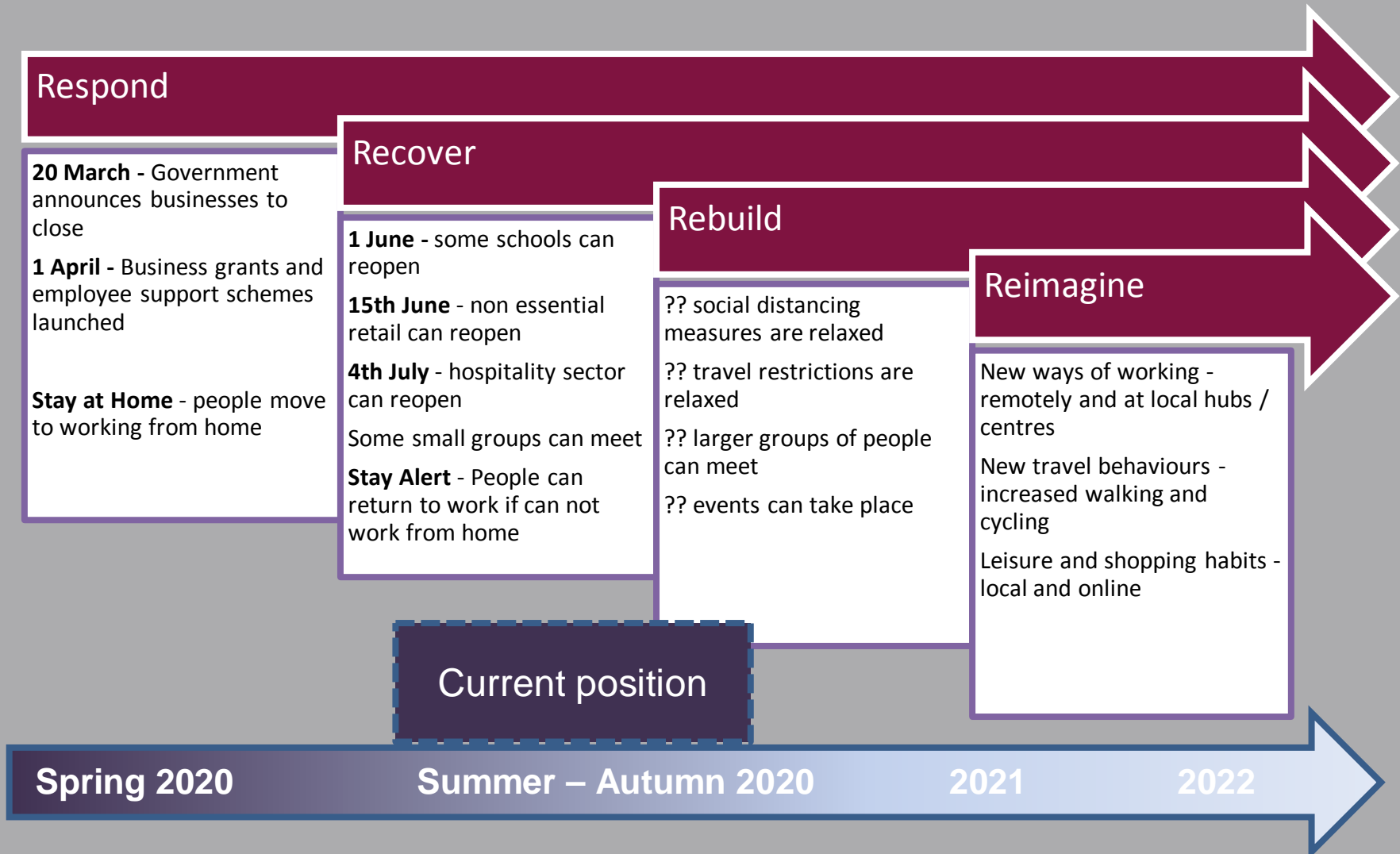


Economy COVID restoration plans

Business & Housing Policy Committee
22 June 2020



COVID - FROM RESPONSE TO REIMAGINE



RESPOND - ACTIONS

Business Grants - 2300 eligible enterprises

28% of all enterprises

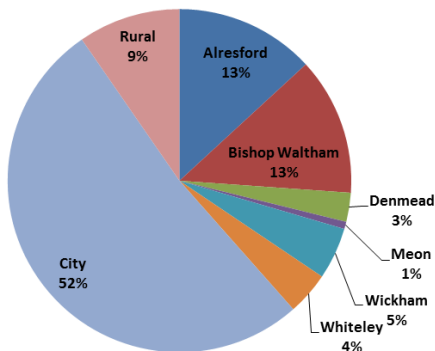
Of all the Hampshire local authorities the district has the third highest number of eligible units

