

LEICESTERSHIRE COUNTY COUNCIL
SCRUTINY COMMISSION

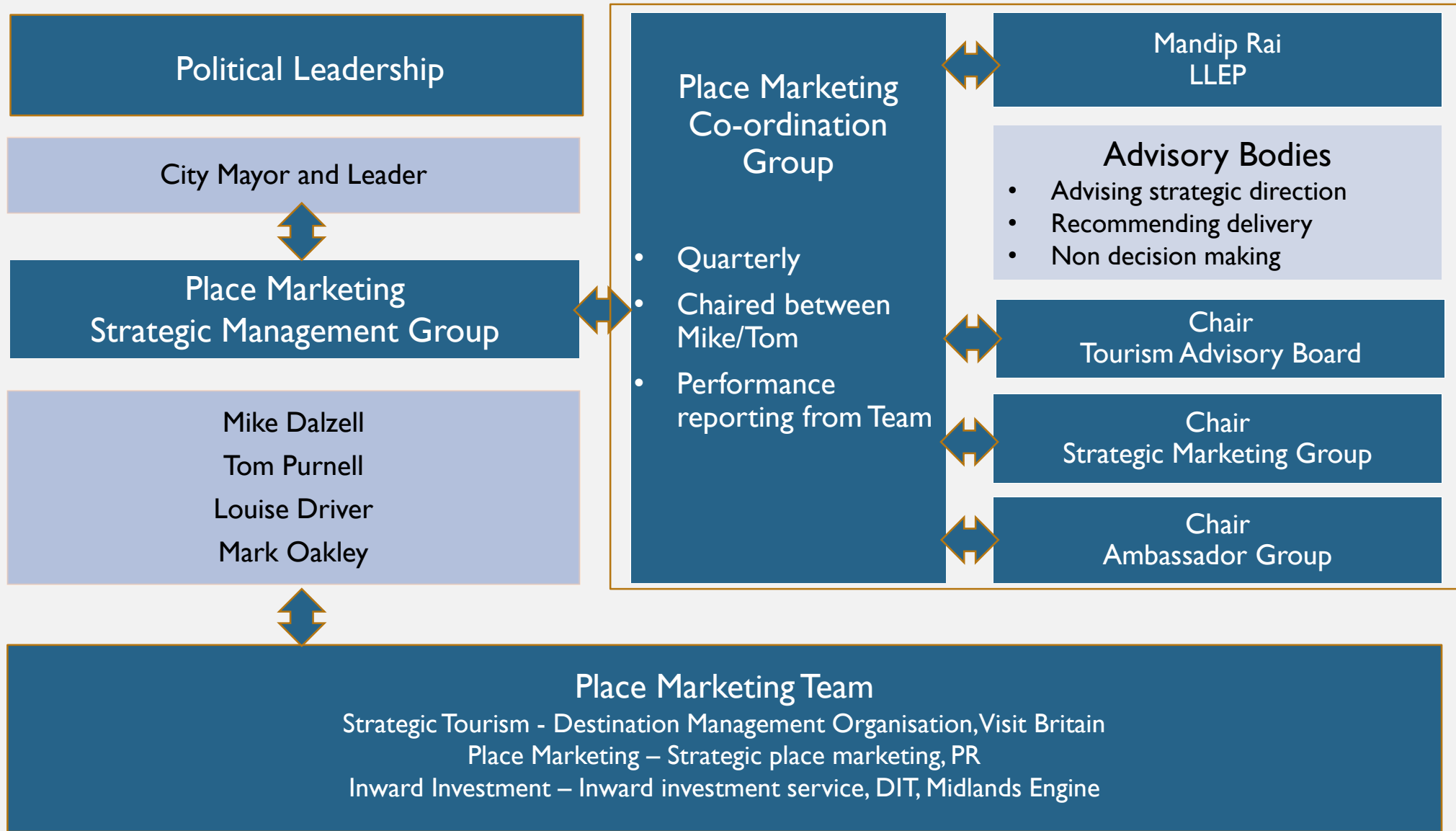
PLACE MARKETING UPDATE

10 APRIL 2019

MARK OAKLEY
DIRECTOR OF INWARD INVESTMENT AND PLACE MARKETING

- Partnership Working
- Core functions – progress and planned activities
 - Inward Investment
 - Place Marketing
 - Strategic Tourism

