



LEICESTER SHIRE  
**economic**  
partnership

# newsletter

developing economies • developing people

Spring 2006



It's expected the London Olympics will benefit the UK economy by over £3 billion from activities before, during and after the games. Getting a slice of this 'cake' for local companies and organisations is a new task which falls to Leicester Shire Economic Partnership (LSEP) to facilitate.

The Sydney 2000 games are seen as an exemplar for organising and hosting an Olympic event and maximising the economic benefits for all in a host country. The advice from those involved is to prepare thoroughly, well in advance and work in a coordinated manner. The approach taken in Sydney has been studied very carefully by those responsible for the London 2012 Games.

## LSEP GETS £10M TO DELIVER ECONOMIC IMPROVEMENTS

LSEP is one of seven Sub-regional Strategic Partnerships (SSPs) to benefit from an East Midlands Development Agency funding package totalling more than £50 million.

Working at the heart of the community, SSPs encourage sustainable sub-regional economic growth and are a vital link between *emda* and local communities. Bryan Jackson, chairman of *emda* said: "We are delighted to demonstrate our continuing commitment to SSPs by approving this funding for the coming year. They will play a vital role in achieving our vision to becoming a top 20 region in Europe by 2010, as they are in a good position to take practical steps to ensure we create vibrant economies at the very heart of our communities."

Previous experiences demonstrate that the 2012 Olympics should be seen as a catalyst and not the focus for business opportunities. Direct business opportunities will include supplying goods and services, working with sponsors and joint ventures with international vendors. The most obvious indirect opportunity is an increase in tourism, but an increase in participation in sport both before and after the games is envisaged.

LSEP's Olympic role will include facilitating an effective exchange of information, promoting joint collaboration to minimise duplication and maximise results, undertaking joint promotion of the area and ensuring businesses receive effective support and advice.

One area of particular importance to the county is Loughborough's strength as a base to host training camps. It has excellent facilities, sports technology links and is easily accessible by road and rail and is close to Nottingham East Midlands Airport.

### The 2012 Olympics timetable:

2005/06 Acquisition of site  
2005/06 Tender for venue designers  
2006/07 Tender for venue contractors  
2007/2011 Construction of venues

There will be limited opportunities for procurement in this financial year (2006/7) and the main opportunities will be three to four years ahead (2008/9). Information on all tenders will be advertised in the OJEU (Official Journal of the European Union) and on the LDA (London Development Agency) website: [www.lda.gov.uk](http://www.lda.gov.uk)

Nick Townsend, LSEP chairman said: "We are very pleased our business plan has been approved and funding allocated for 2006/07. This will enable us to build on our success to regenerate the economy of Leicestershire. LSEP is leading this economic regeneration by working strategically with our partners in the public, private and community sectors. I am proud that we have contributed to that renewal and in the next twelve months we will be using the resources to increase the number of learning opportunities, jobs created, new businesses created/assisted and to bring back under-utilised buildings for employment use."

Nick Townsend (chairman LSEP)



## SPECIALIST RECRUITMENT AGENCY OPENS LEICESTER OFFICE

Catering Services International (CSI), a specialist provider of quality temporary and permanent staff in all areas of the hospitality industry, has opened a new office on East Bond Street in Leicester creating five jobs.

CSI, established for over a decade, has been expanding over the last two years. Matthew Stephen, CSI's area development manager, said, "After looking at twenty towns and cities as potential areas for expansion, I can say that the assistance offered by Ben Sumner and the team at Invest Leicestershire

has been superb. If only other cities realised that they need to promote themselves to gain business investment, they would be as successful as Leicester."

Kishor Tailor, LSEP chief executive added, "Our latest research demonstrates that the Food and Drink Industry is making an increased impact on the local economy and I welcome news of another company trading internationally from a base in the sub-region."

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## VEHICLE RACKING AND STORAGE COMPANY EXPANDS AT ASHBY

Bott Ltd, a German-owned business which is the UK's leading manufacturer and installer of in-vehicle storage equipment, primarily for light commercial vehicles, is expanding its existing facility at Ashby de la Zouch to increase production, creating up to 20 new jobs.

