



Meeting Business and Housing Policy Committee
Date and Time Tuesday, 18th June, 2019 at 6.30 pm.
Venue Walton Suite, Guildhall, Winchester

S U P P L E M E N T A R Y A G E N D A

7. Proposed framework for an Economic Development Strategy
- Presentation (Pages 3 - 22)

City Offices
Colebrook Street
Winchester
SO23 9LJ
14 June 2019

L Kirkman
Corporate Head of Resources and Monitoring Officer

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Winchester District Proposed framework for an Economic Development Strategy June 2019



OVERVIEW

- The economy and the place
- The policy drives
- Winchester District's challenges and opportunities
- The proposed framework for the Economic Development Strategy



WINCHESTER ECONOMY

 Population
124,000

 Working age population
72,000



Earnings
(gross weekly pay) **£724**



**BUSINESSES IN
WINCHESTER**



8,555

 Colleges: **3**

 Universities: **2**

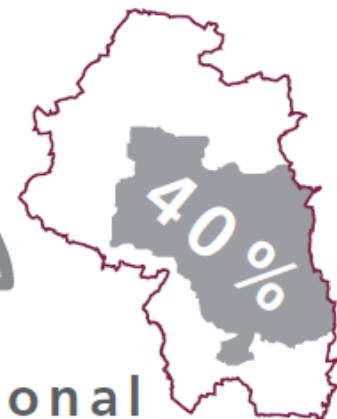
TOTAL:
15,000
Students



Visitor trips
5 million



Visitor value
£331.7m



**1 National
Park**

40% of the district

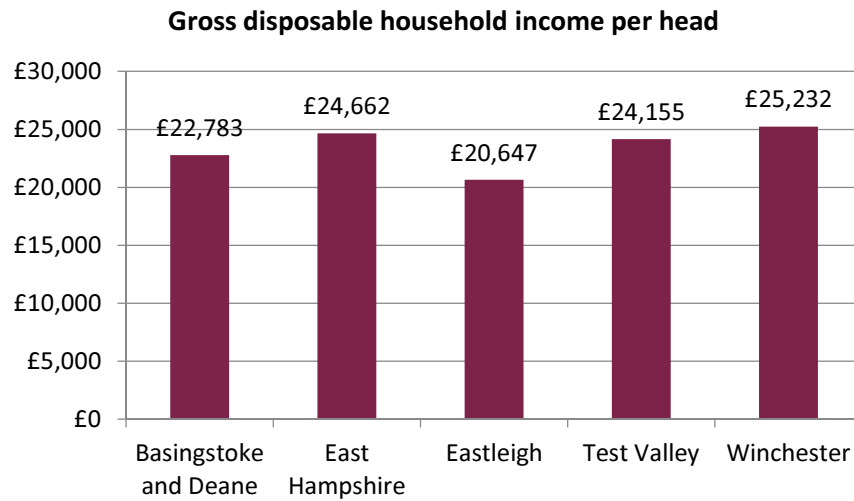
GVA
£4.8bn



Productivity
£39,963
GVA / head

PLACE TO LIVE

High standard of living– but not an affordable place to live

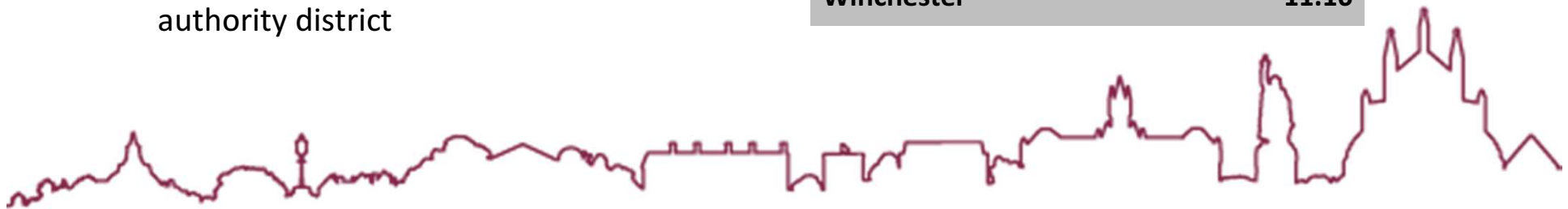


Page 6

Affordability

Ratio of median house price to median gross annual (where available) residence-based earnings by local authority district

