



TASTE

Welcome to Leicester
A City for Food & Drink



“My economic action plan identified food and drink, the creative industries and new innovation and technology businesses as priority sectors for the Leicester economy. Each has been growing but we knew that there was scope to do more. Successful businesses are spread across the city but each sector also has a natural geographical focus and we have concentrated our business support and targeted our physical investment into those priority locations, which we have described as Business Investment Areas.

This document highlights the contribution that Food and Drink are making to the city economy, tells the stories of some successful companies who are already here, describes the investments that have been made over the past few years and flags up some of the exciting opportunities that remain. It also shines a light on the many reasons why Leicester is a great place to live and do business.”

Sir Peter Soulsby, City Mayor.

24%

Growth in the sector between 2009-2014.

SUCCESS

Leicester has a diverse and growing food & drink sector that employs over 4,500 people. It is the second largest manufacturing sub-sector in the city's economy. Between 2009-2013 when many other industries were forced to contract, food and drink employment in Leicester expanded by 24%, creating more than 850 new jobs.

The city is home to international brands and major employers such as Walkers and Samworth Brothers as well as smaller manufacturers that are market leaders in snacks and ethnic foods.

The food and drink sector in Leicester is highly diverse, supporting the retail, catering, leisure and tourism sectors alongside packaging, labelling, production and many other industries that support the manufacturing process.

The sector is also enhanced by university research that is driving food technology, food safety and nurturing the next generation of talent.

Leicester City Council has recently invested in a dedicated food park to support the development of SMEs in the sector. Leicester Food Park will spearhead innovation, provide specialist business support to companies and facilitate knowledge transfer across the supply chains.

4.5k

People employed in the food and drink sector in Leicester.

GROWING

Leicester is home to some of the leading food and drink companies in the country representing innovation in product manufacturing in the mainstream and ethnic and snack food markets.

£1bn

Samworth Brothers' turnover, based in Leicester.

Samworth Brothers is a fourth generation family owned business and leading supplier of premium quality chilled and ambient food including pies, sandwiches, sausages, ready meals, cakes and desserts. The company employs over 8000 people in Leicestershire, Cornwall and the North West and has a turnover in excess of £750m.

Samworth Brothers win many prestigious national awards, reflecting the excellence of their products, people and services within the food industry.

Leicester's progressive ideals and strong tradition of learning match the organisation's own culture, and have enabled the business to adapt and prosper in changing market places, demonstrating continued resilience for the future.

Food Attraction Ltd manufactures over 400 different food products including snacks, canapés, main meals and accompaniments. The business initially gained a strong reputation providing canapes to high profile customers including Harrods and Selfridges. With increasing demands, the business diversified into high quality and varied ready meals, expanding to new BRC-accredited premises and broadening its customer base. Recently Food Attraction launched the 'Naanster' - a hand-held microwavable curry in a naan.

"The rich heritage of the region's market towns are very relevant to the business; the quality, work ethos and dedication of the region's people are a key reason why we have continued to invest strongly in Leicester and encourage our staff to realise their full potential."

Lindsey Pownall, Group Chief Executive, Samworth Brothers.

"Leicester has made quite a reputation for itself in the food sector. It's got great business support, in terms of personal networks, government funded initiatives and the various food forums. Skilled labour is available in abundance and we've been able to access help in upskilling these staff."

