

ACTION PLAN 2004/2007 A Plan to Make a Difference

After several months of planning and preparation, this February, the 2004/2007 Action Plan for the sub-region was approved by emda. This means LSEP can start to deliver its strategy and implement an extensive programme of activity for 2004/2005.

emda has allocated £7.3 million of funding for the 2004/2005 programme. They have also agreed to support longer-term activity in the sub-region by providing an estimated £10 million of funding each year in the following two years. With the support and financial backing from emda, LSEP can make a real difference to the local economy by investing in a wide variety of schemes across the city and county.

The action plan focuses on activity in Leicester and Leicestershire through the priorities outlined under the six key themes which drive the LSEP economic strategy: Land and Buildings, People and Skills, Enterprise and Innovation, Sustainable Communities, ICT and Broadband and Research.

Last year, LSEP received nearly 300 expressions of interest outlining potential project ideas from organisations eager to benefit from LSEP investment. All qualifying ideas were used to develop the action plan.

Highlights

The largest investment in Land and Buildings will be to support the work of the Leicester Regeneration Company in its mission to regenerate central Leicester, including the redevelopment of Abbey Meadows and the new science and technology park.

LSEP will support projects in smaller urban areas and market towns to stimulate economic activity and improve the built environment.

LSEP will also continue to support Leicester Shire Promotions in promoting a positive image for the city and county as both an investment and tourist destination.

As part of its People and Skills commitment, LSEP will help people from deprived communities to enter the labour market by providing support, guidance and

information and piloting improved access to training opportunities.

LSEP will be working with Business Link to develop a package of measures to provide enhanced start-up and after-care support to SMEs.

LSEP will establish a sub-regional support framework for the development of social enterprise; and provide resources needed to kick-start new social enterprises through the development of an 'Enterprise Chest'.

LSEP will be investing around £560,000 over the next three years and will address gaps in broadband provision and improve the update of broadband in line with edma and government targets.

LSEP will build on the research function by providing high quality economic research and intelligence



welcome

●●● Chief Executive's Statement

This is the second edition of our newsletter and I'm delighted to have the opportunity to announce our latest news and details on projects supported by the LSEP throughout Leicester and Leicestershire.

The last five months have been extremely busy for us. The team has been working closely with key partners to create our Action Plan for the next three years. It has come together from over 300 ideas submitted to us and has been an extremely challenging time for all those involved. However I'm pleased to say we've made great progress and have started 2004 successfully. Our 2003/2004 funding programme is well on track for completion and emda have now given their financial approval to our 2004/07 Action Plan. With this approval, the team can confidently move forwards to deliver benefits to the sub-region.

This newsletter details the highlights over the last few months, and covers some of our programme of activity for this year as well as the latest news. To date, we have approved 70 key schemes and invested around £4 million in Leicester and Leicestershire.

I am delighted to announce that emda has allocated £7.3 million of its funding towards the delivery of our programme of activity in 2004/2005. We anticipate their funding will increase annually, with around £10 million of funding expected each year in the following two years. emda's input promises to kick start our programme of activity each year and I believe this will make a real difference in helping us to achieve our ultimate vision to improve the economic prosperity and quality of life for all within the sub-region.

It is important for us to be working with organisations throughout the sub-region, and we are eager to receive your comments on our plans. Our contact details are on the back page, and we hope to hear from you soon.

Kishor Tailor
Chief Executive



inward investment from abroad

●●● Leicestershire forms ties with Indian Investors

Chief Executive, Kishor Tailor, recently joined partners from across Leicestershire in an Investment Delegation to India. During the visit the delegation presented a showcase of the sub-region to potential investors in Mumbai, Pune, Rajkot, Ahmedabad and Vadodra.

The delegation, headed by the Lord Mayor of Leicester, Councillor Ramnik Kavia was organised by LSEP and included Martin Peters, Chief Executive of Leicester Shire Promotions, Martin Traynor, Chief Executive of the Chamber of Commerce, John Nicholls, Chief Executive of Leicester Regeneration Company and Ian Jarvis of Leicester University.

Presentations from the group attracted a huge amount of interest and positive support from employers and organisations, who were eager to discover more about the investment and trade and tourism opportunities in the city and county.

A number of enquiries have been received from IT, pharmaceutical and engineering sectors and significant progress was made in establishing stronger links with entrepreneurs. A plan of action is now in place with partners across the sub-region to ensure that new relationships with 'would be' investors in India are developed, and potential investment opportunities are maximised.

A similar arrangement is now being put in place following a separate delegation to China



●●● Profiling Leicestershire at MIPIM, Cannes

LSEP and Inward Investment at Leicester Shire Promotions (LPL) joined forces to represent Leicestershire at the 2004 MIPIM (Marche International des Professionels de l'Imobilier) convention held in Cannes, France.

The event which took place between March 9th - 12th 2004, is the largest international property and development conference and attracts around 14,000 participants from 5,000 organisations in 62 countries.

This year was MIPIM's fifteenth anniversary and the LSEP's first year attending as part of the East Midlands team. Andy Rose, LSEP Programme Manager, joined the forty plus East Midlands team which also included representatives from the Leicester Regeneration Company and Inward Investment. Over 15,000 real estate specialists from over 60 countries attended the event which gave an excellent opportunity to showcase what the region has to offer.

As Ken Livingstone remarked, "The huge concentration of international investors and developers at MIPIM makes it an ideal platform for cities such as London to highlight flagship regeneration and development schemes in the capital." The same is true for Leicester and the East Midlands. This year's event was a great success, due in no small part to emda's planning, organisation and significant investment in the event, as well as the team effort from the East Midlands participants.



investing in the sub-region

Melton festival receives LSEP funding

The LSEP has contributed £10,000 towards the East Midlands Regional Food and Drink Festival which will be held in Melton Mowbray this October.

