



## Background and Principles

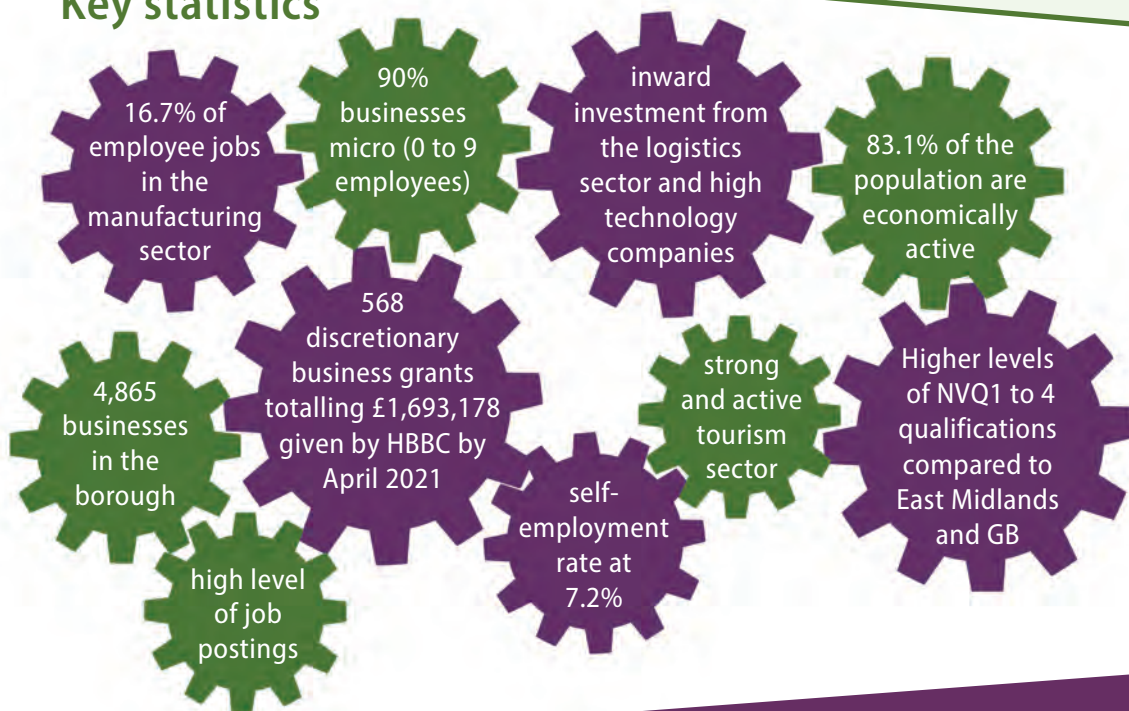
The Borough Council has economic regeneration as a key corporate priority and has delivered significant outcomes linked to its former adopted Economic Regeneration Strategy. A number of key drivers now influence the need for a refresh and publication of a new Economic Regeneration Strategy to take us forward to 2025. Of immediate need is to include policies to help the local economic recovery from the unprecedented situation that the UK overall is facing in terms of the COVID 19 pandemic. A further influence will be the impact of Brexit now the UK has left the EU Single Market and Customs Union, and how the end of the transition period will affect the local economy and businesses.

This Strategy sets out the vision and aims for ensuring the whole borough prospers from economic recovery and growth over the next five years.

## The Vision

- To have a vibrant location with a competitive and thriving sustainable local economy across the whole of the borough
- To work towards sustained economic recovery from the COVID pandemic
- To attract and sustain investment, business growth and entrepreneurship
- To have a flexible and skilled workforce enabling sustainable communities and a location where people want to live and work, because good quality jobs are available in both the urban and rural areas of the borough
- To enable an environment of partnership and collaboration, where the private, voluntary and public sector come together to invest in the future of the borough

## Key statistics



# Places

- Produce new Town Centres' Strategy vision documents in order to promote the vitality of our town centres and use the emerging Local Plan to provide the planning policy framework to support the delivery
- Work with partners including the Hinckley Business Improvement District to develop our plans and new events programme to attract shoppers and visitors to help increase footfall to pre-COVID levels and above in our town centres while maintaining social distancing
- Invest in marketing and communication to promote our town centres i.e. shop local campaigns
- Re-imagine Hinckley town centre through the new Public Realm Masterplan to identify new opportunities that will secure the ongoing regeneration of Hinckley
- To implement the Hinckley High Streets Heritage Action Zone to improve the appearance of identified historic buildings and public spaces
- Promote improved walking and cycling access to our town centres and across the borough including between the different centres
- Continue to support our rural town centres to help ensure a vibrant and sustainable economy, engage the Local Plan in safeguarding rural centres and rural employment sites continuing to support the sustainable economic growth of rural enterprises
- Promote the Investor Prospectus, a guide to development and relocation opportunities, and regularly update its key sites
- Bring forward employment sites and facilitate quality 'move on' space for businesses wishing to expand, supporting the sustainable extension of existing employment sites
- To promote the MIRA Technology Park and Enterprise Zone
- To promote infrastructure projects in order to open up employment and residential sites
- To work with tourism partners in relation to delivery of Tourism Growth Plans and tourism key assets and heritage trails
- Continue to deliver the Environmental Improvement Programme





