

Figure 17 Crime indicators¹⁵

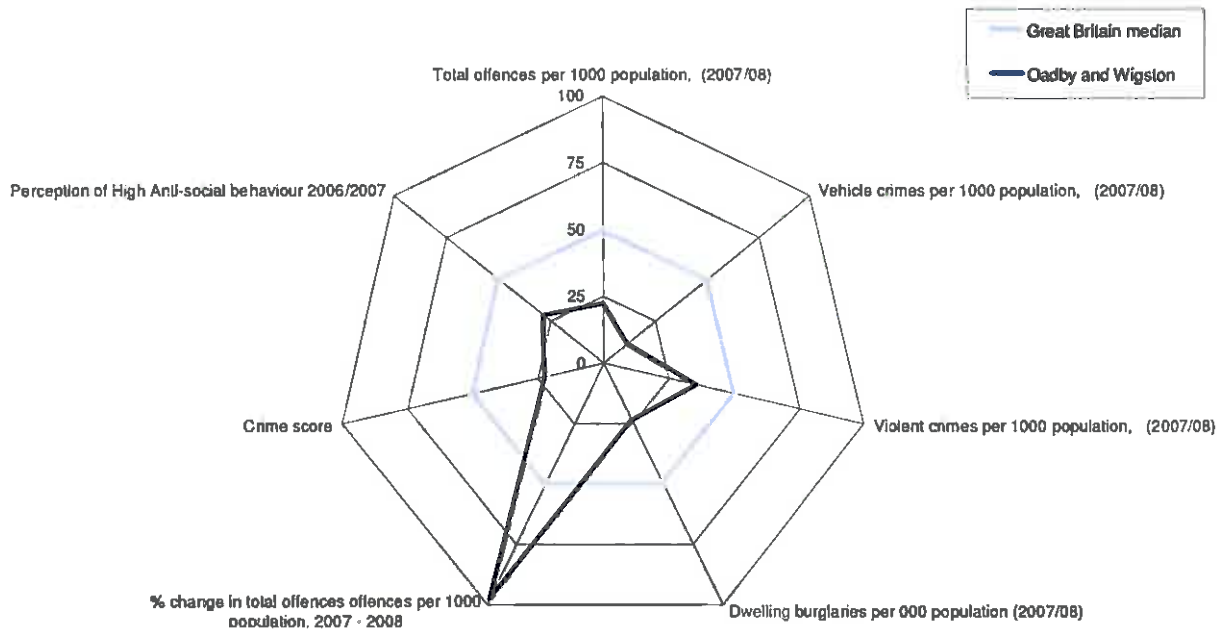


Table 16 Crime indicators

LAD	Total offences per 1000 population, (2007/08)	Vehicle crimes per 1000 population, (2007/08)	Violent crimes per 1000 population, (2007/08)	Perception of High Anti-social behaviour 2006/2007	Dwelling burglaries per 1000 population, (2007/08)	% change in total offences per 1000 population, 2007 - 2008	Crime score	Crime score rank (out of 354)
Leicester City	89.38	17.36	34.41	27.00	8.52	-2.79	166.44	13
Charnwood	48.37	8.16	16.52	20.00	5.55	-15.09	90.06	160
North West Leicestershire	45.89	9.69	16.39	18.00	4.06	-9.63	85.45	181
Hinckley and Bosworth	38.67	7.34	13.34	21.00	4.08	-16.74	72.00	244
Melton	38.06	8.18	12.08	18.00	4.23	4.02	70.87	249
Blaby	35.14	10.14	9.66	12.00	3.08	-2.95	65.44	270
Oadby and Wigston	33.77	4.63	12.74	19.00	2.32	3.75	62.88	293
Harborough	27.88	5.74	9.96	13.00	2.52	1.66	51.92	333
Leicestershire	55.32	10.87	20.02	20.53	5.39	-6.04	103.02	17 of 49
East Midlands	52.67	11.21	16.38	23.33	5.31	-9.84	98.08	5 of 10
England & Wales	53.70	11.14	17.58	5.51	5.22	-10.63	100.00	

Source: Local Knowledge; Recorded crime statistics

¹⁵ The chart displays the national ranking of each district, converted to a percentile score (i.e. the top-ranking district is in the 100th percentile and the bottom-ranking in the 0th percentile).

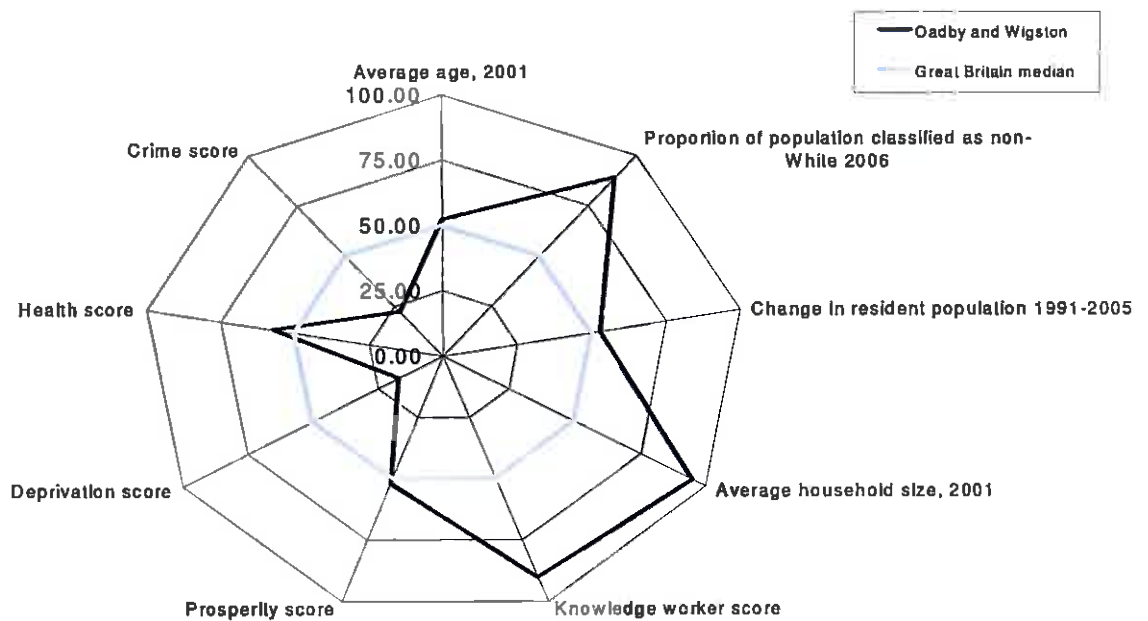
3.10 Social Profile Summary

Figure 18 presents a spider chart showing key indicators of Oadby and Wigston's social profile.