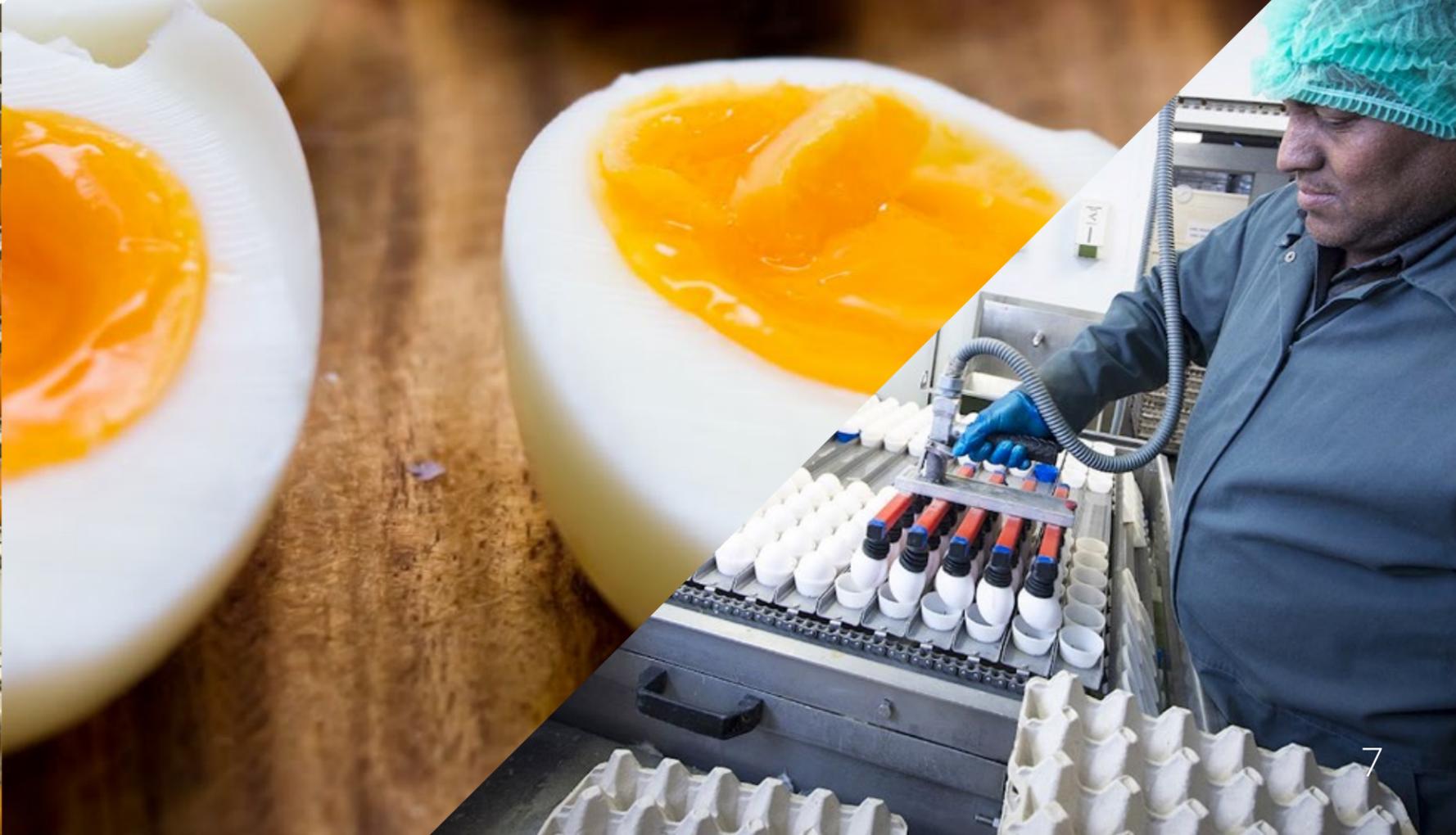
Jake Karia, Managing Director, Food Attraction.

WALKER & S
1824
THE ORIGINAL
PIE CO.

Just Egg Ltd is an award-winning manufacturer of hard boiled eggs and egg mayonnaise-related products, supplying major retailers, sandwich makers and the pickling trade amongst others. The company currently boils between 1.2-1.5 million eggs each week and manufactures around 15-20 tonnes of egg mayonnaise. Dedicated to quality and innovation, Just Egg Ltd worked with the iNet and a leading supermarket to develop award-winning packs of ready-to-eat hard-boiled eggs, now stocked in many convenience stores.

Once generating over 30 tonnes of eggshell waste every month to landfill, the company collaborated with the University of Leicester and the iNet to recycle that waste into a range of materials, from plastic packaging to complex protein products for the pharmaceutical industry. It has recently received funding to build a unique, bespoke egg shell recycling plant - the first of its kind in Europe which will not only provide useful products from the waste but save the company thousands in landfill costs.

RoyalTea Ltd blends and packs dry powdered beverages including instant chai premix. It owns the brand "Royal Chai" and also provides private label facilities for other chai brands in the UK and Europe. The company initially manufactured Royal Chai in India and imported and distributed it throughout the UK. In 2012 once the product had proved its success and having identified a strong UK demand, Royaltea moved its manufacturing facilities from India to the UK. RoyalTea Ltd now sells products to various B2B customers and direct to the public, as well as Tesco, ASDA (March 2015 onwards), wholesalers and 100 independent grocers throughout UK.



DEVELOPMENT

Leicester's £5.8m Food Park is providing space for existing food and drink businesses to grow and will create dozens of new jobs.