# Prosperity

- To support local businesses in their bids to Government for funding support to help sustain them through recovery from COVID19
- To support the local economy and minimise business closures and help to maintain supply chains
- Consider financial impacts on all types of businesses and provide support to access both grant and support programmes from sources such as government, the Leicestershire Growth Hub, Leicestershire County Council and Hinckley & Bosworth Borough Council
- Ensure businesses are provided with advice on COVID requirements and are COVID safe
- To provide businesses with advice in respect to Brexit, in particular businesses who are challenged by changes in exports, now the UK has left the EU Single Market and Customs Union
- Engage with our Employment & Skills Taskforce to deliver its action plan on intervention and support, including securing local data to inform on trends and inform actions
- Establish relationships with and an understanding of the needs of both existing and new businesses especially related to skills in order to establish likely future skill requirements of businesses
- Facilitate and promote business events by working in partnership on subjects chosen through collaboration with local businesses and education colleagues
- Through relevant digital programmes enable businesses to best use superfast broadband opportunities
- Work with tourism partners and the Leicester and Leicestershire Economic Partnership to secure external support for key tourism destinations in our area
- Through the Local Plan identify opportunity sites for redevelopment and investment opportunities for the provision of new small-scale employment such as grow-on space and small affordable units for start-ups
- Make use of data collection and intelligence to engage with local commercial agents to understand changing market conditions and build confidence
- Undertake a review of our own commercial estate and opportunities for the future
- Review the opportunities through master planning for potential re-uses of vacant office/commercial buildings in our centres and enable more people to live in appropriate locations of town centres in order to support local businesses



# People

- Through the Employment and Skills Taskforce to work with local schools, academies and colleges to enable young people to have confidence in their future, raise aspirations and ensure students have an understanding of local employment and training opportunities  
Specific Action: the provision of events (locational or remote until the pandemic is over) such as Careers Speed Networking, Primary Engineers programme, Secondary Engineers programme and Teen Tech
- To promote future sector specific, including low carbon, job opportunities at schools and colleges in order to improve perceptions and attract young people into employment in these sectors
- To work with education providers and businesses to match training courses and apprenticeships to local business needs including any replacement demand requirement
- To encourage the upskilling of local people, to retain local skills and encourage the retention of local graduates
- To support people to overcome barriers to employment and work with the Voluntary and Community Sector to provide support programmes
- To support people wishing to set up in business and those working from home
- To work with construction companies and developers on local sites to encourage them to take on local people for jobs, apprenticeships and work placements
- To engage with appropriate local transport providers and enablers to help people access employment and training



# Wellbeing

- Support the wellbeing and health of the local workforce through working in partnership to help with mental health issues, business diversification possibilities and upskilling
- To work with Job Centre Plus and other partners to assist people who have recently been made redundant in their search for new job opportunities
- Through the Employment & Skills Taskforce help tackle the increase in youth unemployment by engaging with initiatives such as Kickstart
- Promote to local businesses wellbeing initiatives such as the Leicester-shire and Rutland Sport Wellbeing at Work Charter to improve the health and wellbeing of their staff, and reap the benefits of a healthier workforce



# Climate Change

- To support the Councils Climate Change Strategy to encourage businesses to share best practise and foster active environments to include increased cycling and walking
- Identify how we can support new working practices for businesses which have a positive impact on carbon emissions such as investment in renewable energy technology
- To support implementation of the Councils Green Infrastructure Strategy and assist Leicestershire County Council to deliver active travel interventions that will encourage greater use of walking, cycling and electric vehicles
- To signpost access to financial assistance initiatives available to support businesses to install low carbon measures and increase their energy efficiency



To work in partnership to fulfil the economic potential of the area

- To ensure a broad range of support packages are available to local businesses across all sectors, particularly micro and small enterprises
- To develop strong partnership relationships, which have the capacity to lever in funding where required to deliver both large and small scale projects
- Support and work with town centres groups in respect to initiatives and events
- To source appropriate Section 106 Agreement funding to support the regeneration of town centres and other appropriate economic development initiatives such as Local Employment and Skills Training

Hinckley & Bosworth  
Borough Council



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