Oadby and Wigston enjoys good social conditions, consistent with its suburban character. The district's community is average in age and ethnically diverse when ranked nationally. The district is quite family-oriented, judging by its high average household size.

Residents are relatively prosperous although higher incomes in surrounding districts weaken its relative performance on this measure. A large share of Oadby and Wigston's residents are in managerial and professional occupations. This social structure has positive impacts in the district's socioeconomic attributes, as it results in very low levels of deprivation and crime and good health outcomes. Nevertheless, a recent rise in crime levels, in contrast with the declining national and regional crime rates, is a worrying trend and warrants particular attention.

Figure 18 Social conditions¹⁶



Source: Local Knowledge; Annual Population Survey; Census 2001; Experimental population estimates by ethnic group 2004; Indices of Multiple Deprivation; Mid-year population estimates; Neighbourhood Renewal; Personal Income statistics; Property Prices; Recorded crime statistics; Regional Trends; SMR statistics; Synthetic Health estimate

¹⁶ The chart displays the national ranking of each district, converted to a percentile score (i.e. the top-ranking district is in the 100th percentile and the bottom-ranking in the 0th percentile).

4 Environment

Introduction

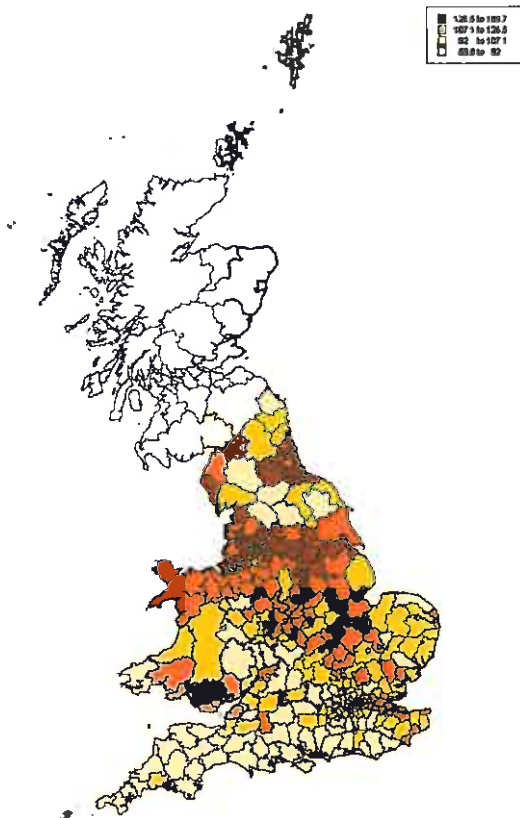
The third and final section of the Local Futures Audit looks at a number of aspects of the environment and quality of life in Oadby and Wigston. In this Audit we consider the environment in terms of:

- ❖ Housing;
- ❖ Commercial floorspace;
- ❖ Transport and connectivity;
- ❖ Local amenities; and
- ❖ Natural environment.

The results of this analysis are presented below. As previously, we provide a composite picture of the environment in Oadby and Wigston at the end of the chapter, together with a short summary of the key points.

4.1 Housing

Map 17 Housing affordability score, 2007



Source: Local Knowledge, Local Futures



In the Local Futures Audit, housing is considered in terms of affordability (assessed on the basis of the ratio between average earnings and average house prices), tenure and condition. Table 17 shows the results.

- ❖ **Housing affordability in Oadby and Wigston is average, ranked 166th out of the 376 districts in England and Wales (where 1st is the most affordable).**

The average house price in Oadby and Wigston was £163,187 in April-June 2008, 25 per cent lower than the national average. Combining average house prices with average workplace-based earnings yields an affordability index; the higher the score, the more affordable housing is in the area. Oadby and Wigston performs below the national median (100), scoring 111.2.

It must be borne in mind that this figure is relative to the national average, which is in itself very high, thus making the Oadby and Wigston housing market more buoyant in relative terms. The ratio of house prices to earnings in Oadby and Wigston stands at almost 7.3 to 1 (taking the latest figures): below the national figure of 8.5 to 1, and higher than the mortgage rule of thumb of lending four times earnings.

The increase in house prices was below the national rate between 1999 and 2008. The good levels of affordability in Oadby and Wigston result in high home ownership rates – one of the highest in the country.

Housing affordability among the comparator areas varies significantly, with Leicester City being in the top quartile of affordable districts nationally and Harborough and Melton scoring quite low in the affordability index.