With advice from Invest Leicestershire, Bott has purchased five acres of land adjoining its Ashby site for additional storage, an increase in production and better handling of high volume contracts. Bott recently won a contract to supply the British Telecom Fleet - Europe's largest telecommunications fleet - with vehicle racking and storage for its Customer Services Vehicle range.

Martin Peters, chief executive of Leicester Shire Promotions, said: "It is wonderful news that a foreign-owned business is increasing its investment in the county. This decision is another major sign of the confidence continuing to grow in the business community that Leicester and Leicestershire offer an ideal location for businesses looking to expand or relocate."

Andy Rose, LSEP programme manager added, "This is good evidence that local companies are expanding, growing and creating new jobs. The sub-region is becoming an attractive location for companies to develop their business and the creation of new jobs will help boost confidence and further improve the local economy."



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## SCULPTURE CREATES GATEWAY FEATURE IN SHEPSHED



A new £20,000 sculpture is creating a dramatic entrance to part of Shepshed. The design for the gateway involves the shape of a sheep's head emerging from dense woodland and is meant to be optimistic and invigorating. It is made from steel hollow sections and flat panels with a natural colour scheme.

The work is part of the Market Towns project which is a joint programme funded by LSEP and managed by Leicestershire County Council. It emerged from a number of workshops which took place in the summer of 2004 with local children who talked about a variety of topics from their hobbies to playgrounds, favourite rural walks and dens. The artist, Anuradha Patel, then used these images to create a sense of a mysterious forested landscape with pastures. One of the interpretations of the name Shepshed is 'sheep grazing in pastures'.

The gateway feature stands at the top of Kirkhill and makes a dramatic entrance feature to that part of the town. Gill Smitherman, LSEP programme manager said: "Initiatives such as this enable Market Towns like Shepshed to become more attractive thus encouraging visitors and local people to spend money in the area and help sustain the rural economy."

## PRAISE FOR NEW ONLINE CENTRE AT BROUGHTON ASTLEY

There was praise for the investment in facilities at the newly re-built Access Centre and Library in Broughton Astley from David Lammy, the government culture minister, when he officially opened the building. He said, "Public libraries are essential to their communities and provide a hugely popular service. I am really pleased that the investment here to make the building welcoming and comfortable is matched by the opportunity for visitors to access a wide range of high quality services."

A range of partners at the Library now offer: A Connect Point, free use of e-mail, internet and other software, access to IT training and Job career advice, extended opening hours, local community information, interview room, regular events including internet taster sessions, photocopying and fax facilities and access to learning in this multi-agency Centre.

The re-building of the library is part of a £5 million refurbishment plan. Leicestershire County Council and LSEP are working towards increasing the number of Access Centres based in libraries and other community buildings.

"We have supported the Access Centre programme since the outset and I am delighted another one has opened," said Kishor Tailor, chief executive of LSEP. "There are many reasons why Access Centres are a priority to the LSEP. Most importantly they give people equal access to a range of services including ICT which can lead to learning and improved employment prospects."



Culture Minister David Lammy surrounded by Kishor Tailor (LSEP), Cllr Ernie White and Margaret Bellamy both of Leicestershire County Council.

## JURASSIC JOY FOR MARKET TOWNS

Fourteen towns across Leicestershire will be stepping back in time this summer in the latest and biggest ever campaign to add fun and laughter to the high street and get people thronging to market towns.

Kishor Tailor, LSEP chief executive explains, "Last summer's campaign 'Leicestershire by the Sea' was staged in ten market towns and was very successful at attracting visitors and boosting the rural economy during a traditional slow period. Working with partners we want to build on this success by developing the concept further and adding competitions and trails around the Market Towns which will bring further business opportunities. This year other market towns, including Ibstock and Coalville, will be joining the programme. We worked very well together with a range of partners last summer so I envisage Jurassic Leicestershire being even more successful this year."

The aim of the event is to raise both local and visitor awareness of Leicestershire's Market Towns and their retail offer. The event will involve sandpits with ammonites, dinosaur eggs and other fossils, street trails, colouring and quizzes, together with a 10-foot dinosaur and skeleton and a dinosaur bouncy castle. Libraries have been approached for storytelling and the possibility of a story writing or poetry competition and it is hoped that museums will also participate, especially Charnwood Museum.

