

## The Leicester Shire Economic Baseline, Kishor Tailor, Chief Executive, LSEP - An interactive review- perception versus reality

It's easy for us all to make assumptions about what Leicestershire needs. But how much do we really know about our local economy?

Thanks to Leicester Shire Intelligence, we have a huge bank of invaluable statistical information about business in the city and county.

Please take a copy of the 2006 Leicester Shire Business Survey with you or you can go. The survey covers many different areas- from business optimism, sales and profit performance... to export activity... investment... recruitment... skill shortages...

But let's take a look at our own perceptions? How well do you know your local economy?

### Interactive questions

1.What proportion of businesses employ less than 50 people in the Leicester Shire sub region? A 96.3% B 88.3% C 91.1% D 85.1%
2.In the Leicester Shire sub region the proportion of employment in manufacturing is .. A 34% B 12% C 18% D 25%
3.The fastest growing sector over the next ten years (in terms of job growth) is predicted to be .. A Public sector B Business Services C Distribution D Retail
4.In the most recent Leicestershire Business Survey, the proportion of businesses reporting increased profits was... A 41% B 52% C 33% D 27%
5.The proportion of Leicester City's working age population that <u>does not have</u> a level 2 qualification (equivalent to 5 GCSEs at grade C and above, or an NVQ 2) is... A 25% B 45% C 33% D 51%
6. The proportion of people in Leicester City claiming benefits (job seeker's allowance, incapacity benefit, lone parent and other benefits) is...

- A 10%
- B 25%
- C 15%
- D 20%

7. According to the timetable, the journey time on the high speed rail link between Leicester and London is

- A 75 minutes
- B 85 minutes
- C 60 minutes
- D 90 minutes

8. In terms of freight handling, the East Midlands Airport is now ranked xx in terms of UK airports?

- A First
- B Second
- C Third
- D Fourth

9. According to the Leicestershire Business Survey, what proportion of business are considering relocating in the next two years?

- A One in twenty
- B One in thirty
- C One in ten
- D One in fifty

10. In a recent national survey where parents were asked to rate features of a good place to bring up a family, which of the following two factors were rated the most important.

- A Good state schools and low crime rate
- B Good state schools and affordable family housing
- C Low crime rate and good local hospitals
- D Good state schools and high employment

Run through results and summarise the importance of each conclusion.

Statistical information is important. But so are our gut feelings about the economy too. Many of us make decisions based on gut feelings. But we should always where possible check out the evidence to make informed decisions. Often this is down to not knowing where to get the information quickly.

The key point here is that when we make proposals about how we can improve our economy, we should try and make informed proposals. One of the reasons that public and private sector relations break down is because each thinks the other is not qualified to make the proposals they make. One of the proposals made later is to provide an easily accessible databank to help business people to make proposals that are better qualified by supporting evidence.

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