Figure 19 Housing indicators¹⁷

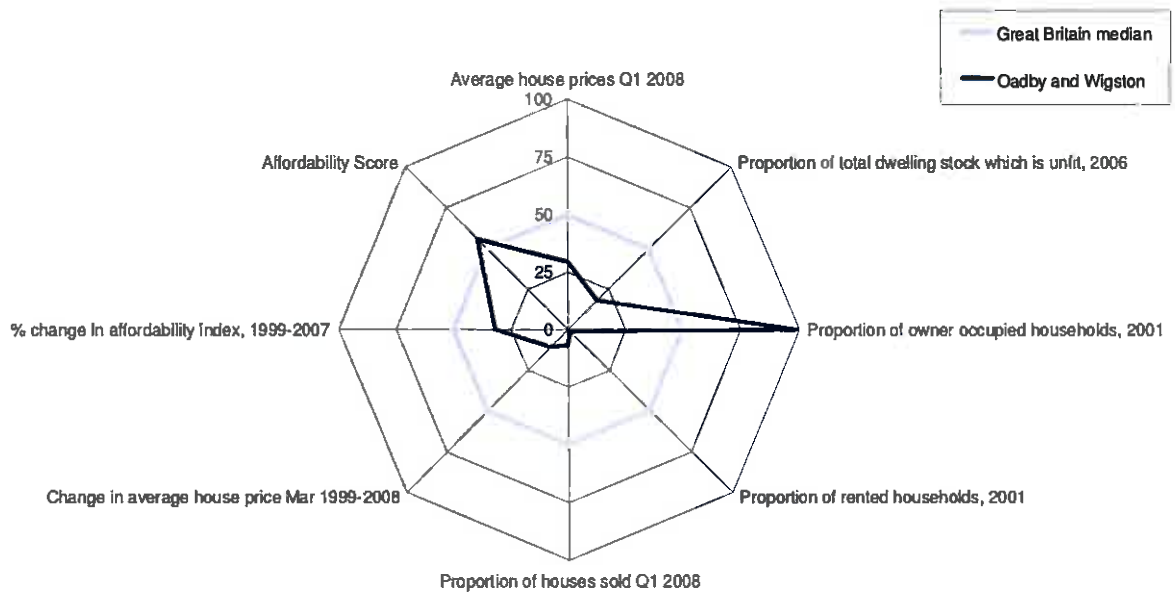


Table 17 Housing indicators

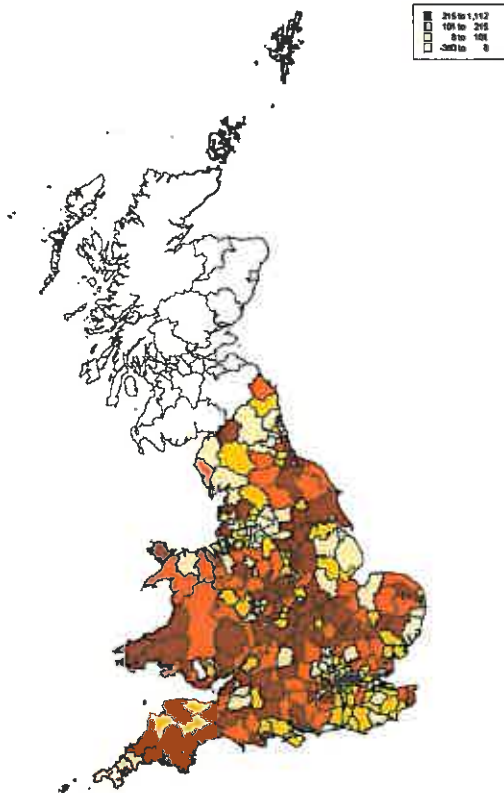
LAD	Average house prices Q1 2008	Proportion of total dwelling stock which is unfit, 2006	Proportion of owner occupied households, 2001	Proportion of rented households, 2001	Proportion of houses sold Q1 2008	Change in average house price Mar 1999-2008	% change in affordability index, 1999-2007	Affordability Score	Affordability score rank (out of 354)
Leicester City	144,684	0.00	57.93	42.07	0.65	190.88	124.18	127.48	91
Blaby	179,696	0.00	87.03	12.97	0.71	148.58	57.74	124.04	102
Hinckley and Bosworth	171,607	2.06	82.58	17.42	0.80	148.34	69.94	122.44	113
North West Leicestershire	162,852	3.96	76.61	23.39	0.78	124.12	94.65	116.10	137
Oadby and Wigston	163,167	1.67	85.44	14.56	0.56	131.30	71.31	111.23	166
Charnwood	196,066	4.69	77.79	22.21	0.71	183.48	115.57	107.83	184
Harborough	252,218	2.10	84.10	15.90	0.82	169.48	57.96	98.72	237
Melton	205,702	7.93	76.52	23.48	0.70	160.66	76.71	92.97	277
Leicestershire	176,015	2.14	73.91	26.09	0.71	164.71	92.24	110.56	22 of 49
East Midlands	163,668	3.27	72.18	27.82	0.78	155.24	88.42	101.47	5 of 10
England & Wales	216,573	4.18	68.29	31.71	0.68	180.91	90.30	100.00	

Source: Local Knowledge; Land Registry Property Prices; DCLG unfit property statistics; Census 2001

¹⁷ The chart displays the national ranking of each district, converted to a percentile score (i.e. the top-ranking district is in the 100th percentile and the bottom-ranking in the 0th percentile).

4.2 Commercial Floorspace

Map 18 Change in commercial floorspace, 1999-2006



Source: Local Knowledge Local Futures

Table 18 considers land use within Leicestershire districts, showing how local industrial and commercial floorspace has changed over time.

- ❖ Oadby and Wigston has seen below-average growth in commercial and industrial floorspace, ranking 317th out of the 376 districts in England and Wales.

Overall, growth in business floorspace within Oadby and Wigston has been low by national standards and particularly low compared to the high averages for the region and the county.

Within the district, industrial floorspace prevails, although its share in total floorspace stands slightly below national standards. This suggests some local competition for knowledge-based businesses (which tends towards office and retail floorspace). Notably, however, this has declined over the 1999-2007 period, indicating a restructuring of the profile of business property in the local area.

Oadby and Wigston has seen significant growth in its office floorspace between 1999 and 2006 – albeit from quite a low base.

Industrial property covers a significant part of all comparator areas' commercial floorspace. Blaby has significantly added to its office floorspace in recent years. Conversely, Leicester City's business property has diminished, as the district saw a contraction of its industrial floorspace by 6.8 per cent. Only Hinckley and Bosworth records a significant share of derelict land or buildings.