PARTNERSHIP WORKING



PLACE MARKETING - CORE DELIVERY TEAM

MARK OAKLEY – DIRECTOR OF INWARD INVESTMENT AND PLACE MARKETING

INWARD INVESTMENT

PANKAJ MISTRY
INWARD INVESTMENT
MANAGER

**PROPOSED NEW
INWARD INVESTMENT
(SECONDMENT)**

IBRAHIM ELIAS
PROJECT OFFICER
(INWARD INVESTMENT)

PLACE MARKETING

BRIAN LISOWY
PLACE MARKETING
MANAGER

KAMALJIT DHINSA
COMMUNICATIONS &
MARKETING OFFICER

JON CHAMBERS
GRADUATE PROJECT
OFFICER

STRATEGIC TOURISM

SALLY COLEMAN
STRATEGIC TOURISM
MANAGER
(SECONDMENT)

INWARD INVESTMENT

INWARD INVESTMENT

- Handholding inward investment/business relocation enquiries
 - Maintaining up-to-date commercial site and premises database; Property and site selection support for businesses
- Business Ambassadors advisory group being shaped to support activity – FDi Award 2018
- Strategic Site data and fold out map delivered in March 19
- Team Leicester/MIPIM – pre / March 19 / post in May/June 19
- Supporting Districts and Enterprise Zones, including “InvestinHarborough” launch
- LinkedIn social media for raising business profile from Spring 19
- New Inward Investment website, sector data bank, image/content and e-marketing collateral
- Working with DIT, including High Potential Opportunities – Space prospectus
- Additional county funded post will increase capacity – interviews today

INWARD INVESTMENT



Leicester | Leicestershire

The largest economy in the East Midlands... ...and a business investment hot spot

Fast facts

- The largest economy in the East Midlands worth £23.4 billion a year
- Leicestershire provides nearly 500,000 jobs and hosts over 42,400 trading businesses
- Central location with two of the largest distribution parks in the country
- Voted one of the best UK cities in which to do business
- Home to three leading world class universities supplying 50,000 students
- East Midlands Airport - UK's No. 1 for pure freight
- Ranks top amongst Britain's best areas to bring up a family



1 BILBY BUSINESS PARK
 Located on High Leicestershire Road, Bilby Business Park is a new commercial development of 100,000 sq ft. The site is available for lease or purchase. It is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

2 PHASE 1 LEICESTER COMMERCIAL PARK, LUGBURYTHORPE
 Phase 1 offers approximately 100,000 sq ft of prime commercial space available for lease or purchase. The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

3 CHARNWOOD CAMPUS (LIFE SCIENCES OPPORTUNITY ZONE)
 Charnwood Campus is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

4 LOUGHBOROUGH UNIVERSITY SCIENCE OF ENTERPRISE PARK (LUSEP)
 The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

5 AIRFIELD BUSINESS PARK, MARKET HARBOROUGH
 Leicestershire County Council own over 15 acres of land north of Market Harborough town centre with outline consent for a mixed office, industrial and warehouse scheme. **Investment Opportunity**

6 COMPASS POINT BUSINESS PARK
 Located on the southern outskirts of Market Harborough, the site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

7 MAGNA PARK, LUTTERWORTH
 There are two sites available. The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

8 BARWELL SUE (SUSTAINABLE URBAN EXTENSION)
 A sustainable urban extension on the western edge of Barwell, Leicestershire. The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

9 LUTTERWORTH EAST
 Leicestershire County Council owns the majority of a 20-acre development site in Lutterworth, Leicestershire. The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

10 LAND AT AIRFIELD FARM, MARKET HARBOROUGH
 Located on the northern outskirts of Market Harborough, the site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

11 NORTH EAST LEICESTER, THURHAMSTON
 A 10-acre site for office, industrial and warehouse use. The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

12 WATERSIDE
 A 10-acre site for office, industrial and warehouse use. The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

13 SPONNER PARK
 A 10-acre site for office, industrial and warehouse use. The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

