

LEICESTERSHIRE - A COUNTY TO BE PROUD OF

Leicestershire - A vibrant and thriving County in which to live, work and play

This chapter of the Community Strategy is about protecting, enhancing and promoting the economic, social, environmental and cultural assets of Leicestershire for the benefit of all residents, businesses and visitors.

| The people of Leicestershire want: | In Leicestershire: | We will: |
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| <p>A positive image for Leicestershire and the promotion of what is best about the County</p> <p>A positive image for the County with better community and visitor facilities, to help generate a sense of pride in Leicestershire, attract visitors and encourage residents to spend leisure time locally.</p> | <p>Over 23 million visitors were attracted to Leicestershire and Leicester in 2000, around 22 million of these were day visitors, contributing around £782 million to the local economy.</p> | <p>Establish an image for Leicestershire and Leicester, to which all LLSP partners can subscribe, which promotes its qualities to attract inward investment and tourism. <i>(Leicester Shire Economic Partnership, 2004)</i></p> <p>Work together to use Information Communications Technology in a pilot project to enhance information, booking and enquiry services for local visitor attractions. <i>(Leicestershire County Council, Leicester Promotions, North West Leicestershire District Council, 2005)</i></p> <p>Develop a web based portal to promote what is going on in Leicestershire for tourists and local people. <i>(Leicester Shire Economic Partnership, 2005)</i></p> |

A strong economy, with quality job opportunities and skills for the future

A strong diverse economy where a wide variety of thriving small, medium and large businesses can flourish in both urban and rural areas.

Unemployment is low at 1.9% (October 2002) compared **with** the East Midlands rate of 2.7% and the UK rate of 3.0%. There are however pockets of high unemployment.

68% of employees in Leicestershire work in the service sector and 32% in manufacturing, construction and primary industries. These proportions are similar to the East Midlands (72% and 28% respectively), but significantly different to the 79% service sector employment for Great Britain. This has important implications for the Leicestershire economy as employment is forecast to fall across many manufacturing sectors although offset by growth in service sector employment.

Another significant employment sector is the health and social care workforce, including residential and home care assistants, social workers, occupational therapists, doctors, nurses and physiotherapists.

Farm income levels have declined significantly in recent years in Leicestershire and nationally.

Assist the Leicester Shire Economic Partnership in delivering key actions from the Leicester Shire Economic Development Strategy by:

- Raising the knowledge, skills, aptitudes and motivation of people
- Creating an environment in which enterprises can start up, grow and flourish and which encourages innovation in the fields of design, research and knowledge transfer
- Creating the right conditions through availability of land, buildings and infrastructure in the sub region.
- Developing **ing** more sustainable and equitable communities with all benefiting from economic growth
(*Leicester Shire Economic Partnership, Ongoing*)

Achieve the national standard for qualification of the social care workforce locally, so that at least 50% are qualified to NVQ Level 2 or above. (*Leicestershire Social Care Development Group, 2005*)

Achieve the national standard for qualification of the childcare workforce locally so that 100% of leaders are qualified to NVQ Level 3 or above, with

