



Oadby & Wigston Borough Council

# **Economic Regeneration Strategy 2023-2028 Action Plan**

Oadby & Wigston | Our borough -  
the place to be

## Implementation of Action Plan

Delivery of the Action Plan will primarily be dependent upon a strong relationship between the Borough Council and its key partners including:

- Leicester and Leicestershire Enterprise Partnership
- Private sector partners such as land owners and developers
- Public sector bodies
- Existing businesses and business organisations
- Public transport providers and the Local Highways Authority
- Local resident's organisations
- When justified and deemed necessary, the council will use Compulsory Purchase Order powers

## Monitoring of Action Plan

The action plan will be reviewed annually to assess the progress of the Council against its actions and outputs.

Time Frame Key
S - Short Term 1 Year / Ongoing
M - Medium Term 3 Years
L - Long Term 3 - 5 Years

## Priority One: Our Town Centres

Action	Partners/Initiatives	Outcomes	Timeframe
<b>To continue to work with town centre business groups to develop town centre-related initiatives.</b>	Oadby town centre association Wigston business group South Wigston Trade and Commerce	Number of initiatives Number of events Number of businesses engaged	S
<b>To work with town centre businesses to deliver the UKSPF-funded projects.</b>	Town Centre Businesses	Number of initiatives Number of events Number of businesses engaged	M
<b>To complete masterplanning refreshes for each town centre</b>	Leicestershire County Council	Projects developed and brought forward	S
<b>To look at the feasibility of introducing a Business Improvement District.</b>	Town centre businesses and business groups	Introduction of a Business Improvement District to the Borough.	S

## Priority Two: Our Visitor Economy

Action	Partners/Initiatives	Outcomes	Timeframe
<b>To utilise the business app to bring visitors into the Borough.</b>	LLEP Visit Leicester Developers Town centre businesses and business groups Leicestershire County Council	Number of sites brought forward Number of jobs created on sites Number of attendees at events	S
<b>To work with Visit Leicester and other organisations to promote tourism in the Borough.</b>	Visit Leicester River Soar Partnership Canals and Rivers Trust Brocks Hill University of Leicester (Botanic Garden) Leicester Racecourse Hotels	Number of visitors in the Borough Number of attendees events	M

### Priority Three: Our Businesses

Action	Partners/Initiatives	Outcomes	Timeframe
<b>To work with estate agents to promote vacant units and encourage uptake.</b>	Business community Estate agents	Number of businesses engaged Number of vacant units filled	S
<b>To establish relationships with and an understanding of the needs of both existing and new businesses.</b>	Business community Business groups Networking events	Number of businesses engaged Business confidence figures Business surveys	S
<b>To signpost access to business support programmes and funding opportunities</b>	LLEP Business Gateway OWBC website East Midlands Chamber Leicestershire Business Advice Service	Business Gateway statistics Number of businesses supported Number of grants received	S
<b>To promote and organise business events particularly through InvestOW.</b>	OWBC website/microsite Business Newsletters Social media Town centre digital displays	Number of attendees at events Number of businesses engaged with initiatives	S
<b>To annually publish a business directory.</b>	OWBC website Business community Other OWBC Teams	Number of businesses engaged	S
<b>To regularly update the InvestOW Microsite and issue the business newsletter.</b>	OWBC staff Business community Local business forums OWBC staff	Total businesses registered New registration rate	S

## Priority Four: Our People

Action	Partners/Initiatives	Outcomes	Timeframe
<b>To promote digital skills projects.</b>	LCC OWBC Staff	Number of people upskilled	S
<b>To encourage volunteering as a way into paid employment.</b>	Volunteer Organisations	Number of volunteers Number of employments	S

## Priority Five: Our Environment

Action	Partners/Initiatives	Outcomes	Timeframe
<b>To promote others and ourselves to work in accordance with the Councils Climate Change Strategy.</b>	OWBC Staff	Progression towards carbon neutrality in council operations	M

## Priority Six: Our Partners

Action	Partners/Initiatives	Outcomes	Timeframe
<b>To work in partnership to deliver business support services.</b>	Leicestershire Business Advice Service Town Centre Groups Events	Number of grants obtained by businesses Business Satisfaction	S
<b>To support and work with the Town Centre Business Groups in respect to initiatives and events.</b>	OWBC Staff Local business forums Local Business	Number of positive comments at events Business Satisfaction Vacancy rates Footfall figures	S
<b>To work with businesses, individuals and community groups to access funding</b>	Residents association Sports and youth clubs Community Groups Businesses Individuals	Grants obtained Number of projects implemented	