



Charnwood Borough Council Economic Development Strategy Background Document

Date for review	Nov 24	Nov 25	Nov 26	Nov 27
Review completed (signature)				

Economic Development Strategy Background Document

Background

This document gives an economic overview of Charnwood. This information will be updated on an annual basis which will help to develop a picture of not only where we are currently but also to show any changes or trends over the period of this Economic Development Strategy. Monitoring will cover footfall and vacancy rates in Loughborough, this data is provided by the BID monthly and September figures will be used to show annual changes. As Loughborough is the largest town in the Borough and the information is openly available it should give a good indication and reflect what is happening across the Borough, we also use data from across the region as well as from Charnwood. Each quarter East Midlands Chamber of Commerce compile an economic survey, this includes Charnwood Businesses, our aim is to encourage more Charnwood businesses to regularly take part in these to ensure our voice is heard. We will monitor against Q2 to capture the information including September to reflect against our local situation. As well as this we will monitor other relevant data that may affect the economic situation.

Information from East Midlands – taken from East Midlands Chamber of Commerce

East Midlands is showing improvements in sales activity, cashflow and pricing expectations which is above expectations nationally. Recruitment is improving across the region with less businesses for the second quarter reporting difficulties in recruiting new staff than previously. This is also corresponding with other responses to the survey that shows that the recent increases in utility costs, wages and fuel are easing for businesses, which is reflected in the fall in pressure to increase their own prices, down from 54% the previous quarter to 36% in Q2. The impact of this is that businesses are reporting a more positive expectation that their profitability will grow over the next quarter, from 28%, 34%, 38% to 41% respectively across the last four quarters. At Charnwood we must ensure that we continue to provide support to businesses to start and grow and that they are in the best position to move forward.

Information from Charnwood – taken from Office for National Statistics (ONS)

From the 2011 Census to Census 2021 Charnwood saw a percentage population growth higher than both the national (6.6% growth) and East Midlands (7.7% growth) with 10.8% growth, taking the population passed 180,000. Whilst private renting in Charnwood increased by 3.2% this represents 17.4% of the population.

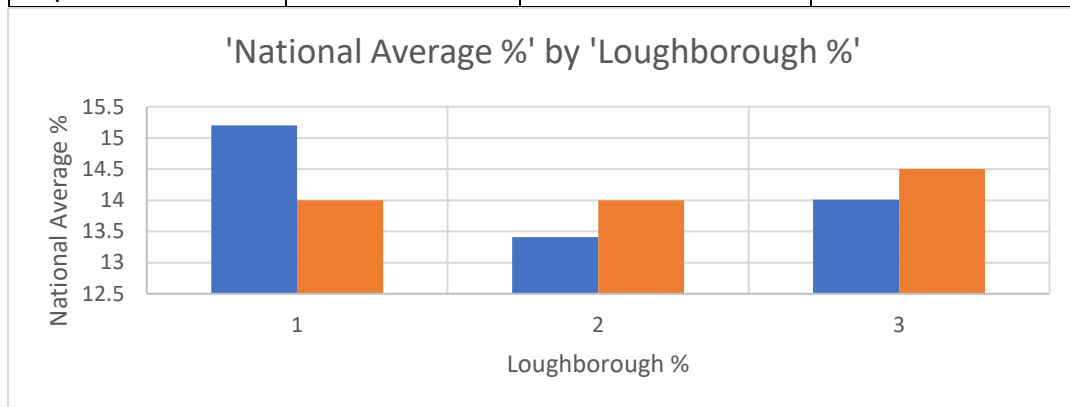
Status	2011 Census	2021 Census
Owens outright or with a mortgage or loan	72.1%	69.8%
Shared ownership	0.8%	1.0%
Social rented	11.8%	11.7%
Private rented	14.1%	17.4%
Lives rent free	1.2%	0.1%

The 2021 Census also shows that 30.2% of the working population (25,638 residents over 16 years and in employment) are now working mainly at home, this rise will impact on town centre footfall and will influence shopping habits and potentially the viability of town centre shops. If a person is travelling to work daily, they will be more tempted to visit retail units, also consequentially a person who is home daily will find it easier to have their online shopping delivered to their home address as they will spend longer there than when going out to work.