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| | <p>The agriculture sector accounts for approximately 2.4% (6,800 jobs) of employment in Leicestershire and Rutland which is similar to the national average. However, agriculture remains important to rural areas with many jobs, such as those related to tourism, indirectly dependent on this sector.</p> <p><u>Farm markets are currently held in Castle Donington, Coalville, Market Harborough, Lutterworth, Melton Mowbray, Hinckley and Oadby.</u></p> <p>Creative industries - architecture, advertising, fashion, film, antiques, broadcast media - employ about 85,000 people in the East Midlands accounting to about 4.3% of the workforce. This sector is highly qualified and has a high proportion of self employed, sole traders and SME companies as well as being the fastest growing sector in the world</p> <p>Leicestershire's Cultural Strategy aims to assist with building a creative economy and develop sustainable private/public sector partnerships to enable creative businesses to flourish.</p> <p><u>The sports cluster being developed at Loughborough University, building</u></p> | <p><u>50% of paid staff qualified to NVQ Level 2 or above. (Leicestershire County Council, Leicestershire Early Years Development and Childcare Partnership, Ongoing)</u></p> <p>Promote local food initiatives such as supporting regular farmers markets in every county town, and promoting the Leicestershire local food logo. <i>(Leicestershire Rural Partnership, 2005)</i></p> <p>Leicestershire Local Strategic Partnership partners to set an example in promoting jobs to graduates by ensuring adequate career structures are in place within their organisations. <i>(Leicester Shire Economic Partnership, 2005)</i></p> <p>Diversify the rural economy by stimulating business growth and diversification, targeting micro businesses with programmes such as redundant buildings, wood fuels, and supporting ICT. <i>(Leicestershire Rural Partnership, 2005)</i></p> |
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| <p>The provision of lifelong learning opportunities to enhance skill levels.</p> | <p><u>upon a long tradition in sport should help to develop the economic prosperity of this area of the county.</u></p> <p>According to a household survey of Leicestershire and Leicester <u>conducted in 2000</u>, 43% and 25% of adults are qualified to NVQ3 ('A' level equivalent) and NVQ4 (first degree) levels respectively. Only 56% of managers have level 3 qualifications of any kind.</p> <p>Local research from Leicestershire and Leicester suggests that 1 in 10 adults have not participated in any training since leaving school.</p> <p>Over 50 villages have been visited by mobile training tutors who bring laptops to villages to provide introductory computer training.</p> <p>Enrolments on local authority adult education courses are high at 101 per 1000 adult population in 2001, compared to the national average of 33.</p> <p>A range of lifelong learning services are provided to local communities by further education colleges, local universities, Jobcentre Plus and the Information Advice and Guidance Partnership.</p> | <p>Deliver accessible, affordable, high quality projects to increase participation in learning by supporting:</p> <ul style="list-style-type: none"> • adult learning, basic skills and family learning projects. • a higher education project. <p><i>(Learning Partnership, Learning and Skills Council, 2006)</i></p> <p>Work with the voluntary and community sectors to bring about effective partnerships with mainstream providers to engage new adult learners. <i>(Learning Partnership, Council for Voluntary Service Community Partnership, 2004)</i></p> <p>Develop local learning forums in each District Council area to bring together providers to respond to learner needs and provide a focus for local collaborative activity. <i>(Learning Partnership, March 2004)</i></p> <p>Work with employers to offer basic skills and English for Speakers of Other Languages to employees in the workplace. <i>(Learning Partnership, Business Link and Learning and Skills Council, 2004)</i></p> <p><u>Work with partner agencies to enable</u></p> |
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| <p>A safe, clean and green environment</p> <p>Cleaner air, less pollution, a reduction in the impact of climate change and efficient use of natural resources.</p> | <p>Early years and childcare learning opportunities, youth services and adult and community education are also available.</p> <p>All Libraries in Leicestershire are “UK On-Line” Centres.</p> <p>Air Quality Management Areas have been declared in all Districts as healthy limits for some air pollutants are expected to be exceeded.</p> <p>There were more storms in the East Midlands during the 1990s than in the rest of the 20th century.</p> <p><u>Over 330,000 tonnes of household waste is produced by Leicestershire residents each year. Of this, 78% is landfilled, 12% recycled and 10% composted. This represents less than a fifth of the total amount of waste in the county, when commercial and industrial wastes are included.