Figure 20 Commercial floorspace indicators¹⁸

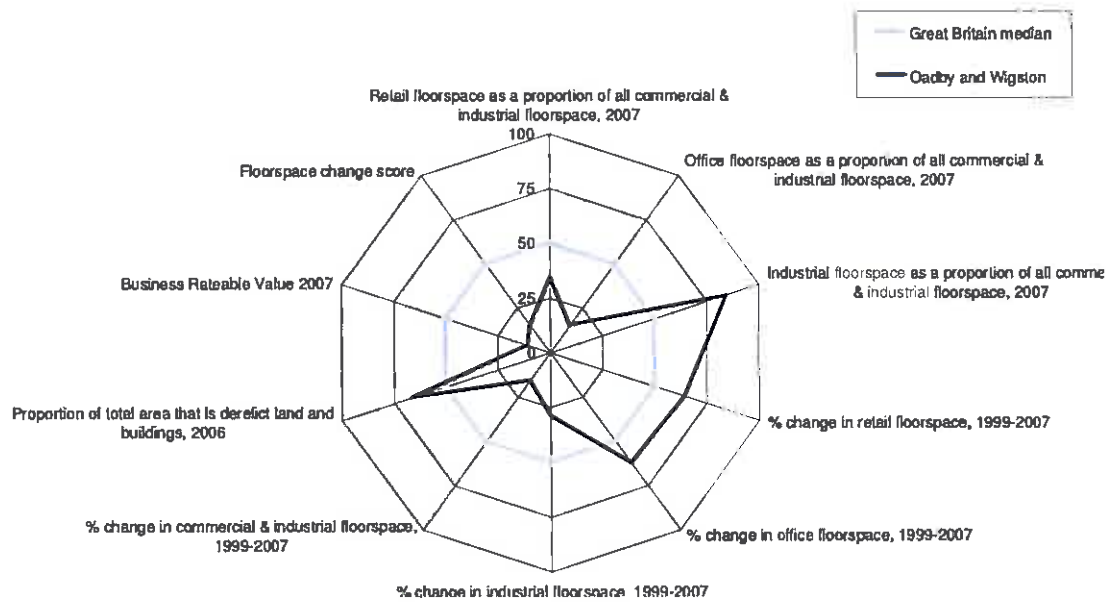


Table 18 Commercial floorspace indicators

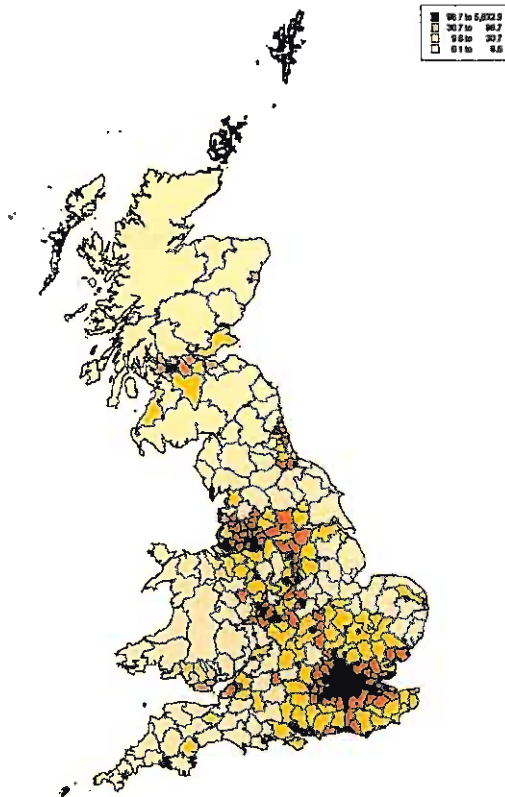
LAD	Retail floorspace as a proportion of all commercial & industrial floorspace, 2007	Office floorspace as a proportion of all commercial & industrial floorspace, 2007	Industrial floorspace as a proportion of all commercial & industrial floorspace, 2007	% change in retail floorspace, 1999-2007	% change in office floorspace, 1999-2007	% change in industrial floorspace, 1999-2007	% change in commercial & industrial floorspace, 1999-2007	Proportion of total area that is derelict land and buildings, 2006	Business Rateable Value 2007	Floorspace change score	Floorspace change score rank (out of 354)
Harborough	6.20	4.96	86.68	18.99	31.58	46.00	46.33	0.01	72,472	477.08	8
North West Leicestershire	7.25	8.53	82.23	6.90	36.45	45.50	43.78	0.04	81,674	450.82	10
Milton	8.98	8.42	78.12	3.23	20.00	39.25	39.26	0.06	23,711	404.24	15
Blaby	10.56	19.58	66.52	2.63	65.65	6.66	18.38	0.05	75,300	189.22	95
Hincley and Bosworth	8.07	5.10	84.58	-2.40	5.48	11.91	12.76	0.20	56,567	131.40	153
Charnwood	13.64	7.10	76.43	35.20	15.97	3.13	10.71	0.12	84,640	110.30	183
Oadby and Wigston	14.96	6.68	76.35	6.41	27.59	-2.53	2.40	0.09	24,052	24.74	317
Leicester City	16.05	13.17	68.80	4.58	2.29	-6.83	-2.05	0.04	196,353	-21.07	346
Leicestershire	11.72	9.88	76.01	8.88	17.39	10.89	14.01	0.07	614,769	144.26	11 of 40
East Midlands	13.56	9.61	73.51	7.95	21.07	9.74	14.55	0.10	2,534,437	149.84	2 of 10
England & Wales	17.65	16.85	62.05	2.22	20.93	-3.51	9.71	0.91	38,454,747	100.00	

Source: Local Knowledge: Commercial and Industrial floorspace statistics

¹⁸ The chart displays the national ranking of each district, converted to a percentile score (i.e. the top-ranking district is in the 100th percentile and the bottom-ranking in the 0th percentile).

4.3 Transport & Connectivity

Map 19 Connectivity score, 2005



Source: Local Knowledge Local Futures



The Local Futures Audit assesses an area's accessibility and connectivity using a connectivity score based on the concentration of, and proximity to, transport hubs such as motorway junctions, airports, ports and mainline railway stations. Table 19 shows the results for Oadby and Wigston.

- ❖ Oadby and Wigston has an excellent score for connectivity, ranking the district 94th out of the 408 districts in Great Britain.

Our overall connectivity score is heavily skewed towards cities and large towns, with rural areas performing very poorly, and little in between. Oadby and Wigston's score is buoyed by its proximity to transport links – the district is close to major road networks (M1 and M69), rail links, and the East Midlands airport. In fact, the district is ranked top among the areas in the comparison group.

The data shows that Oadby and Wigston has a relatively low net commuting score, reflecting the high out-commuting from the district towards its surrounding economies. The district records perhaps the highest commuter 'churn' in the comparator group with an above-average share of jobs taken by non-residents and of people employed outside the district relative to East Midlands and Great Britain. This supports the earlier suggestion that there may be a mismatch between residential skills and local jobs in Oadby and Wigston. The sustainability of these patterns is called into question, particularly in view of the relatively long residential travel to work time, the longest among the comparator areas and above all three benchmarks.

The other Leicestershire districts are less well-connected, with Melton ranked bottom within the group. As a result, all of them – with Leicester City as an exception – have higher car dependency rates. However, all of the comparator areas have higher net commuting scores than Oadby and Wigston.