The grant will be used to appoint a coordinator for the festival who will be recruited by Leicestershire County Council on behalf of the Leicestershire Rural Partnership. The coordinator will work closely with food organisations from across the county to plan and deliver this regional event and will play a crucial role in ensuring the festival showcases the wide range of quality food produce available throughout the region.

Chairman of the Melton Mowbray Food Partnership, Matthew O'Callaghan said "This will be the largest food festival ever staged in the East Midlands. It is a huge enterprise, which is why we need a coordinator to run the event. We are very grateful to the LSEP for their important contribution to funding this post, without which I don't think we could have gone ahead."

The success of this festival will help to develop the local economy by supporting the future development of food and drink sector businesses across Leicestershire. Key partners in the project are: Leicestershire County Council, Melton Borough Council, Leicester Shire Promotions, Leicestershire Food Links, Heart of England Tourist Board, East Midlands Fine Foods, Melton Mowbray Market Partnership and the Countryside Agency.

Bollywood

Ambitious plans are underway to establish Leicester and the East Midlands as the Indian film and media capital of Europe. Indian film and television is a huge international business worth billions of pounds, producing over 1,000 feature films each year and employs thousands of people.

The industry is currently based in India, but recently there has been a trend to spread into other parts of the world both as a source of new locations and to provide wider cultural experiences. Leicester and the East Midlands have a natural opportunity to be positioned at the forefront of the emerging trend with strong links with the Indian culture and sub-continent; the presence of the only British Asian terrestrial broadcaster (MATV); SaBe TV; Sabras radio; the headquarters of the BBC Asian network. The central location of this sub-region provides an ideal location that puts the whole of Europe readily within its catchments area.

LSEP are working with E-media and other local partners to promote Leicester. As part of this strategic approach LSEP attended a promotional event in London, which received national and international coverage. As a result a number of European cities have approached LSEP wanting to be involved in a pan-European response to Bollywood. The partnership's Chief Executive Kishor Tailor also attended a major international Bollywood film festival (FRAMES 2004) in Mumbai to promote the opportunities available in the region. As part of this project, the Secretary of State for Culture, Media and Sports, Tessa Jowell came to Leicester to support the partnership's objectives prior to attending the FRAMES 2004 festival, where she highlighted the opportunities in Leicester.



Youth & Community Centre offers new careers facility

£100,000 of LSEP investment is helping to ensure a new employment and training centre is established this year in Beaumont Leys, Leicester.

LSEP is working with Leicester City Council on the project and the investment will result in a renovation which will create almost double the amount of space.

Thanks to LSEP's contribution, the existing Barleycroft Community Centre in Beaumont Leys, Leicester will be refurbished and transformed into a new careers centre.

The centre will offer extensive information and advice on employment and training opportunities in the area. A new broadband connected training and access suite will be created at the centre and will offer job seekers high speed access to search out employment vacancies and related information.

Part of the LSEP's contribution will be spent on redeveloping the area around the site to make the building easier to access. The building will also form part of the network of Healthy Living Centres (HLC), offering extra services including financial support and advice for local residents.

Supporting the growth of local companies

At the end of last year, the LSEP commissioned Leicestershire based independent marketing consultant John Day to undertake a project focusing on developing relationships with the city and county's key companies. The aim of the 'Key Company' project is to work closely with existing companies in Leicester and Leicestershire to encourage them to remain and expand their business in the area.

LSEP can help these businesses in a number of ways; either by putting them in contact with other organisations who can mutually benefit each other or by offering a forum for a collective voice to tackle local, regional and national issues.

To date over 40 companies have been contacted around the city and county including Next, Caterpillar, Samworth Brothers, AstraZeneca, BmiBaby, Alliance & Leicester and Leicestershire's 'Business of the Year' in 2003, King Vehicle Engineering.



www.lsep.co.uk Revamped

In April 2004, LSEP will launch its new website. www.lsep.co.uk will provide a more comprehensive, dynamic and user-friendly service to meet the needs of a wide range of visitors. New features include a regularly updated news section, resources section with valuable links to a variety of external sources and project information.

Leicester Shire Intelligence, the new name for LERP

In February 2004, the research arm of the LSEP was re-branded as Leicester Shire Intelligence. Previously operating as Leicestershire Economic Research Partnership (LERP), the new Leicester Shire Intelligence is a key project under the LSEP economic strategy.

Headed by Caroline Boucher, Research Programme Manager, Leicester Shire Intelligence will play a crucial role in providing high quality economic research and intelligence about the sub-region. Using a collaborative approach, Leicester Shire Intelligence aims to avoid duplication of research work in the region and will act as a support function to the LSEP and other key partners across the sub-region in informing strategic planning, business planning, funding bids and decision making. To find out more about Leicestershire Intelligence please call 0116 2575684.

Leicestershire Business Awards

Kishor Tailor, Chief Executive at the LSEP has been appointed onto the Board of the Leicestershire Business Awards. Now in their eleventh year, the awards recognise and celebrate the best of Leicestershire businesses.

A partner to Leicester Revealed

LSEP has played a crucial role in supporting the activities undertaken this year by Leicester Revealed, the ground breaking seven year place-marketing campaign to raise the profile of the city and county. With the help of LSEP funding, an advertising campaign is currently underway challenging the public's perceptions of the city. This year is Taste Leicester and a Leicester Expo is planned for later this summer.

future events

ICT events:

- The EMidlands business event in April 2004
- Regional conference on SMEs and public sector procurement – June 2004
- Intelligent Landscape Conference - a half-day event in June 2004 discussing the implementation of an ICT strategy for the sub-region.



LSEP's six key themes

1

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