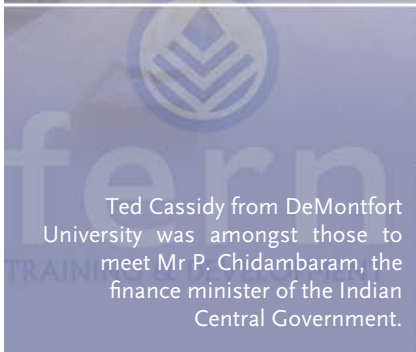
We are planning to put in a joint bid to the Arts Council to get local artists to come in and do workshops with schoolchildren to produce dinosaur models which it is hoped will be displayed in the town centres on the day of the event or to carry out poetry and/or drama workshops on this theme. We are also anticipating window dressing competitions and street trails.

For details of where the event is being held across the summer, please visit our website at: [www.lsep.co.uk](http://www.lsep.co.uk)



## THE WORK OF INDIA TRADE BUREAU

Less than a month following the official launch of the Bureau sponsored by Fern. A delegation left for India.



Ted Cassidy from DeMontfort University was amongst those to meet Mr P. Chidambaram, the finance minister of the Indian Central Government.



The chairman of the Leicestershire India Trade Bureau Yakoo Dassu spoke at Uduog 2006 – an industry exhibition that attracted 400 local businesses.



The chief executive of LSEP Kishor Tailor (right) promoting Leicester Shire to the president of the South Gujarat Chamber of Commerce and Industry, Dilip Chasmawala (left) the Gujarat MP Kashiram Rana (second left) and Dilipbhai Mandalaywala the immediate past president of South Gujarat Chamber of Commerce and Industry.

## IS THE UK'S MOST ENTERPRISING PLACE STILL IN THE EAST MIDLANDS?

The search is on to find regional entrants for the national 'Enterprising Britain 2006' awards. Last year the East Midlands won the ultimate accolade when Sherwood Energy Village was crowned national winner.

Unveiling the 2006 awards Alan Johnson, secretary of state for trade and industry said, "Enterprise and innovation are key to the UK's future economic growth and success in today's global market. It is only by creating a 'can do' attitude in society that we can compete with the levels of entrepreneurship that can be seen in the US. The Enterprising Britain competition is a great opportunity to celebrate some of the enterprise success stories in the East Midlands that not only change the lives of those individuals directly involved, but also those of the wider community."

LSEP has been asked to nominate the most enterprising town, city or area from Leicester and Leicestershire to go forward to the regional final. Phil Durban, LSEP programme controller said, "Leicestershire is home to some of the most innovating enterprising ventures and that places the sub-region in a good position to nominate places for the Enterprising Britain Competition."

Jeff Moore, *emda* chief executive said, "As demonstrated by Sherwood Energy Village, the East Midlands is fortunate to be home to some of the most inspiring entrepreneurs and enterprises in the country. Enterprising Britain 2006 is an opportunity to be recognised for this and show the rest of the UK why our region is rightly viewed as an entrepreneurial hub."

LSEP will coordinate local entries which have to be received by *emda* on Wednesday 17th May 2006. The East Midlands winner will be announced at the end of May and will go forward to compete in the national finals.

INFO 0116 257 5699 or [enquiries@lsep.co.uk](mailto:enquiries@lsep.co.uk)

## NEW SERVICE TO BUSINESS

LSEP is supporting a new business e-bulletin which replaces a regular round up of business stories that was produced by Leicester Shire Intelligence in paper form. The new electronic bulletin is circulated into people's inboxes during a Monday and contains a review of the business headlines from the previous week, a preview of the week ahead and key dates.

The bulletin, which is compiled by the Leicester Mercury, will also carry key messages from the LSEP and provides a convenient link to the LSEP website. The bulletin has been well received and can be sent to anyone who registers on line [www.thisisleicestershire.co.uk/businessbulletin](http://www.thisisleicestershire.co.uk/businessbulletin)