Grants paid = 2,000 = £25.7M

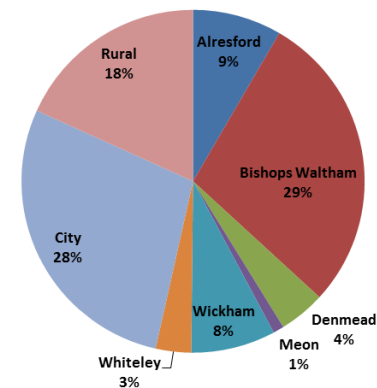
Small Business grants = 73%

Retail, Leisure & Hospitality = 27%

Share of total value of RHL grants paid - both £25k & £10k - 27 April 2020








Share of total value of Small Business Grants paid - 27 April 2020



RESPOND - ACTIONS

Business support

-  Set up a helpline for enquiries and support – 90 calls
-  Fortnightly business e-news bulletin to 1500 businesses
-  Guidance and support on our website
-  Refocused the business support service from IncuHive
-  Liaison with Federation of Small Businesses, Hampshire Chamber of Commerce and Enterprise M3 Growth Hub to promote and signpost businesses to the most appropriate help.



RECOVERY – RESTART AND BEGIN RESTORATION

Vibrant local economy - helping local business recover from the loss of income and ongoing disruption

1. Support key sectors most affected for example retail, leisure and hospitality sector
2. Support business and enterprise by seeking and directing funding to stimulate activity
3. Welcome back people to our district with visitor campaigns and events

RECOVERY

Understanding the impacts

 Business closures



 Job losses



 Business confidence / investment




 Consumer confidence and spend



 Second / local lock down

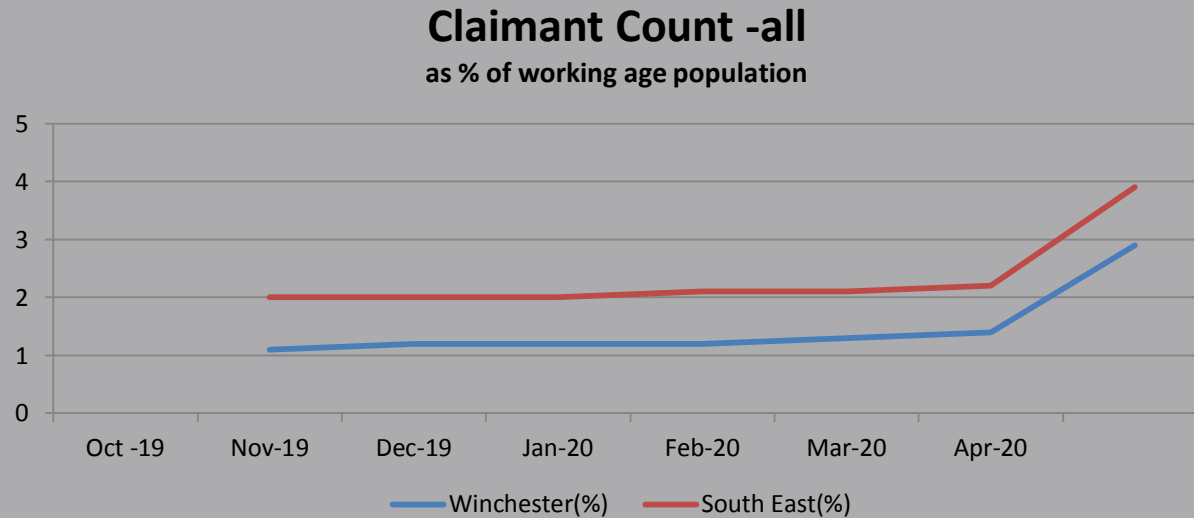


 **Lag in impacts** – when support schemes end 

 Still many unknowns and the true state may not be known for months.