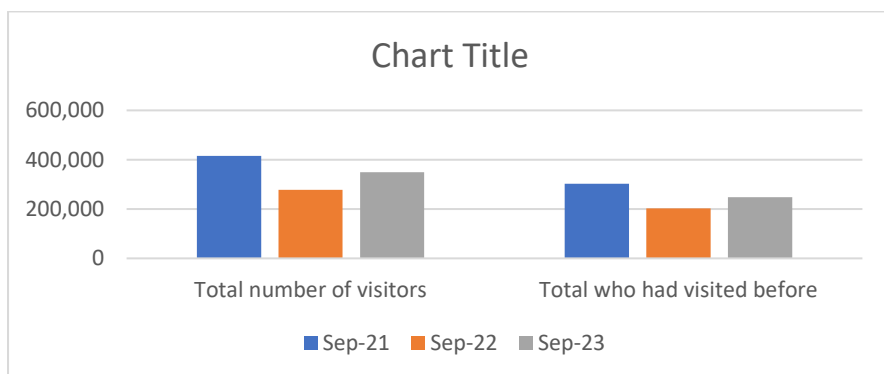
Information from Loughborough – taken from the Loughborough BID

Vacancy rates in Loughborough town centre

Date	Chart – horizontal axis ref	Loughborough %	National Average %
September 2023	1	15.20	14.00
September 2022	2	13.41	14.00
September 2021	3	14.01	14.50

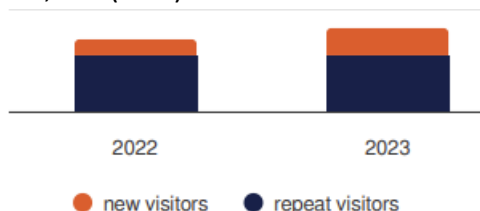


Footfall in Loughborough town centre



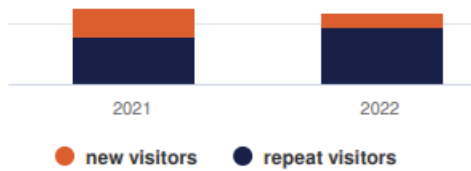
Sept 23

- The total number of visitors was 349,219 of which 248,008 (71%) have visited previously and 101,211 (29%) were new.



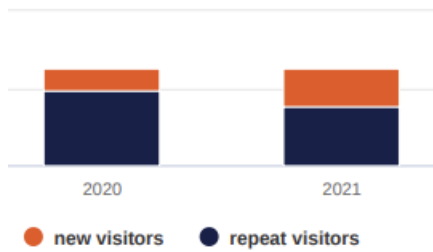
Sept 22

- The total number of visitors was 278,574 of which 203,263 (73%) have visited previously and 75,310 (27%) were new.



Sept 21

- The total number of visitors was 415,193 of which 302,856 (73%) have visited previously and 112,338 (27%) were new.



LLEP updates on business trends

The image below compares the monthly number of dissolved and incorporated businesses across the LLEP from January 2022 to August 2023.

Figure 18 compares the monthly numbers of dissolved and incorporated businesses for the period January 2022 onwards.

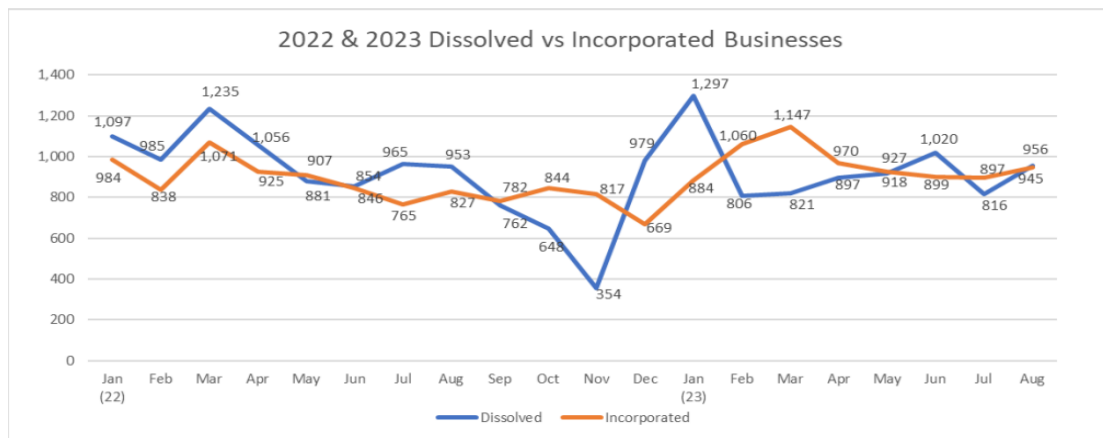


Figure 18: LLEP Area Dissolved and Incorporated Businesses Monthly Comparator
Source: BVD Fame

When comparing closures with incorporations across the LLEP in 2023 (YTD) there were 7,531 closures and 7,729 incorporations. There is a difference of 198. In Charnwood there were 824 dissolved businesses against 959 incorporated businesses, a difference of 135. Not every council reflected this with half seeing more dissolved businesses than incorporated.