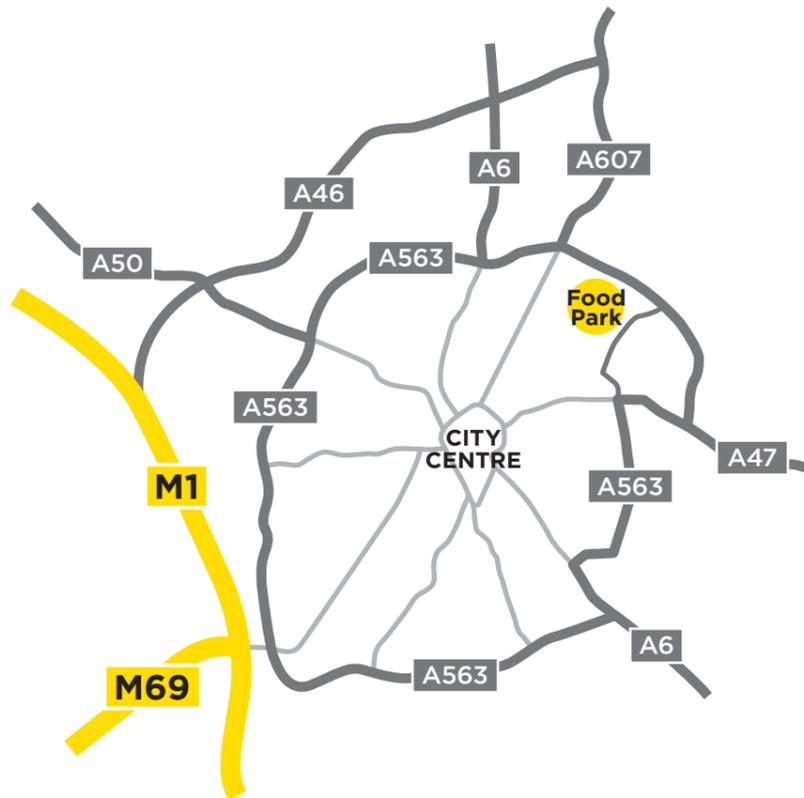
The units in the park are food grade premises that already meet British Retail Consortium (BRC) standards enabling tenant businesses to invest in value-adding activities such as innovation, marketing and production. It is a managed site, providing security, maintenance and low operating costs. It is managed by The Chamber of Commerce.

The park is located in Hamilton to the north-east of the city. It is a 19,250 square feet facility that has nine units ranging in size from 1-5,000 sq ft offering flexibility for food and drink manufacturing businesses to grow.

Opportunities exist at the food park site to build a further 60,00 sq ft of bespoke food grade units. The demand for the new units at the food park has been so strong that the Council is already considering other locations for a future phase of development.

As well as making provision for smaller and medium size businesses the Council has also been working closely with larger firms in the sector. Samworth brothers have expanded into a new 100,000 sq ft factory as part of Phase 1 of the Council's Ashton Green development.

Via the work of the Leicester and Leicestershire Enterprise Partnership (LLEP), significant grants from the government's regional growth fund have also been targeted at major food and drink firms such as Universal Flexible Packaging, FGS Ingredients and Cofresh, enabling them to invest and grow.



Alassala is a leading producer, importer, exporter and distributor of organic Moroccan Argan Oil products for both the food and beauty sectors. The company is one of the first tenants to move into the food park.

"The business is going forward and we are expanding and this unit offers us the space and modern facilities we need. Moving into Leicester Food Park will give us more credibility."

Azzelarab EL Alaoui, Managing Director, Alassala.

£5.8m

Investment in food park.



SUPPORT

Businesses can benefit from ongoing support to grow their business. The East Midlands Food and Drink Forum and Chamber of Commerce work closely with Leicester City Council to support the wider sector and provide technical and business assistance.

Access to technical knowledge, funding and generic business support including:

- Assisting with new product development
- Achieving food standards accreditation (SALSA/BRC)
- Production up-scaling
- Legalities around food and drink regulations and statutory requirements
- Financial management

Benefits for Leicester Food Park tenants:

- ICT infrastructure
- Easy access from food park to national motorways
- Being part of a local network of businesses providing networking, collaboration and upskilling opportunities.
- Help for successful tenant businesses to find 'grow on space' that accommodates their growth ambitions.
- The Park's BREEAM standards maximise environmental efficiency in business operations.

“Leicester Food Park is a unique proposition because of the specifications that all of the units are built to and the on-site advice and support from organisations like the Chamber and the Food and Drink Forum which businesses based here can access.”

Scott Knowles, Deputy Chief Executive, East Midlands Chamber.



1%

The University of Leicester is ranked in the top 1% of universities in the world.
(Times Higher Education World University Rankings 2014-15)



2500

IT graduates every year from University of Leicester, DMU and Loughborough.