</u></p> <p>The Leicestershire Municipal Waste Management Strategy, agreed by County and District councils, identifies a more sustainable approach for dealing with household waste. Waste awareness and reducing the amount we all produce is a</p> | <p><u>equal access to teenage parents to allow more into education training or employment and therefore reduce the risk of long-term social exclusion.</u> <i>(Teenage Pregnancy Strategy, 2000-2010)</i></p> <p>Investigate the impacts of climate change in Leicestershire and develop a strategy for mitigation <u>to which all LLSP partners can subscribe.</u> <i>(ENABLE, 2005)</i></p> <p>Increase household waste recycling and composting by Leicestershire County Council and the District Councils to achieve an overall increase of around 52% on current levels, i.e. from 49,700 (2001/02) to 92,745 tonnes of household waste recycled or composted in 2006. <i>(Leicestershire County Council and District Councils, PSA Target 10, 2006)</i></p> <p>Lead the community by demonstrating <u>and promoting</u> environmental good practice, such as energy efficiency, <u>waste minimisation</u>, recycling and travel plans by incorporating <u>environmental</u> considerations, including into actions and strategies. <i>(ENABLE, 2006)</i></p> <p><u>Promote sustainable energy sources, such as wind power and encourage local companies and organisations to</u></p> |
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| <p>Thriving market towns and village centres and high quality built areas</p> <p>Vital and thriving market town centres and village centres which act as “hubs” for surrounding communities.</p> | <p>key element of the strategy as is maximising the amount that is recycled and composted.</p> <p><u>Fly tipping is the illegal disposal of waste and affects all of the community. It is an activity that can potentially harm the environment and pose a risk to health. It is anti-social and spoils our enjoyment of both our towns and countryside.</u></p> <p>Over 3 years, members of Leicestershire Waste Minimisation Association report that almost £250, 000 worth of savings have been made through efficient management of resources and reducing waste.</p> <p>‘Healthchecks’, to identify strengths and weaknesses, are being undertaken in 4 market towns and 5 village settlements over the next 3 years.</p> <p>Environmental improvements, such as planting and street furniture, are being undertaken in settlements such as Ashby de la Zouch, Hinckley, Lutterworth, Castle Donington, Rothley and Markfield.</p> <p>43% of new housing was built on previously developed land in 2000/01. This compares to regional and national averages of 40% and 61% respectively.</p> | <p><u>minimise waste</u> (ENABLE, 2006)</p> <p><u>Support the Clean Leicestershire's Environment and Neighbourhood (CLEAN) project that will provide an education and awareness campaign and an enforcement team to reduce the incidence of fly tipping in the county. (CLEAN Project Steering Group, 2004)</u></p> <p>Undertake collective marketing of urban and rural centres, including a “shop local” campaign, programmes of training seminars and the development of a Leicestershire Loyalty card. (Leicestershire Rural Partnership, 2005)</p> <p>Complete healthchecks and <u>support the implementation of</u> action plans for 9 Market Towns and Rural Centres by 2005 and a further 6 by 2008. (Leicestershire Rural Partnership, 2008)</p> <p>Provide extra support for post offices by:</p> <ul style="list-style-type: none"> • Supporting 10 <u>rural</u> Post Offices with grants via the Post Office Development Scheme. |
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| <p>Strong communities where people feel that they have a say in their future</p> <p>Local people to have a sense of “community spirit” and to be supported in community activities to bring people together.</p> <p>Local people to feel part of the decision making process and to have a role in planning the future of their own community.</p> | <p>Many agencies provide a wide range of support for local communities and individuals including support from the County Council for environmental improvements, village halls and sports projects through its Shire Grants scheme.</p> <p><u>Rural Community Council Community Development Officers, funded by the County Council, District Councils and Countryside Agency have supported</u> 52 communities in undertaking village appraisals. A further 23 communities are currently developing Parish Plans for their settlements.</p> <p><u>Each parished area in Leicestershire has either a Parish Council or a Parish Meeting. Parish Councils are the grass roots level of local democracy. The Association of Parish and Local</u></p> | <ul style="list-style-type: none"> • Locating 12 Community Access points in Post Offices across the county. • Developing an information project based around the provision of answers to frequently asked questions on a poster located in village shops and Post Offices. <p><i>(Leicestershire Rural Partnership, 2005)</i></p> <p>Encourage community led consultation and development <u>by supporting local community groups, including Parish Councils at least:</u></p> <ul style="list-style-type: none"> • 5 new Village Appraisals, • 20 new Parish Plans, and • 5 new Village Design Statements <p><u>and encourage people in Leicestershire to participate in community consultation.</u></p> <p><i>(Leicestershire Rural Partnership, 2005)</i></p> <p>Develop a protocol to ensure that the results of consultation activities such as Citizens Panels and Juries are used effectively, disseminated widely and fed into the decision making process. <u>Ensure that the Voluntary and Community sector are involved in this process in the most timely and efficient way.</u></p> <p><i>(Leicestershire Local Strategic Partnership, 2005)</i></p> <p><u>Develop an agreed partnership</u></p> |
