LRS Celebration Event:
The business of sport and physical activity

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What is a LEP?

• LEPs introduced by Government through the Localism Act

• LLEP is one of 39 national LEPs formally recognised by HM Government

• Partnership between business, local authorities, Higher Education and Further Education
Key Priorities

3 Main Priorities: - Place, People & Business
What part does sports and leisure play in the local economy?

1. Real economic impact
2. Research and Innovation
3. Business start ups
4. Sports tourism
1) The economic impact of major sports events *(UK Sport: Measuring Success 2)*

- **Sporting:**
  - Legacy of facilities, equipment and development initiatives
  - Visible role models encourage young to take up sport
  - Increased participation

- **Economic**
  - Direct: increased spend in the local community, measurable
  - Through Economic Impact Studies
  - Indirect: increased tourism, subsequent investment

- **Social/Cultural**
  - Enhanced people skills through volunteer programmes
  - Increased social inclusion
  - Schemes engaging the local community
  - Enhance the UK's international reputation
2) Sport and Leisure Research and Innovation (Loughborough University)

- Behavioural medicine
  - Understanding lifestyles, reducing risk factors and combating chronic disease.

- Biomedical science
  - Understanding determinants of health throughout the lifespan

- Sports science
  - Understanding and optimising sport performance at all levels

- Social sciences and sport
  - Understanding the critical role of sport and education in society
3) Turning ideas into business

- Coaching analysis intervention systems
  - Shaping future development of coaching in all sports.
- Sport psychology support service
  - Providing high quality psychological support to those in competitive sport.
- Eating disorders in sport
  - Delivering world-leading research into the complex relationship between eating disorders, sport and exercise.
4) Sports tourism

- A multi-million pound part of the tourism industry
- It attracts media coverage and spectators
- It draws investments and visitor spending that benefits local economies.
- It raises the profile of a local area for inward investment purposes
However......

- The economic benefits of large sporting events are very difficult to accurately assess.
- They are often exaggerated – perhaps governments want to gain support from taxpayers.
- But they can genuinely kick start sectoral growth – such as London 2012 and the construction industry.
What does the LLEP need from you?

• Good ideas that help deliver our strategy.

• To act as ambassadors for the area with your wide range of partners

• To be involved in our marketing and inward investment campaigns

• To help us gather the evidence about your businesses, workforce and aspirations
November Press Release:

Basketball arena nets growth fund grant
Leicester Community Sports Arena Limited, owned by the Leicester Riders Foundation is the latest organisation to secure a grant from Leicester & Leicestershire Enterprise Partnership’s (LLEP) £21 million Regional Growth Fund (RGF). The £840,000 grant will go towards the construction of a new, state-of-the-art £4.5 million multi-purpose sports arena which will be based in Charter Street connected to Leicester College.

As well as being new home to the Leicester Riders and Leicester Cobras Wheelchair Basketball Teams, the hi-tech Leicester Community Sports Arena will become a regional basketball centre of excellence and will also serve as a large multi-use venue for the College and the local community. The Arena’s RGF grant is complemented by other funding sources including £1.5 million from Leicester City Council, £500,000 from Leicester College, £500,000 from the Leicester Riders and potential funding from Sport England.

Sixty-five jobs are expected to be created or saved by the development of the Arena. This contributes to an overall total of 2,300 jobs that have been safeguarded or created in the Leicester and Leicestershire area through the RGF scheme since it started in March 2013.

“This Leicester Community Sports Arena is a particularly exciting, high profile project. Not only will it benefit students and the local community, but it will boost Leicester’s profile from a sporting, tourism and business investment perspective.”