14 THORNTON WAY, MELTON ROAD
 A 10-acre site for office, industrial and warehouse use. The site is a prime location for businesses, with easy access to the M1 and A66. The site is also close to the M1 J14 interchange, making it a highly accessible location for businesses. **Investment Opportunity**

One of the best connected areas in the UK

London is only one hour by train
 Under four hours to Paris by Eurostar

Three international airports within 40 mins drive
 Home to East Midlands Airport - the second largest freight handling airport in the UK

Four national motorways running through the county
 22 million consumers within three hours drive

A workforce of over one million within a 45 minute drive

For free, confidential and impartial advice contact:
 Invest Leicester Team
 Leicester City Council
 +44 (0) 1522 464 1020
 info@investleicester.co.uk
 investleicester.co.uk

A great place for business
 The UK's second largest economy...and a business investment hot spot

One of Britain's most attractive and cost effective places to do business. The regeneration of Leicester has made the city an outstanding business investment hot spot.

Support for investing businesses
 A national partnership approach to see all your relocation needs met including specialist Enterprise Zone support.
 A skilled and experienced team supporting you to find the perfect site.
 Free, confidential and impartial service.
 A dedicated aftercare team to support your business once relocated.
 Advice and support in accessing available funding.

3 internationally recognised universities
 With over 50,000 high quality students

4 national motorways as central UK location

1 million workforce within a 45 minute drive

Worth £23.4 billion a year
 Central to the prosperity of the Midlands providing nearly 500,000 jobs and over 42,400 trading businesses

Save £12,000 per employee per year (an average in comparison to London)

Exciting opportunities built on global connectivity

We're a proud family engineering business for the next 80 years on Leicestershire and Leicestershire's global centre of advance manufacturing.

Leicester | Leicestershire
 Investinleicester.co.uk

PLACE MARKETING

PLACE MARKETING

- Supporting development and delivery of key Inward Investment and Strategic Tourism initiatives
 - Developing key messages
 - Designing effective campaigns, PR consultancy engaged
 - Improving and managing website assets and social media
 - Welcome to Leicestershire Guide
 - Co-ordinating delivery of Inward Investment Promotion Project
- High level Strategic Marketing Group established

STRATEGIC MARKETING GROUP

- Inaugural meeting of partners and stakeholders held in March
- Key objective is to align the place messages for the city and county in partner and stakeholder communications and marketing campaigns and support place marketing activities
- Initial membership includes:
 - Leicester City Council and Leicestershire County Council
 - Leicester & Leicestershire Enterprise Partnership
 - University of Leicester; De Montfort University; Loughborough University
 - BID Leicester
 - East Midlands Chamber and Federation of Small Businesses (FSB)
- Shared research of perception, unified key messages, improved co-ordination of communication
- Partnership working critical to amplify voice – including private sector with Advisory Bodies/Groups

STRATEGIC TOURISM

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- **Tourism Advisory Board set up in 2017, private sector led, chaired by Sharon Redrobe – Twycross Zoo**
- **Developing Tourism Growth Plan**
 - Tourism growth ambitions data capture exercise – nearly 50 projects from 26 organisations
 - Melton's draft Destination Management Plan, Charnwood Tourism Blueprint & City Tourism Action Plan refresh will support development
 - STEAM data commissioned – improving sector intelligence
- **Exploring support for business tourism**
 - Business tourism delegate typically spends 4 times that of a leisure visitor and frequently stays overnight
 - Great location for business tourism and good value
 - L&L has over 140 meeting and event spaces that can cater for 5 to 2,500 delegates
 - Stakeholder workshops 27 March to consider shaping model and interest from private sector
- **Sector engagement (district tourism partnerships) and champion (Visit England, Midlands Engine)**

TOURISM BRANDING



LEICESTER - AT A GLANCE

• Leicester is historic but futuristic, buzzing yet relaxed.

• Unusual shops, fine restaurants, a vibrant nightlife and a strong cultural diversity have all contributed to Leicester's remarkable renaissance.



- **Developed tourism brand concept**
- **– Uncover The Story**
 - Building a distinctive tourism identity and improving sector cohesion
 - Theme to package and connect tourism products (e.g. at trade shows) and provide a platform to introduce visitors to the range of tourism experiences
 - Theme to inspire PR and marketing campaigns, itineraries for group travel and short breaks

Mark Oakley

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