



# Oadby & Wigston

## BOROUGH COUNCIL

### Economic Development

#### Service Overview

Economic Development comprises of a range of business functions: from traditional business support and engagement through to funding applications, policy, planning responses, project management as well as town centre support and visitor economy functions. These functions involve ultimately promoting the district, driving up economic growth and confidence and creating a Borough that businesses wish to locate in and visitors and resident enjoy using.

The service is responsible for supporting town centres and the businesses therein to thrive through events such as those around Christmas and other occasions, providing local businesses with the links and tools to access support to help their businesses, and providing support and signposting to new start-ups. More 'back office' functions focus on promotion of the Borough and its offer and ensuring that information is disseminated.

#### Our Customers Promise

We will:

- Be professional and treat all customers fairly
- Deliver the service within an appropriate timescale
- Ensure our staff are knowledgeable
- Ensure all our staff are trained in Customer Care
- Ensure our staff are polite and friendly
- Ask our customers for feedback
- Use this feedback to help shape the services we deliver

#### Our Customer Groups

Our customers include residents, businesses, people working in the Borough, those visiting the area, local landowners, national builders / developers, small to medium sized builders / developers, national and local commercial and residential agencies, national and local development / planning based consultancies and Councillors.

#### Our Partners

The team work alongside a number of partners, including Leicestershire County Council, Leicester City Council, district and borough Councils within Leicester and Leicestershire, Leicester and Leicestershire Economic Partnership, Homes England, Federation of Small Businesses, East Midlands Chamber and Borough business forums.

### Access

Customers can access our service in the following ways:

#### **Phone**

Our service can be accessed by calling our Customer Service line on 0116 2888 961 (see our website for opening hours)

#### **Email**

By emailing the relevant team email address;

Economic Development team – [business@oadby-wigston.gov.uk](mailto:business@oadby-wigston.gov.uk)

Town Centre Management team – [business@oadby-wigston.gov.uk](mailto:business@oadby-wigston.gov.uk)

### Our Standards

<b>When you</b>	<b>We will</b>	<b>Timescale/Target</b>
Live, work or visit our borough	Invest and encourage footfall in our town and district centres to drive economic development the borough	% increase year on year
Visit our town and district centres	Work hard to reduce the number of vacant units with the centres	Below national average
Are a business making contact with us	Listen to your enquiry and respond quickly, or identify who is best placed to answer your enquiry	Within 5 working day