1. EMPLOYMENT IMPACTS

🏰 Claimant count – already increasing – doubled from 1,030 in March to 2,145 in April 2020



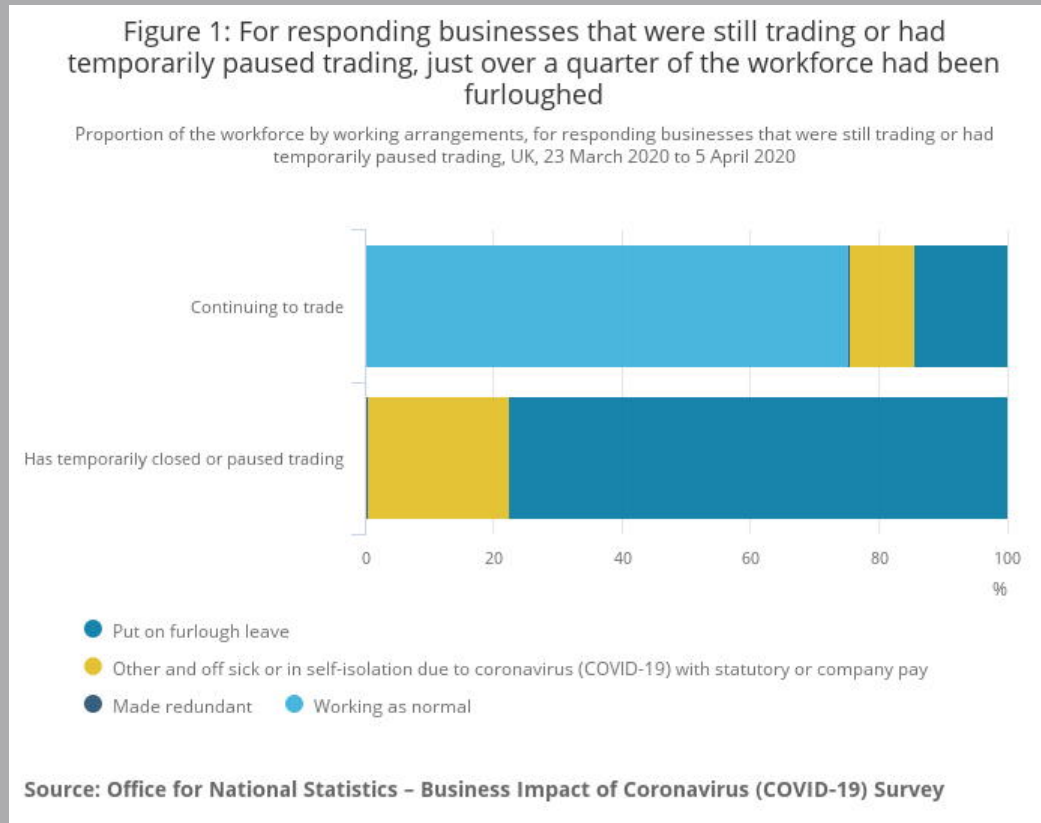
🏰 The claimant count has been under 1,000 since June 2010

ONS - Out of work benefit claimants – working age population

EMPLOYMENT IMPACTS

🏰 Furloughed workforce – ONS national data

78% of the workforce in businesses that had temporarily closed or had paused trading.



BUSINESS IMPACTS






-  Hampshire Chamber of Commerce Business Survey
 -  **70% - suffering a Covid-related business downturn** involving lower customer demand and cancelled work contracts.
 -  **60% - biggest challenge will be restoring their lack of orders**, with half forecasting continued cashflow problems.
 -  **60% - have furloughed at least some of their workforce**, with 15% furloughing all staff.
 -  **Around 22.5% had to close completely for the time being** because of the lack of work.

VISITOR CONFIDENCE

- 🏰 Visit Britain Covid -19 consumer sentiment tracker
 - 🏰 Only 29% (surveyed adults) perceive the worst has passed
 - 🏰 The main reasons for not feeling confident about taking a trip between June and Aug are 1) Govt. guidance on travel restrictions and 2) concerns about catching Covid-19
 - 🏰 Confidence in taking a domestic break does not rise above 54% for the rest of this calendar year
 - 🏰 City or large town (i.e. Winchester) is second on the list of the most likely type of destination choice for a domestic visitor
 - 🏰 Outdoor areas continue to generate significant interest whereas covered and indoor attractions continue to attract least interest.

THINGS ARE DIFFERENT.....

Changes

-  Working from home for most businesses and employees
-  Rapid online and digital response
-  New service and delivery models
-  New ways of connecting with staff, clients and customer
-  Reduce car travel - improved air quality – shift to using local businesses and services

WORK TO STIMULATE ACTIVITY

Creating confidence - digital information, signs, management and monitoring:

- City WIFI – footfall and flow monitoring
- Apps – information and online services
- Simple, clear and accessible signs and messaging
- Information and announcements about safe travel
- Information on changes to access public places in a safe way
- Providing street ambassadors in the busiest areas.