Figure 21 Transport and connectivity indicators¹⁹

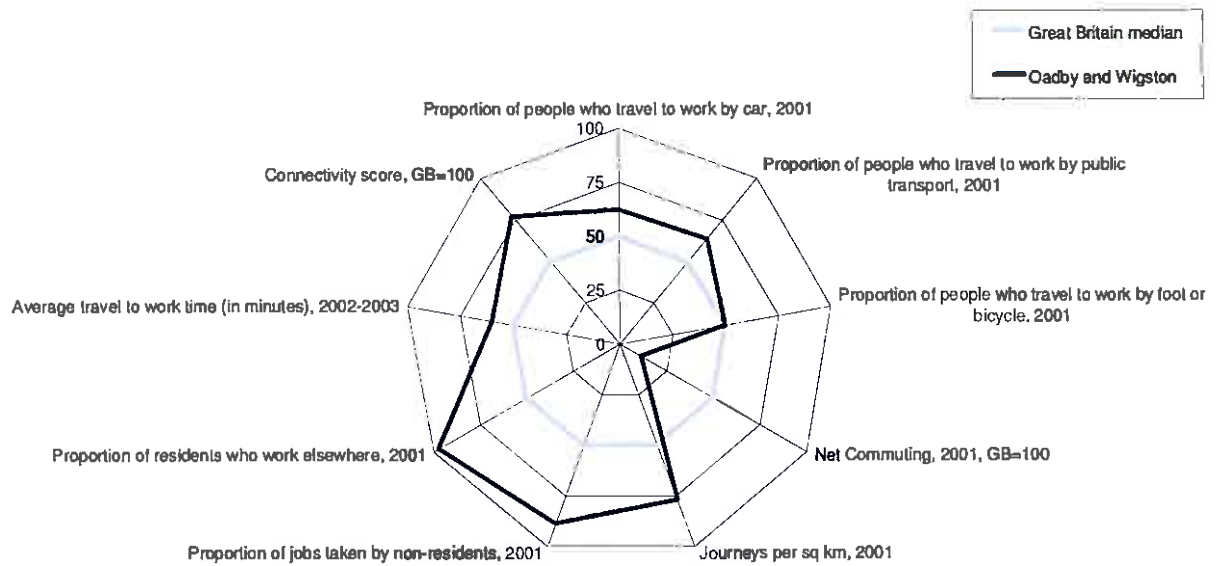


Table 19 Transport and connectivity indicators

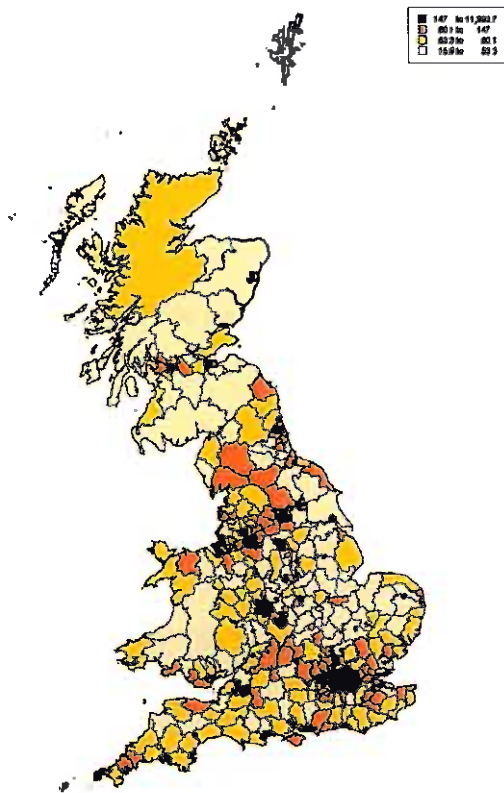
LAD	Proportion of people who travel to work by car, 2001	Proportion of people who travel to work by public transport, 2001	Proportion of people who travel to work by foot or bicycle, 2001	Net Commuting, 2001, GB=100	Journeys per sq km, 2001	Proportion of jobs taken by non-residents, 2001	Proportion of residents who work elsewhere, 2001	Average travel to work time (in minutes), 2002-2003	Connectivity score, GB=100	Connectivity Score rank (out of 408)
Oadby and Wigston	67.73	10.55	12.30	68.91	793.25	52.05	65.76	21.00	107.71	94
Leicester City	55.06	16.12	19.83	124.88	2118.88	45.73	24.75	18.00	103.51	100
North West Leicestershire	74.58	3.38	10.40	108.85	161.32	45.83	41.86	15.00	48.46	157
Blaby	72.35	7.79	9.11	84.48	315.88	56.06	61.70	19.00	38.24	185
Charnwood	67.57	7.38	14.33	76.21	221.97	32.63	43.20	20.00	32.07	201
Hinckley and Bosworth	72.36	4.11	12.15	82.44	144.02	36.00	46.72	20.00	11.38	289
Harborough	70.63	3.47	12.17	83.95	55.23	40.29	51.01	22.00	7.05	327
Melton	69.00	3.80	14.44	81.79	40.35	22.37	37.68	20.00	5.79	343
Leicestershire	66.44	6.58	14.22	98.22	193.32	42.54	42.32	19.38	38.57	30 of 53
East Midlands	67.33	8.03	13.76	95.17	116.98	38.10	40.69	18.35	35.89	7 of 11
Great Britain	61.18	14.81	13.03	100.00	155.82	39.37	39.62	20.32	100.00	

Source: Local Knowledge; Local Futures; Census 2001; Labour Force Survey

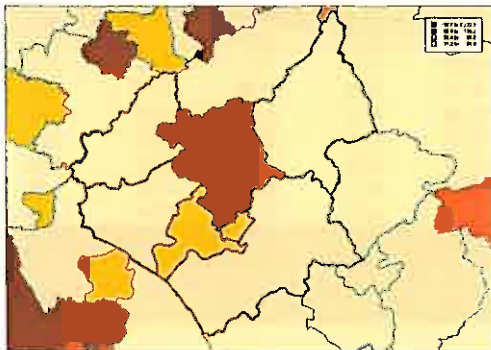
¹⁹ The chart displays the national ranking of each district, converted to a percentile score (i.e. the top-ranking district is in the 100th percentile and the bottom-ranking in the 0th percentile).

4.4 Local Amenities

Map 20 Local amenities score, 2007



Source: Local Knowledge. Local Futures



In this Audit we consider local amenities through a combination of indicators, including the density of national heritage sites and listed buildings, the availability of cultural amenities (such as cinemas, theatres and libraries) and a café culture, and employment in hotels and restaurants. A summary is presented in Table 21. The figures should be considered in light of the fact that the indicator is heavily skewed towards large cities, particularly London.

- ❖ The provision of amenities in Oadby and Wigston is average and ranks the district 199th among the 408 districts in Great Britain.

Oadby and Wigston has a moderately developed base of local amenities, compared to the national average.

The 'local amenities score' for Oadby and Wigston is also below the East Midlands and sub-regional averages. The district's score might be skewed due to its lack of national heritage sites and its low score in our café culture index. Employment in hotels and restaurants is also below the East Midlands and national averages, which suggests a poorly developed tourism offer in this respect.