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| | <p><u>Councils co-ordinates and supports the work of Parish Councils and Meetings.</u></p> <p><u>The Leicestershire Local Strategic Partnership has supported the proposal that the Leicestershire County COMPACT provides a model for local COMPACT development in Leicestershire generally. A COMPACT is a written agreement providing a framework for the way in which Leicestershire's voluntary and community organisations work together with local authorities.</u></p> | <p><u>approach on Community Cohesion. (Leicestershire Local Strategic Partnership, 2005)</u></p> <p><u>Support the development and implementation of COMPACTS in Blaby, Hinckley & Bosworth, Melton, Charnwood, Oadby & Wigston, North West Leicestershire and South Leicestershire, and the Learning Compact with the Learning & Skills Council. (CVS Community Partnership, Leicestershire Local Strategic Partnership, 2005)</u></p> <p>Use the Citizens Panel to gather information about the needs of local communities and to assess the impact of the Leicestershire Local Strategic Partnership action plan. <i>(Leicestershire Local Strategic Partnership, 2005)</i></p> <p>Hold at least one Citizens Jury per year. <i>(Leicestershire Local Strategic Partnership, Ongoing)</i></p> <p>Develop new methods of consultation to seek the views of those who do not normally respond to consultation. <i>(Leicestershire Local Strategic Partnership, 2005)</i></p> <p><u>Review and co-ordinate the activities of</u></p> |
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| <p>Access to the countryside, green spaces, biodiversity and built heritage to be conserved and enhanced.</p> <p>More opportunity to for all sections of society to participate in sports, leisure, arts and culture, heritage, the economy, learning and other aspects of life.</p> | <p><u>The Leicestershire, Leicester and Rutland Green Space Strategy includes the protection, development and accessibility of green spaces and playing fields.</u></p> <p>Leicestershire has 36 country parks for local people and visitors to discover the County's landscapes.</p> <p><u>26% of all volunteers are involved in sporting activities.</u></p> <p><u>The Leicestershire, Leicester and Rutland Sports Forum plays a</u></p> | <p><u>the range of community development workers working in the County.</u> <i>(Leicestershire Local Strategic Partnership, 2005)</i></p> <p>Increase access to the countryside by improving the rights of way network and to make the countryside more interesting and attractive by conserving and enhancing its natural and historic heritage. <i>(ENABLE, 2006)</i></p> <p><u>Increase to 81% the percentage of the length of footpaths and other rights of way that are signposted where they leave rights of way and easy to use by members of the public.</u> <i>(Leicestershire County Council, BVPI, 2005/06)</i></p> <p><u>Take action to increase the number of buildings removed from the listed buildings at risk register</u> <i>(Leicestershire County Council, BVPI)</i></p> <p>Develop new community and leisure facilities on school and college sites. <i>(Cultural Strategy Forum, Leicestershire County Council, Ongoing)</i></p> <p>Develop a network of community parks. <i>(District Councils, 2005)</i></p> <p>Develop arts and heritage based projects</p> |
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| | <p><u>significant role in developing high quality and accessible sport in the county, including activities for young people.</u></p> <p>Currently, only 2.5% of Leicestershire Leicester and Rutland is notified as Sites of Special Scientific Interest (SSSI) compared with an average of 6% per county in England.</p> <p>There are over 50 sports facilities in the County with activities ranging from climbing walls to swimming pools and fitness gyms to courts for tennis, badminton and squash.</p> <p>There are over 50 local authority and independent museums protecting and promoting the County's heritage.</p> | <p>in rural communities such as rural and community touring schemes and heritage wardens <u>by using funding such as the Countryside Agency's Local Heritage Initiative.</u> (<i>Leicestershire Rural Partnership, Cultural Strategy Forum and ENABLE, 2005</i>)</p> <p>Improving access to and quality of libraries (<i>Leicestershire County Council, 2005</i>)</p> |
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