WORK TO STIMULATE ACTIVITY





Creating new social space – outside spaces for activities

- 🏰 New areas given over to pedestrian priority, taking over some highway areas, to create wider streets
- 🏰 Outside seating space for more food & beverage providers on the street and in newly pedestrianised areas
- 🏰 Marking appropriate spaces, pedestrian flows and routes, queuing zones and areas.
- 🏰 Working with HCC, WCC licensing to streamline the process to create spaces
- 🏰 Potential for pop-up and communal space in under used areas.



WORK TO STIMULATE ACTIVITY

Supporting sustainable / active travel

-  Providing infrastructure to support shoppers and commuters who want to cycle / walk into the city centre / market towns
-  Continue to encourage low carbon travel and working practices
-  Enable local travel choices through provision of cycling facilities
-  Social distancing awareness campaign for bus users on bus / cycle routes

RECOVERY - Re- Opening District Centres

- Plans from market towns that identify social distancing measures shared and follow up site visits completed
- Liaison with Winchester BID on city social distancing measures
- Liaison with Whitely Shopping Village on plans for reopening.
- Working with HCC to approve signs / street markings and changes to transport / highways for pedestrian and cycling provision. HCC policy on street sign etc. produced and used as guide.
- “Task Team” out on streets and at key gateways to meet and greet and to help monitor use of urban spaces
- First Market held Friday 5th / Sat 6th June - additional market days to increase from initial opening -after assessment of how it worked and was managed.



SUPPORT BUSINESS RECOVERY

- Local Authority Discretionary Grant – applications closed 15th June– circa. 200 applications. Grants being made to businesses by the end of the month
- Promoting alternative ways to enjoy our district's attractions
- Business Support Service (WCC funded) with Incuhive
- Back in Business - a retail and hospitality business pack of information and guidance sources circulated to local businesses
- City WIFI to support digital and online – and to collect data on footfall and flow.
- Design Festival – adapting new format to run within government guidance



Marwell Webcams



Take a virtual train ride on the Mid Hants Railway



COVID-19 SOCIAL DISTANCING IS OPERATING IN THIS STORE



ONLY () customers at one time



We are operating a one in, one out system



Please knock and wait before entering



Please keep your distance



Please stand apart if queuing



Only touch goods if you want to buy them



Please use contactless or card payments

THANK YOU FOR YOUR CUSTOM

SUPPORT BUSINESS RECOVERY

- 🏰 Government guidance still to emerge and changing
- 🏰 Enterprise M3 – Supporting Town Centre bid for £93,000 to support:
- 🏰 Second stage of ERDF application for Digital Innovation
- 🏰 Local Authority Reopening High Street Fund

BUILD VISITOR CONFIDENCE



“ Welcome back” marketing campaign and re-establish tourism.

- Work with Visit Britain Task Force and TSE to gain national and regional exposure and/or align Visit Winchester campaigns with ‘welcome back/open for business’ campaigns at national and regional level.
- Welcoming centres
- Stay local, buy local
- Outdoors & nature
- Wellbeing
- Staycation
- Multi-generational meet-ups



PARTNERSHIP TO RECOVERY

Partnerships will be a vital in moving to recovery by utilising networks, contacts and deploying skills and resources.

-  Business engagement – Segensworth BID; Attractions Partnership; Sustainable Business Network
-  Market towns – Parish Councils, Chambers of Trade
-  City Centre Restoration and Recovery Group.

Common Aims

- Understand the impact of COVID-19 on the economy of Winchester.
- Share organisations' responses and recovery plans.
- Agree how as local community leaders we can work together on actions.
- Identify the priority responses and communications.

Common Goals

- Working together to achieve a consistency in approach and visitor experience
- Desire to make our city and market towns COVID secure places.
- Recognition that the visitor economy is a key driver in our local economy
- Getting people into and moving around the city is a real chance to innovate and be different.

Members include:

- Winchester City Council
- Winchester BID,
- Hampshire Cultural Trust
- Winchester Cathedral
- University of Southampton and Winchester
- St Johns
- Hampshire County Council
- Hampshire Chamber of Commerce

Others invited to join the meetings include EM3, Action Hampshire, Hampshire Constabulary

MOVING TO REBUILD

 Economic Development Strategy

 Local Plan Review

 Carbon Neutrality Action Plan

 Continue to monitor, review and adapt.....

Thank you....
Questions