However, Oadby and Wigston records a particularly high density of cultural amenities – the second highest in the comparator group after Leicester City – and a considerable amount of listed buildings. Access to services is also high, even relative to the East Midlands benchmark.

Leicester City's dominance as an urban centre is evident as the city ranks 27th for its local amenities offer nationally. As for the rest of the Leicestershire districts, most of them perform moderately or poorly, with Melton ranking among the less endowed districts in the country in terms of its local amenities offer.

Figure 22 Local amenities indicators²⁰

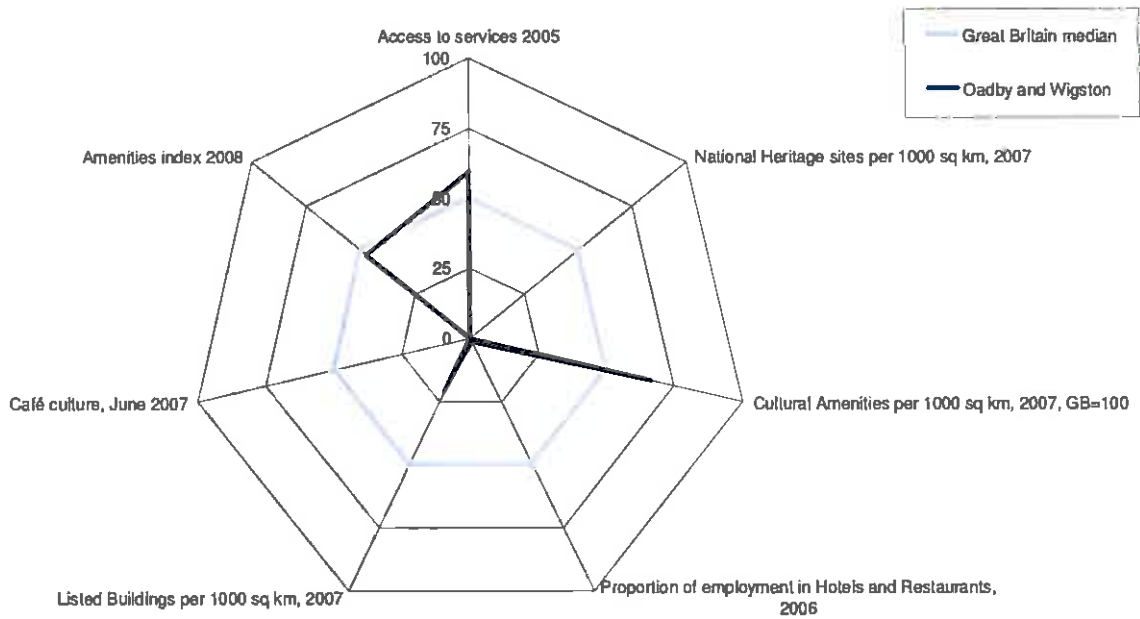


Table 20 Local amenities indicators

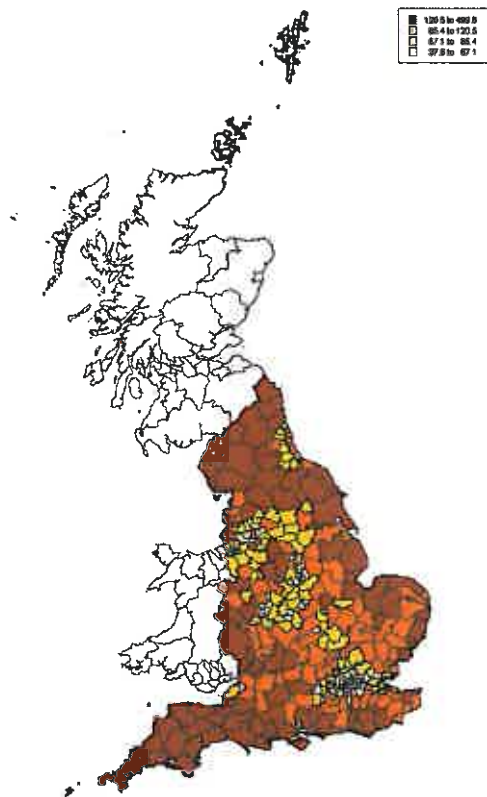
LAD	National Heritage sites per 1000 sq km, 2007	Cultural Amenities per 1000 sq km, 2007, GB=100	Proportion of employment in Hotels and Restaurants, 2006	Listed Buildings per 1000 sq km, 2007	Access to services 2005	Café culture, June 2007	Amenities Index 2008	Local amenities rank (out of 408)
Leicester City	54.79	1131.65	4.16	10.51	110.06	6.00	352.37	27
Charnwood	3.58	180.52	5.18	5.67	95.05	0.00	96.09	158
Oadby and Wigston	0.00	269.89	3.87	3.46	101.49	0.00	82.01	195
Blaby	0.00	249.13	5.35	2.98	88.68	0.00	63.84	259
Hinckley and Bosworth	0.00	94.51	6.08	2.42	96.57	0.00	56.57	291
Harborough	3.38	51.06	6.07	4.51	84.11	1.00	54.28	299
North West Leicestershire	14.34	116.08	7.77	4.66	83.64	0.00	50.41	317
Melton	10.40	45.90	6.51	3.22	83.92	0.00	29.81	370
Leicestershire	7.42	132.07	5.28	4.20	96.99	7.00	152.20	30 of 53
East Midlands	9.48	74.15	5.93	4.04	94.18	19.00	330.48	6 of 11
Great Britain	65.37	100.00	6.79	3.43	100.00	881.00	21240.06	

Source: Local Knowledge; Local Futures; Treasures of Britain; Annual Business Inquiry; Starbucks; Café Nero

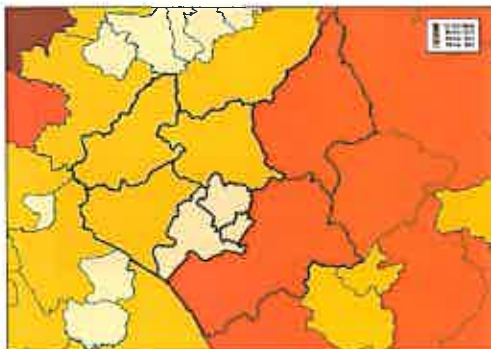
²⁰ The chart displays the national ranking of each district, converted to a percentile score (i.e. the top-ranking district is in the 100th percentile and the bottom-ranking in the 0th percentile).

