

# Economy COVID restoration plans

Business & Housing Policy  
Committee  
22 September 2020



# IMPACT

- 18 Business closures – but interest report by agent in new lettings
- Average weekly city centre footfall – 18,300 in July (up from 12,400 in June)
- Car parking income grown – from £8,400 in March to £84,600 in August
- Unemployment rate has grown each month since lock down – from 1,030 (1.4%) in March to 2,795 (3.7%) (South East is 5.3)
- COVID infection rates

	27 August		1 September	
	Cases	Rate per 100,000	Cases	Rate per 100,000
Winchester	494	396	515	413
England	285,505	507	291,179	517

# RECOVER

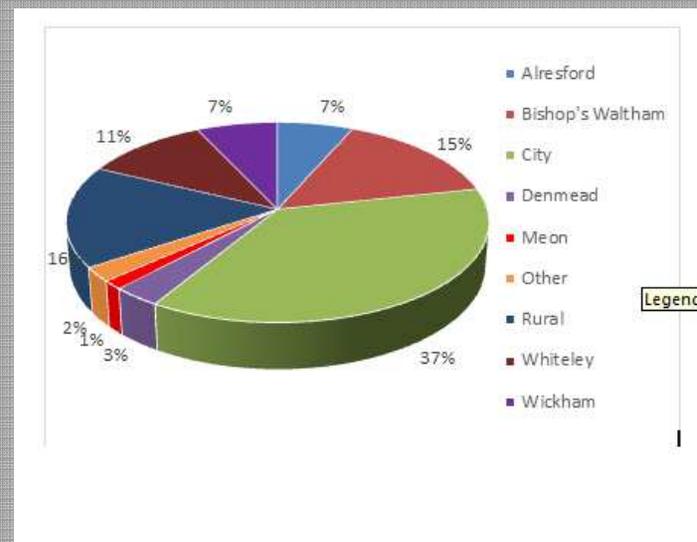
## Building a partnership approach

-  City Centre Partnership in place – monthly meetings. Includes wide range of key stakeholders in the city.
-  Quarterly Partnership meetings with the market towns (Still to establish something in Whiteley)
-  Establishment of a business advisory panel through the process of developing The Economic Development Strategy

# RECOVER

## Providing high levels of business support

- 🏰 Rent abatement where necessary – to a value of approx. £250,000
- 🏰 Responded to 250 calls and 500 email requests for support
- 🏰 Discretionary Grants – First round support 240 business across the district with £1.1m grants



# REBUILD

## Active pursuit of any funding opportunities

- Recent success in joint bid with HCC and 6 other district councils/SDNP for funding to 'Enjoy Summer Safely' marketing campaign for Hampshire. Value £300k
- Vaultex - £5.6m EM3 LEP funding
- Partner in EDRF Digital Growth Factory Bid - decision pending December. £2m digital support programme across 3 local authorities including commercialisation courses for Winchester District based businesses of training and business support for Winchester
- Enterprise M3 and EDRF/Govt funding to support re-opening of high streets
  - Developing a tailored business support service in addition to ongoing advice service provided through INCUHIVE

# REBUILD

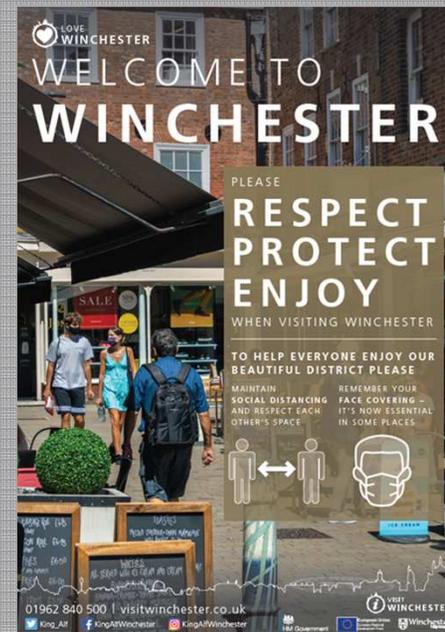
## Helping business and trade

-  Moved the market back onto the High St with the Sunday markets located on the Broadway from Sunday 6<sup>th</sup> Sept.
-  Streamlining the licensing process for Pavement Licensing and proactive support. We have
  -  renewed 12 Tables and Chairs Permits and processed 6 new applications.
  -  directly engaged with approximately 20-25 businesses to provide advice and guidance reduced the application/renew fee for Tables and Chairs permits to £100 (previously £225).

# REBUILD

## Clear marketing & communication strategy to Welcome Visitors Back

- Visitor information Centre reopened – Guided Tours restarted
- Move to second phase of marketing plan to re-ignite visitor economy (Rediscover what's on your doorstep) – 45 minute radius – promoting the whole district to distribute number of visitors.
  - Radio Solent interview
  - Hampshire Life & Winchester Magazine coverage
  - Welcome film on COVID measures to support visits
  - New posters to drive behaviours
- Investigating ways re-imagining festival programme could possibly restart



# REIMAGINE

## **Economic Development Strategy – a new approach**

-  A vision, shared and backed by its communities, for how Winchester district will grow and adapt, capturing the opportunities to transform to a sustainable, inclusive, digital economy.
-  How we can use the economic shock of Covid as an opportunity to transform the economy to a much greener, much more technologically driven, creative economy.
-  The scale of transition from what we have – to where we want to be.
-  Based on evidence; engagement and debate; Council plan priorities and the climate emergency.

# REIMAGINE

## A Digital Winchester District Task & Finish Group

- 🏰 Objective: Making the case for a digital Winchester District.
- 🏰 Approach: To provide a “platform” for people to say why digital is important to them through an interactive on line event
  - 🏰 Adopting the style and approach used by Hampshire County Council for its Hampshire 2050 Commission of Inquiry it is proposed to hold a public debate and panel event.
- 🏰 By exploring:
  - 🏰 what a digital Winchester means for the council, residents, businesses, students and communities;
  - 🏰 the benefits of 5G to the city and the district and articulating importance to the economy and its role in supporting carbon neutrality;
  - 🏰 the experience of digital connectivity during Covid-19 (e.g. working from home / on line business) and the lessons for Winchester District in the future.

Thank you  
Any questions

