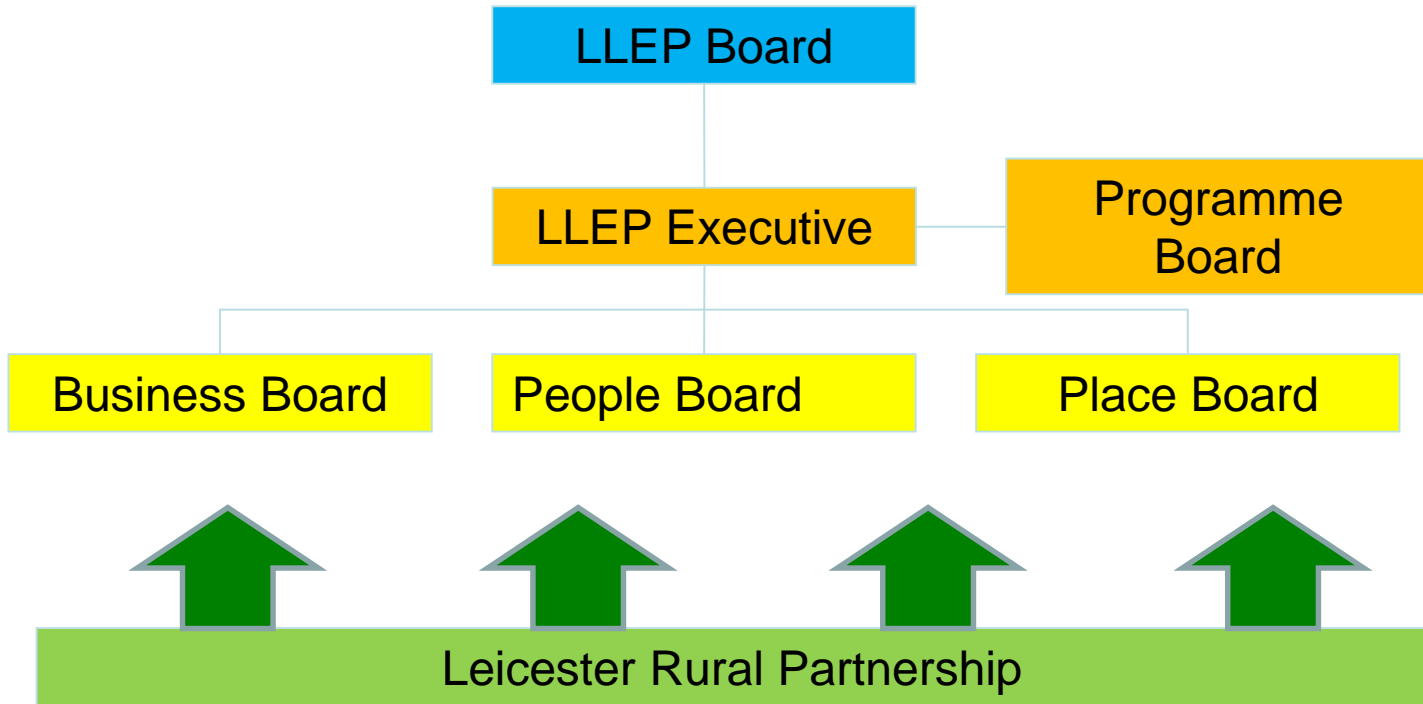
Context: Rural in a growth county

Strategic Growth Plan 2050

County Council Infrastructure Plan 2031/50

- Key employment sites
 - High quality jobs (Life Sciences, Adv Manufacturing, Space & Automotive, Low Carbon Technologies)
 - Logistics and distribution is a priority sector
- Future housing growth (incl. new settlements)
 - 56,720 dwellings by 2031
 - 20+ new primary schools over 20 years (2 secondary)
- Changing demographics
 - Over 65's double by 2030, over 85's will treble
- Connectivity: physical and digital

LLEP and Rural



Recognised rural group for the LLEP - statement of joint working

LLEP – 5 years on....

- Strengthened private-public working
- Private sector bring expertise and capacity (Leicester Business Festival 2016)
- SEP, Growth Deals & ESIF - Clarity on local growth priorities
- Transparent and robust assessment for local investment
- Greater confidence & autonomy over sub-regional funds