4.5 Natural Environment

Map 21 Natural environment score, 2007



Source: Local Knowledge: Local Futures



The final aspect to be considered in this section of the Local Futures Audit is the quality of the natural environment. The natural environment is a subjective theme, which makes benchmarking problematic. However, it has important implications for a modern knowledge economy, which is associated with a decentralised geography of employment as workers try to find a good work-life balance. Table 22 shows the results for Oadby and Wigston; once more, local indicators are heavily skewed with towns, cities and urban areas scoring badly and rural areas scoring well.

- ❖ Oadby and Wigston performs below the national average on its natural environment score, ranked 302nd out the 354 districts in England.

The overall quality of the natural environment in Leicestershire is below the national benchmark. Thus, it is expected that Oadby and Wigston will not perform well on this indicator, being a typically urban district.

Notably, the 'tranquillity index' (measured by population density) is well below the average for East Midlands and air quality in the district is also recorded poorer than the East Midlands average. Moreover, the borough scores poorly in terms of access to natural beauty sites.

Melton and Harborough have the highest natural environment scores among the comparator indicators; Melton's score appears to be driven largely by its high score on the tranquillity index, whereas Harborough scores high both in the natural beauty and tranquillity indexes.

Figure 23 Natural environment indicators²¹

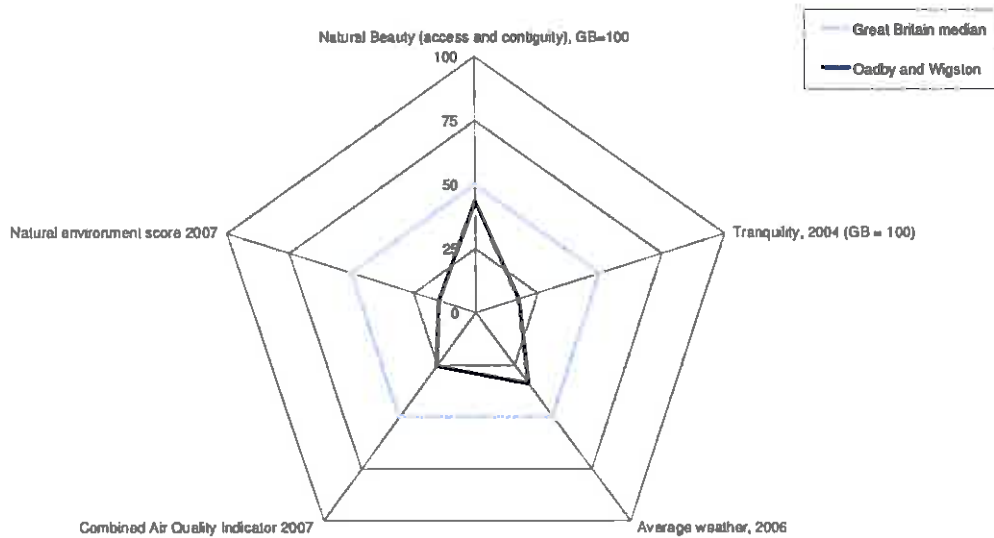


Table 21 Natural environment indicators

LAD	Natural Beauty (access and contiguity), GB=100	Tranquility, 2004 (GB = 100)	Average weather, 2006	Combined Air Quality Indicator 2007	Natural environment score 2007	Natural environment score rank (out of 354)
Melton	2.26	1199.20	97.95	1.03	117.32	96
Harborough	5.38	882.25	97.58	1.05	105.47	135
Hinckley and Bosworth	7.51	257.42	97.63	1.19	78.54	218
North West Leicestershire	14.10	310.25	97.90	1.19	77.10	227
Charrwood	11.56	158.87	97.58	1.24	76.49	230
Blaby	2.03	125.75	97.58	1.27	64.17	285
Leicester City	57.03	27.60	97.63	1.50	63.18	291
Oadby and Wigston	0.00	48.49	97.90	1.27	59.46	302
Leicestershire	16.55	115.90	97.67	1.29	78.07	41 of 47
East Midlands	54.67	161.63	99.06	1.21	74.23	7 of 9
England	100.00	100.00	100.00	1.06	81.37	

Source: Local Knowledge, Population estimates, Indices of Deprivation; Countryside Commission

²¹ The chart displays the national ranking of each district, converted to a percentile score (i.e. the top-ranking district is in the 100th percentile and the bottom-ranking in the 0th percentile).

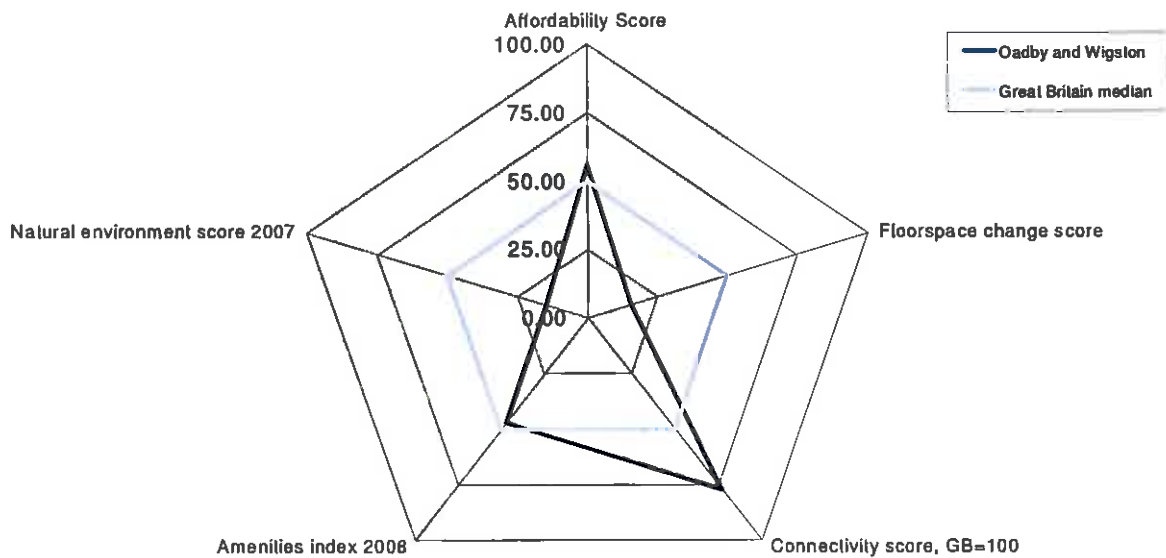
4.6 Environmental Summary

A summary of East Midlands's environmental profile is presented in the spider chart in Figure 24.

