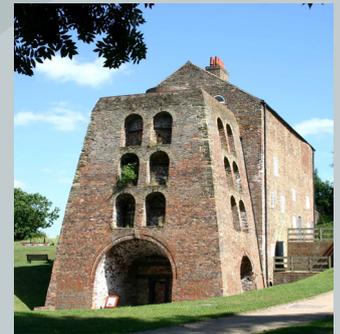


North West Leicestershire **Economic Profile**

May 2017

North West Leicestershire

is a vibrant and growing district – located in the heart of the National Forest. It is a great place to do business, live or visit with beautiful countryside and historical buildings blended together with modern industrial and commercial premises and well served by a variety of lively towns and villages. Four major cities are in close proximity to the district – namely Leicester, Derby, Nottingham and Birmingham and an estimated 70% of the population of Great Britain live within a two hour drive. The principal town is Coalville and the main settlements are Ashby de la Zouch, Castle Donington, Ibstock, Kegworth and Measham. It is served by the M1/M42 (A42) and A50 and is also home to East Midlands Airport – the UK's busiest 'pure' cargo airport.



North West Leicestershire is a mainly rural district, covering 27,900 hectares (108 sq. miles)



Population



The population of North West Leicestershire exceeds **97,000 people** (2015) – seeing **1.4% growth** in past year and over 8% in past 10 years – higher than Regional and National growth rates. Over a third of the population live in the wider Coalville area.

Employment

Due to the strong and diverse economy in North West Leicestershire, employment is not dominated by one main sector. The six leading employment sectors are:

Wholesale and retail trade; repair of motor vehicles and motorcycles	16.1
Transportation and storage	14.3
Manufacturing	12.5
Administration and support service activities	10.7
Construction	6.2
Education	6.2

Business

The district is home to **4,110** (2016) business enterprises, of which **87%** employ less than **10 employees**. In contrast the district is home to some large employers, including Marks and Spencer Distribution, Ibstock Brick, DHL, Siemen's, Amazon, McVities, K P Snacks and Price Waterhouse Coopers to name but a few.



Output

The Gross Value Added (GVA) (which measures the value of goods and services produced in an area) shows that the North West Leicestershire economy was worth approximately £2.7 billion in 2014. The largest contributor to the NWL economy, in terms of GVA percentage, is the distribution, transport, accommodation and food sector, representing 26% of the district's GVA. This is followed by manufacturing with 18%.

This document is produced by North West Leicestershire District Council to provide a snapshot of the district's dynamic economy. The council's Business Focus Team is happy to assist with further information or to discuss business requirements.