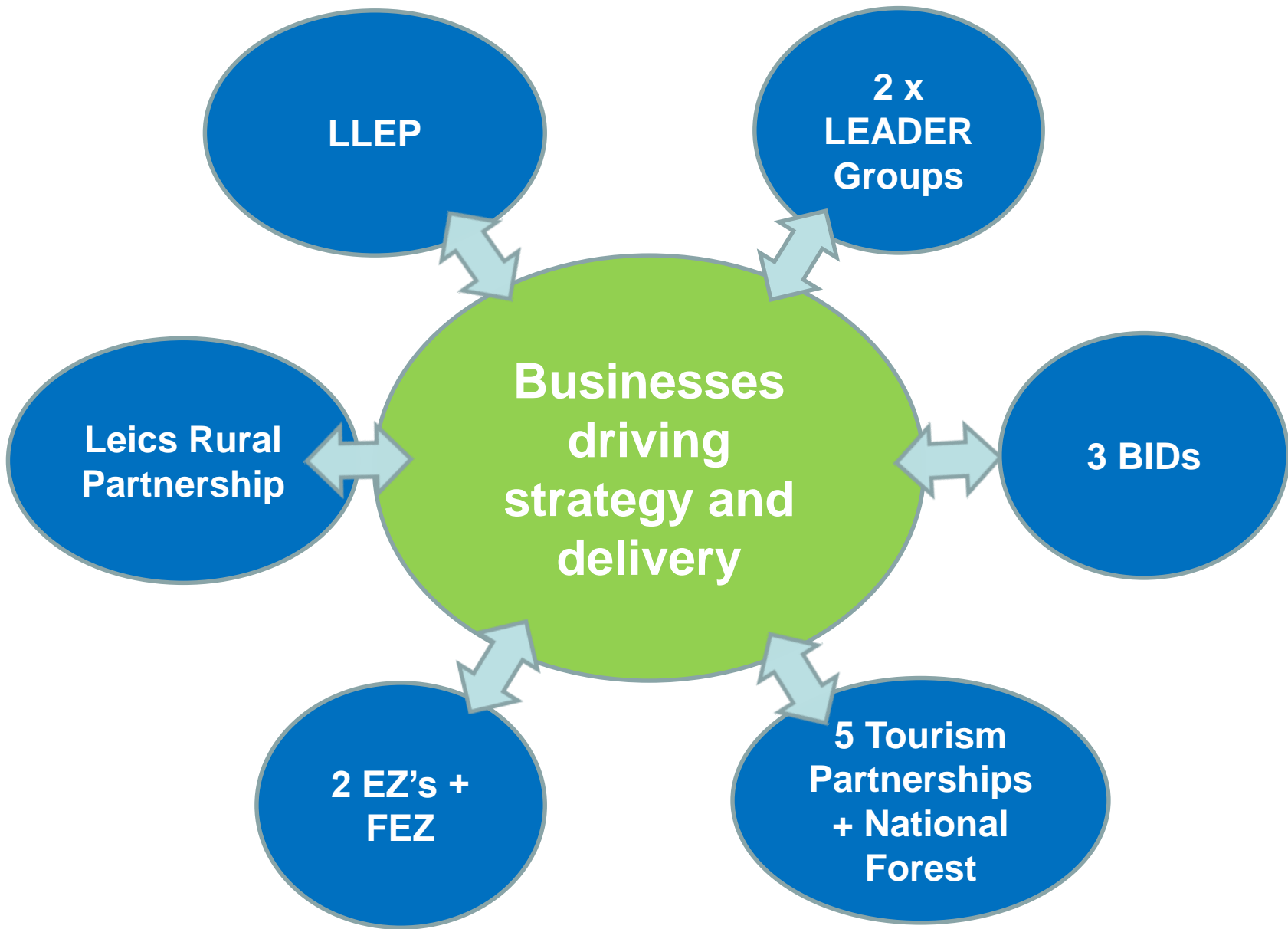


LRP – still going, still succeeding

- LRP still going after 20+ years
- Adaptive to change: strategic influencer
- Committed individuals: public, private, voluntary sector
- Clear priorities: Communities and Economic
- Positioning: Rural group for the LLEP

LRP: Informing local strategies - rural proofing?

- Political will (cabinet lead member)
- Respected partnership (the right people, connected people)
- Rural advocates (educate and spread the word)
- Evidence and intelligence (plug the gaps e.g. Sector evidence, Market Towns)
- Rural Framework and priorities
- Make an offer / take action





Reflections and challenges ahead

Are we 'mainstreaming' by default?

- Less funding, fewer people, greater focus on growth
- Ensuring rural is addressed through economic strategies, devolution deals, Midlands Engine / Northern Powerhouse
- Loss of EU funding will be a challenge & an opportunity

Opportunities for business-led partnerships

- The role of BIDs to support
 - Business friendly towns
 - Digital towns
 - Towns as tourism hubs
 - Townscape improvements
- The role of Tourism Partnerships
 - Joint marketing
 - Events
 - Local advocates

Role for LAs in Brexit

- Work with LEPs and stakeholders to gather local intelligence and data
 - Talk to business, talk to people
 - Assess the impact
 - Scenario planning
 - Policy influencing
- Be pragmatic and proactive to make Brexit work for our economies