SKILLED

Leicester is home to a skilled and diverse workforce supported by outstanding higher education institutions, a strong further education sector and effective workforce development programmes.

The presence of excellent universities provides the city with a significant competitive advantage, in terms of expertise, international links, research and a combined total of over 50,000 students.

The University of Leicester is ranked in the top 1% of universities in the world and has strong links with the food and drink sector which have resulted in innovations and cost savings for many companies. Companies can tap into its expertise and, through funded schemes, embed high-calibre graduates in their business to help develop innovative products or services.

University partnerships have helped the European Safety Board's (ESB's) develop a powerful web app for its Navitas system to monitor fridge and freezer temperatures; and Leicester company Just Egg to make efficiency savings through recycling egg shells into plastics.

Collaborative research projects on how people perceive 'local food' and how microbreweries are changing the local drinks market have also proven valuable to companies in the branding and positioning of their products.

De Montfort University (DMU) is one of Britain's top 20 universities for successful graduate start-ups. DMU has forged national and international collaborations with commercial organisations, industry specialists and funding bodies in the food and drink industry. These partnerships range from large multi-nationals, such as DMU's bespoke Foundation Degree in Business Management, tailor made for KFC, to small local businesses.

The city has excellent further education colleges and progression rates to higher education are high. Leicester College is one of the largest in the UK with more than 27,400 learners, is a member of the National Skills Academy for Food and Drink and a food manufacturing champion for bakery.

"Outstanding."

Leicester College Ofsted result in 2011.

2763

New apprenticeship starts in Leicester 2012/13.

LIVING

Whatever you enjoy doing, Leicester has a lot to offer with a vibrant cultural scene, thriving retail centres and leisure facilities.

- The city boasts the largest covered market in Europe, the largest Caribbean carnival in the UK outside London, the largest Diwali celebrations outside of India and the largest comedy festival in the UK - Dave's Leicester Comedy Festival.
- Theatre and cinema-goers will enjoy Phoenix arts cinema and Curve, one of the UK's leading producing theatres, achieving widespread critical acclaim, attracting audiences from across the UK and beyond.
- Leicester is one of the UK's top 10 retail destinations. The Highcross shopping centre boasts hundreds of shops and restaurants including the flagship John Lewis store, a 12-screen cinema and luxury apartments.
- In October 2014 our King Richard III Visitor Centre won the British Guild of Travel Writers Award for 'Outstanding New Tourism Project' and in January 2015 was named as one of the world's top 25 hottest new attractions for 2015 by travel guide Lonely Planet.
- The National Space Centre is the UK's largest attraction dedicated to space exploration and space science.
- Leicester has a strong sporting history and is host city for the Special Olympics and the 2015 Rugby World Cup.
- Leicester is located on the edge of the National Forest, with beautiful countryside just minutes from the city centre.

25

Richard III Visitor Centre in top 25 hottest new attractions.
(Lonely Planet 2015)





£12k

Average savings to businesses per employee per year when relocating to Leicester.

INVEST

Leicester has been voted as one of the best UK cities in which to do business.

- Compared with London and many other UK cities Leicester has a remarkably low operating cost per head. Relocating to Leicestershire saves on average £12,000 per employee per year.
- Leicestershire has the largest economy in the East Midlands, estimated to be worth £19 billion.
- There is a diverse workforce of over 1 million within a 45 minute radius, and over 2.4 million consumers living within an hour's drive time.
- Leicester's residents speak over 70 languages and 30% are of south Asian heritage, which have allowed the city to develop strong links with major growing economies, including India and China.
- Leicester has a dedicated service that works alongside potential inward investors. Our support can help businesses to find the right premises, talk to the right people, locate and recruit the right staff and provide all the background information and contacts to help make the right commercial decisions.
- Leicester was recently ranked in the top 10 places to start up a business in the UK, heralded as the 'startup capital of the East Midlands' [startups.co.uk.]
- Leicestershire ranks top amongst Britain's best areas for bringing up a family. The cost of living is low with affordable housing and one of the lowest house prices to income ratios in the UK. The city and county also boast excellent schools, colleges and universities.

CONNECT

Located right in the centre of England, Leicester is progressive, enterprising and ambitious.