Oadby and Wigston's environmental conditions include strong assets such as its good levels of affordability and connectivity. There is also a good deal of 'buzz' in the district (as indicated by its average ranking of local amenities). These assets in Oadby and Wigston's environment, along with its good socioeconomic conditions, make the district a desirable place to live.

However, the district also experiences the drawbacks of an urban location, with a weak natural environment profile relative to national averages. Floorspace change has been modest, although an above average growth in office floorspace reflects the development of business infrastructure in parts of the district. Nevertheless, further growth may be needed if the district is to capitalise on its developed business enterprise culture.

Figure 24 Environmental conditions²²



Source: Local Knowledge; Annual Business Inquiry; Audit Commission CPA; BVPIs; Café Nero; Census 2001; Commercial and Industrial floorspace statistics; Countryside Commission; DCLG unfit property statistics; Indices of Deprivation; Labour Force Survey; Land Registry Property Prices; Local Futures; Neighbourhood Renewal Unit; Population estimates; Starbucks; Treasures of Britain

²² The chart displays the national ranking of each district, converted to a percentile score (i.e. the top-ranking district is in the 100th percentile and the bottom-ranking in the 0th percentile).

5 Conclusion

Introduction

This Local Futures Audit has captured the state of Oadby and Wigston at a particular point in time – it is a set of snapshots of local economic, social and environmental conditions. It also provides a ‘woods from the trees’ perspective on the state of Oadby and Wigston by looking at how the district’s profile compares with surrounding comparator areas, Leicestershire, East Midlands and the nation as a whole. The results of the Audit, therefore, provide a foundation for an informed discussion on the challenges and opportunities for the future of Oadby and Wigston, and shape the context for strategic thinking – particularly regarding LAAs and MAAs – now and over the coming years.

The final chapter of this report provides a synthesis of the Audit findings in the form of a final ‘report card’, which shows how the district stands relative to the 7 comparator districts, the 40 districts in East Midlands, and the 408 districts in Great Britain (or, where appropriate, the 376 districts in England and Wales, and 354 districts in England).

The Report Card

The final ‘report card’ – shown in Figure 25 – assesses the state of Oadby and Wigston in terms of the three main dimensions of well-being. The grades represent the quintile in which the district falls on each of the measures (‘A’ representing the strongest performance, ranging to ‘E’ representing the weakest).

◀ Economic Development

Oadby and Wigston is a small economy by national standards, with an average knowledge sector and below average levels of productivity. However, the local economy is boosted by a strong enterprise culture and high residential skills levels at both the adult and school levels.

A skilled workforce translates in a strong labour market in terms of low unemployment levels within the district. Nevertheless, a mismatch between local skills and local employment opportunities results in high levels of in and out-commuting for Oadby and Wigston. This may not be sustainable for local infrastructure in the long-term; nor does it allow residents to take advantage of local employment opportunities.

◀ Social Profile

The good social conditions prevailing in Oadby and Wigston are one of the district’s greatest assets. Its high share of local knowledge workers translates in very low levels of deprivation and crime and good health outcomes. A worrying trend, however, is the rising crime levels in the district, despite the declining national and regional rates.

◀ Environment

The district has a mixed environmental profile. On the one hand, its good levels of connectivity and amenities along with its housing affordability and proximity to Leicester City make it an attractive location for residents. On the other hand, the district’s weak natural environment score can be a handicap. Lack of business floorspace and infrastructure is also a disadvantage that needs to be tackled in order to accommodate business growth.

Figure 25 Report card

	Sub-Regional Leicestershire	Regional East Midlands	National
Economic scale score	E	E	E
Productivity score	E	D	D
Economic change score	E	E	E
Industrial structure score	C	B	C
Business & enterprise score	B	C	C
Skills & qualifications score	A	A	A
Labour market score	C	B	B
Knowledge worker score	A	A	A
Prosperity score	D	B	C
Deprivation score	C	A	A
Inequality score	A	A	A
Health score	C	B	C
Crime score	A	B	B
Affordability score	C	D	C
Floorspace change score	E	E	E
Connectivity score	A	A	B
Local amenities score	B	B	C
Natural environment score	E	E	E

Policy Implications

'Place-shaping' is at the heart of the Government's agenda for local government, defined as "the creative use of powers and influence to promote the general well-being of a community and its citizens" (*Lyons Review, March 2007*). This is strengthened by the 'well-being power' authorised by the Local Government Act 2000, giving all local authorities in England and Wales the power to promote economic, social and environmental well-being in their area.

The modern policy context for place-shaping is the 'knowledge economy', in which the Government's economic development and competitiveness policy is rooted. Through the CLG's 'sustainable communities' programme, the knowledge economy – creating knowledge-driven jobs for knowledge-driven communities – has filtered into social and environmental policy, and acts as a driving force behind a number of local authorities' Community Strategies. For Oadby and Wigston Council and its partners, there are a number of policy themes that need to be considered:

An educated, skilled and flexible workforce: Built around the LSC strategic area reviews and workforce development strategies, including improvements in IT skills and reducing education inequalities;

Entrepreneurship, business clusters and networks: Strengthening the supporting economic institutional framework (economic partnerships, and service agencies such as the Small Business Service/Business Link, and Jobcentre Plus) which is essential to residents' ability to participate in the knowledge economy;

A flexible infrastructure: Although not covered by the Audit, Oadby and Wigston's economy will require an advanced electronic infrastructure and a variety of e-services for a more technology-based economy and society; and

Improved and sustained innovation: Improving product and process innovation across the business economy, based on collaboration between firms, the public sector, universities, colleges and other key players.

Importantly, these 'pillars' of Oadby and Wigston's current and future knowledge economy will need to be synchronised. In other words, policies need to be 'joined up' across all areas of economic development and community strategy. In addition, any disparities within the district also need to be considered so that 'problem areas' do not become economically, socially and environmentally ghettoised.

The future knowledge economy of Oadby and Wigston must be **socially inclusive**; a focus on the likes of excellent educational opportunities, and equal opportunities for all will continue to be appropriate.

The final strategic imperative is to ensure that economic and social development in Oadby and Wigston is **sustainable**. Improvements in certain facets of the environment of the district can assist in further strengthening the Oadby and Wigston economy. An affordable quality of life in Oadby and Wigston is a key asset in attracting and retaining workers; the district will have to look at land use and planning in order to do the same for businesses, and drive further development in the face of strong local competition.

This report was produced by the Local Futures Group

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