Local Authority	2017
Basingstoke and Deane	8.92
East Hampshire	10.46
Eastleigh	9.07
Test Valley	8.46
Winchester	11.16



A PLACE TO WORK

8,000+ businesses
of which 2.7% employ over 50 people

6,000 micro-enterprises (1-9 employees)

Working age population = 72,000

GVA and Productivity

In 2016, at £4844m GVA Winchester has the second largest economy in Hampshire, after Basingstoke

Productive business with 18,000 in-commuters

Wage difference between residents and workers - inequality

Important to retain / attract new large businesses to create employment and support local businesses and high streets



A PLACE TO LEARN

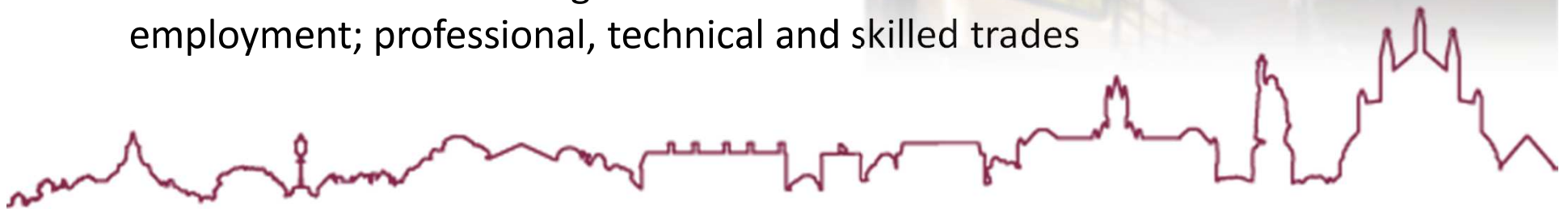
- University of Winchester
- University of Southampton's
Winchester School of Art
- Sparsholt College
- Peter Symonds
- Winchester College

Student numbers (2017/18) = **15,094**

57% of local people are educated
to degree level or equivalent

84% of residents are in high skilled
employment; professional, technical and skilled trades

Attractive place to learn but not to stay
after graduation – affordable, creative
opportunities such as maker spaces near
retail enhance the experience



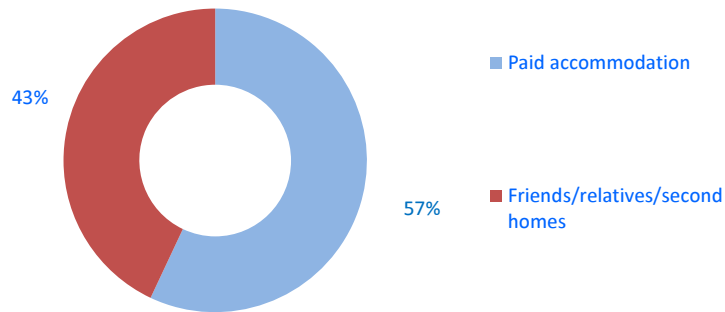
A PLACE TO VISIT

- 4.8 million trips 4.4 million day trips 0.4 million overnight trips

£257million spent on trips (day and overnight) to Winchester in 2017

- 20% from domestic staying visitors
- 13% from overseas staying visitors
- 67% by day visitors

Staying nights by type of accommodation



Many day trippers but low overnight stays – so not seen as a weekend destination

Festivals economy as a potential to build and add value visitor experience and length of stay / returns



A PLACE TO EXPERIENCE

Market towns and village life; a celebration of nature and wildlife; emersion in history; dynamic urban centres and businesses looking to the future

Page 10

City

Historc centre and home to retail, business , education and health sectors

South Winchester - M27 Corridor

Commercial centres for HQ business retail and leisure

Rural - South Downs National Park

A beautiful rural landscape suporting tourism, farming and food & drink production

