

APPENDIX 1: LLEP STRATEGIC PRIORITIES

The LLEP strategic priorities (A to H below) derive from the approved refreshed Local Economic Assessment (2011); those objectives are expanded in Leicester Business Council's consultation draft Economic Development Strategy for the period 2011–2030.

A Increasing Productivity and Private Sector Job Growth

- A1 Promoting enterprise and entrepreneurship
- A2 Stimulating innovation and creativity
- A3 Supporting business with the potential for growth
- A4 Supporting growth in private sector employment
- A5 Maximising opportunities through cross boundary collaboration

B Creating A Balanced and Sustainable Knowledge Based Economy

- B1 Developing a strategy for the knowledge based economy in Leicester and Leicestershire
- B2 Exploiting the full commercial potential of the knowledge, expertise and capabilities of our three universities and local businesses

C Addressing the Physical Requirements for Success

- C1 Providing good quality employment land and premises, fit for purpose
- C2 Developing a world class ICT infrastructure
- C3 Creating a modern transport infrastructure
- C4 Supporting the regeneration of central Leicester
- C5 Supporting the regeneration of our County Towns centres
- C6 Providing the right type and quality of housing at the right price in the right locations
- C7 Achieving tangible environmental benefits

D Raising Skills Levels and Educational Attainment

- D1 Promoting engagement with employers to understand their needs
- D2 Facilitating closer collaboration between employers, schools, colleges and universities
- D3 Overcoming key strategic weaknesses in the skills base to create a modern, mobile workforce to meet future business needs
- D4 Increasing graduate level employment and self employment opportunities in the sub-region
- D5 Increasing the number of apprenticeships available
- D6 Removing the barriers to training
- D7 Improving educational attainment in schools

E Providing Effective Business Support

- E1 Reviewing the local delivery of business support
- E2 Delivering an integrated business support service locally
- E3 Supporting innovation and creativity
- E4 Delivering effective ICT support programmes for businesses
- E5 Supporting effective networking between businesses
- E6 Responding to rapid economic shocks
- E7 Encouraging local government to do more to support local businesses

F Stimulating Investment and International Trade

- F1 Delivering more effective marketing of opportunities in Leicester and Leicestershire to secure inward investment
- F2 Supporting the attraction and retention of foreign direct investment
- F3 Providing local investment support
- F4 Supporting international trade development

G Growing the Green Economy and Investing in our Communities

- G1 Growing the green economy and promoting environmental sustainability
- G2 Promoting equality of opportunity
- G3 Developing sustainable communities

H (H1) Addressing Economic Inequalities and Promoting Social Inclusion