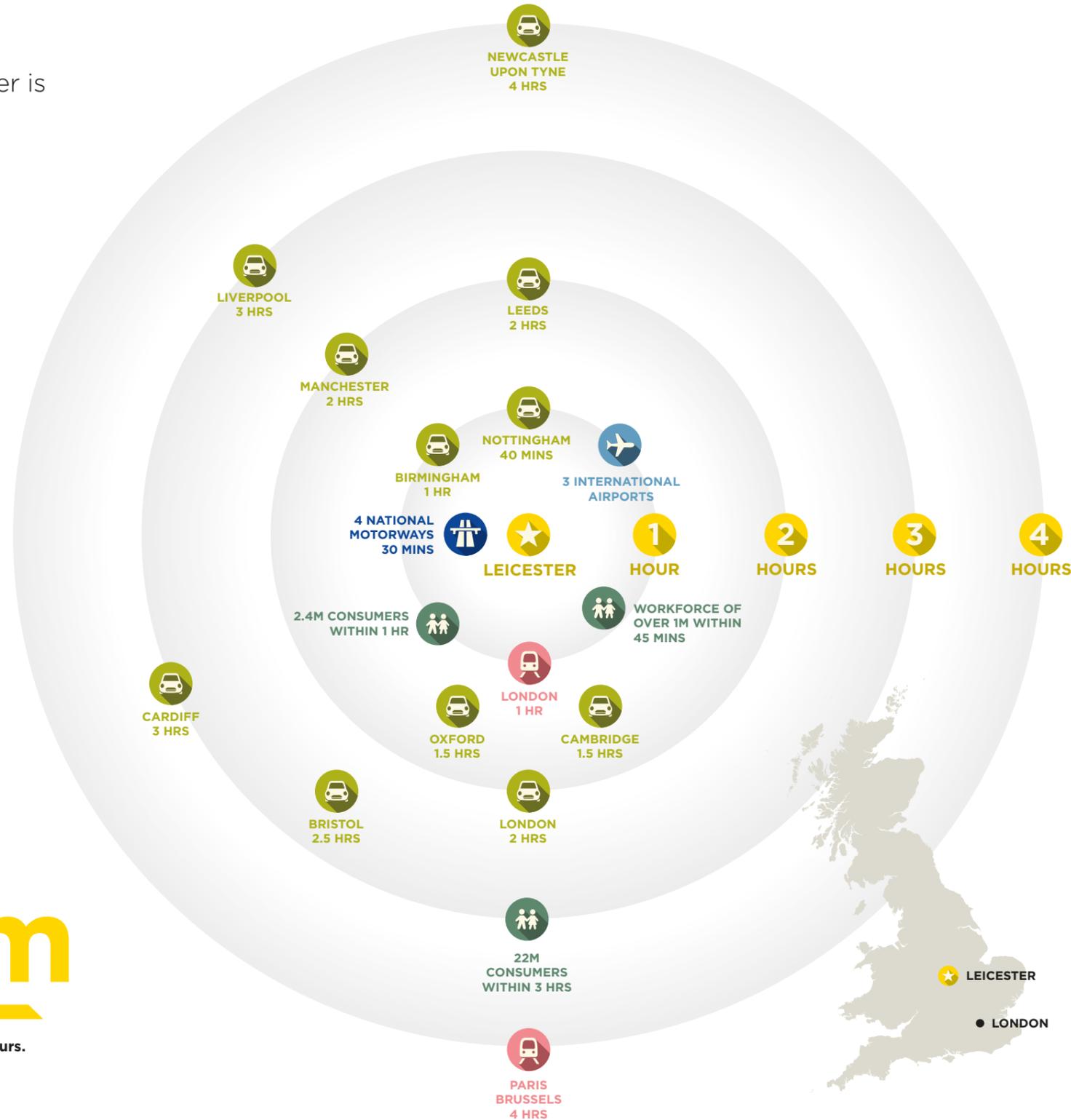
- Leicester is one of the best-connected cities in the country.
- 4 national motorways are within 30 minute's drive.
- Direct rail link to London and Eurostar.
- 3 international airports are within a 40 minute drive.
- East Midlands Airport is the 2nd largest freight handling airport in the UK.

Time to major cities:

- North: Nottingham, 45 mins
Sheffield 1.5 hours
- West: Birmingham 1 hours
- East: Cambridge 1.5 hours
- South: London 1 hour, Paris 4 hours

22m

Consumers within 3 hours.



The Food and Drink Sector is one of four business investment priorities in Leicester:

- Creative Industries
- Innovation and Technology
- Leicester City Centre



For more information

To find out more about how Leicester can support you to set up and develop your business in the city or information regarding other Business Investment Areas, please contact our dedicated Economic Development Team at:

EnterprisingLeicester@leicester.gov.uk



EUROPEAN UNION
Investing in Your Future
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