Market Towns

A mix of vibrant towns and villages supporting local communities

THE POLICY DRIVERS

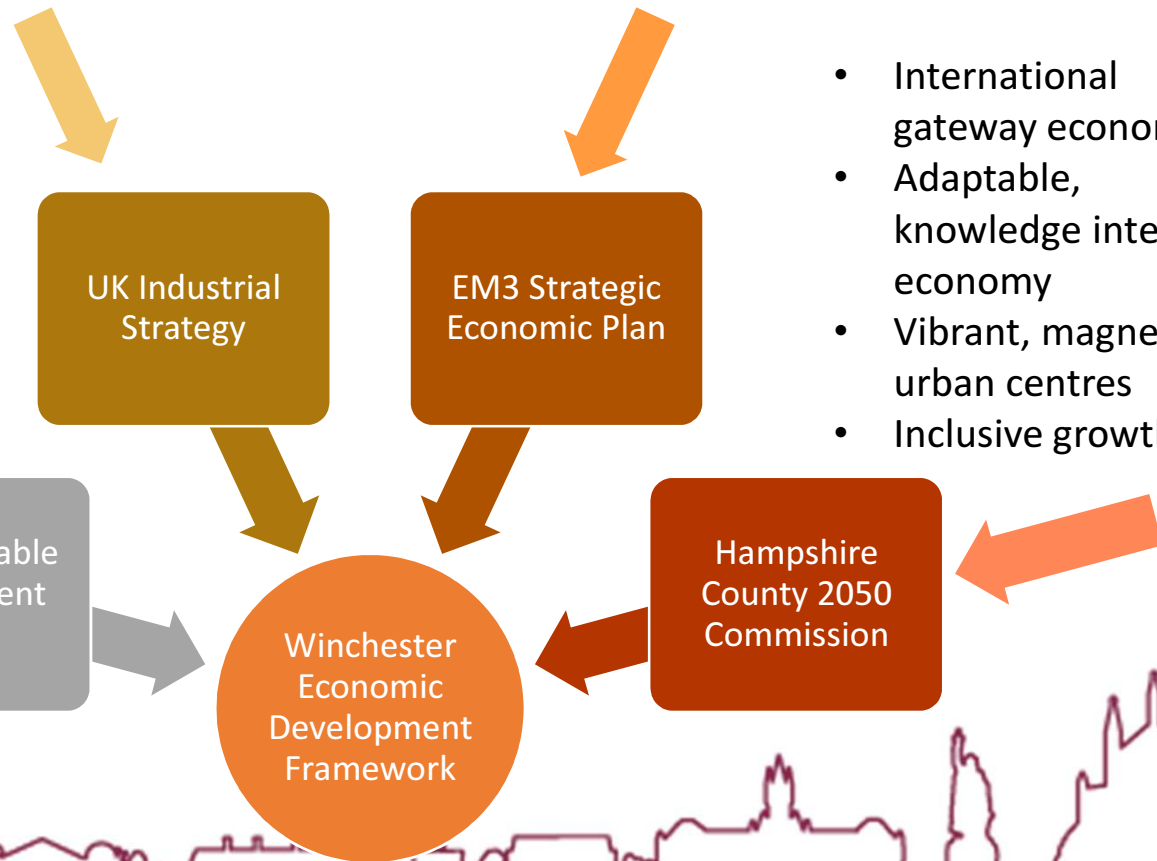
Page 11

- AI & Digital Economy
- Clean Growth
- Future Mobility
- Aging Society

- Digital and Data technologies
- Clean Growth Economy

- No poverty
- Decent work & economic growth
- Industry, innovation & infrastructure
- Sustainable cities and communities

- International gateway economy
- Adaptable, knowledge intensive economy
- Vibrant, magnetic urban centres
- Inclusive growth



COMMON THEMES

- Digital and clean growth / carbon neutral economy
- Smart infrastructure and digital connectivity
- High value sectors and innovation
- Enterprise and places for businesses to start, collaborate and grow
- Inclusive growth and jobs for all
- High quality, dynamic and vibrant places and urban centres



WINCHESTER DISTRICT'S CHALLENGES AND OPPORTUNITIES

Winchester

Challenge	Consequence	Opportunities
<ul style="list-style-type: none"> • Employment concentrated in public sector and retail • 20,000 in-commuters • Under performing relative to other parts of district • Workers earn less than residents • Limited commercial space development • Lack of transport choices 	<p>Growth is constrained</p> <p>The future of the High Street is uncertain</p> <p>High congestion and low air quality</p>	<p>Diversify the range of occupiers and people in the city centre e.g. office and mixed use developments; city centre living for young people; and creative work spaces.</p> <p>Smart Mobility – to enable growth to be accommodated</p> <p>Role of Winnall and new development potential using Jnt9 improvements as a catalyst</p>

CHALLENGES AND OPPORTUNITIES

South Winchester – M27 Corridor

Challenge	Consequence	Opportunities
Vulnerable to large employers vacating an area of high private sector employment in retail and business services	Knock on effect in capacity to sustain occupancy and rents	North Whiteley residential development to provide potential local workforce.
Large percentage of employees in-commute with only just under 3,000 of the nearly 18,000 workers living locally	Continuing concern over access - the area will become unattractive to new investor / occupiers if this is not improved	To seek improvement to access and transport issues.
Access and transport constrained due to lack of public transport	The strong and growing retail offer needs to remain competitive in face of competition from neighbouring centres	Now the area is within the same Local Enterprise Partnership area as the rest of District closer relationships between the two centres should be developed



CHALLENGES AND OPPORTUNITIES

Market Towns and Rural

Challenge	Consequence	Opportunities
<p>Only area to see a decline in the share of businesses in the District</p> <p>Highest number of micro businesses - nearly 90%</p> <p>Land based, food and drink producers are key business sectors and workforce supply critical but concerns over Brexit impact</p> <p>Has a smaller working age population than the City and south Winchester and is a net exporter of labour</p>	<p>Mismatch between skills and labour demand</p> <p>Lack of employment space being developed to accommodate new jobs</p> <p>Challenge of local High Streets remaining vibrant centres</p>	<p>Sparsholt College continues to support and grow land based industries</p> <p>Tourism, festivals and community engagement promoted in Market Towns – capitalising on the special experience of a historic, rural towns</p> <p>Flexible, affordable space for small business and trades is accommodated / created within local communities.</p>

CHALLENGES AND OPPORTUNITIES

Sectors

Challenge	Consequence	Opportunities
Professional services and ICT are the strong business sectors – but the area does not retain young talent due to high cost of living	Graduates do not stay locally to take up employment or to start businesses, creating a gap in the labour market	Support the development of the Universities as knowledge centres. Maximise potential of Digital Future Campus. Create affordable / flexible space/hubs for innovation to develop businesses of the future.
Growing creative sector (festivals and events) but lack of clear direction to enable growth to be effective	The benefits of festivals are not spread or maximised Day visitors generate high traffic flows but spending is not as great as with people who stay longer and experience a range of things on offer	Provide for new hotel accommodation Create diverse activities / businesses in the High Street to bring people in and promote Winchester's special offer.
Winchester has high day visitor numbers but is not a weekend destination		
Being ready to meet the changing High Street demands and needs		

PROPOSED VISION

Winchester is a vibrant carbon-neutral economy where the marriage of heritage and natural environment with leadership in digital and creative innovation sustains and grows business opportunities, employment and wellbeing.



THE PROPOSED AIMS

The place of choice:
Live – equality and welling
Visit – valued experiences
Work – business of the future

The district will be carbon neutral by 2030

Carbon neutral

The supportive business environment enables businesses to start, grow and stay in the District. Investment and development opportunities attract new business to locate here from a range of sectors

competitive

Businesses and universities nurture young talent

Businesses of future are able to be dynamic and thrive as a result of adapting, flexible support and infrastructure

contemporary

The heritage, arts and tourism experience of Winchester makes it the cultural capital of Hampshire.

creative

People, places and spaces are well connected with a strong sense of community

connected

THE PROPOSED OBJECTIVES

Carbon Neutrality

- Work with partners and businesses to deliver this goal drawing on local and global best practice

Development & Regeneration

- Promote a sustainable economy by enabling major regeneration schemes

Sector Development

- Prioritise support for the professional services, digital, creative and tourism sectors

Business investment, retention and growth

- Utilise our environment to drive business growth and to create and develop new employment opportunities

Business Critical Infrastructure

- Work with strategic partners to deliver critical infrastructure projects across the District

APPROACH

Place carbon neutrality at the heart of all we do

Make a bold statement about Winchester as a centre for digital and creative innovation with an extended visitor experience

Speak with a collective voice and adopt a collaborative approach

Capitalise on opportunities from new technologies to enable sustainable growth and development

Deliver development and investment in sites, infrastructure, businesses and people



TIMETABLE

June

- Review and incorporate comments from today
- Internal consultation for comments

July

- Wider consultation with key stakeholders and businesses

August

- Review and incorporate stakeholder comments
- Draft Strategy produced

September

- Draft Strategy prepared for Cabinet consideration



Questions and comments

