

COVID Economic Restoration Update

Business & Housing Policy
Committee
1 December 2020



IMPACT – CURRENT SITUATION

🏰 New national restrictions between 5th November and 2nd December 2020

🏰 Adverse impact particularly on RHL sector

🏰 Restaurants, pubs and cafés will get automatic freedoms to provide takeaway services for another year

🏰 Creating a backward step into recover mode



IMPACT – CURRENT SITUATION

New Government Grant Support:-

£2,142,414 **Local Restrictions Support Grant** (LRSG) launched and payments already being made

Supporting rateable businesses forced to close

£2,497,180 **Additional Restrictions Grant (ARG)** being launched payments to be made as quickly as possible

Grant funding to support

closed businesses that do not directly pay business rates

businesses that do not have to close but which are impacted


IMPACT – CURRENT SITUATION

Average weekly city centre footfall

Month	Footfall	Variance to previous month
August	21,455	+17%
September	24,006	+12%
October	23,186	-3%

(Source: Winchester Business Improvement District)

 Car parking revenues had increased by 25% from end of September to end of October

 Claimant count for out of work benefits Aug to Oct has remained steady at approx. 2,700 or 3.6% of the working age population. (Source ONS)

IMPACT – CURRENT SITUATION

 Infection Rates in Winchester remain below national average

	Whole Pandemic	Cases per 100,000
England	1,301,559	2,312
Winchester	1,604	1,285

	Cases in the last 7 days	Cases per 100,000
England	153,873	273
Winchester	230	184

(Source: coronavirus.data.gov.uk)

RECOVER

Focus on Providing High Levels of Business Support

-  In 1st week of new national restriction - 2 business bulletins issued
-  Council website fully up-dated with latest information
 -  Over 11,000 page views since the beginning of the pandemic
-  Responded to c1000 calls and email requests for support since the beginning of the pandemic
-  Discretionary Grants programme completed
 -  Mobilising £1,419,050 to 283 businesses across the Winchester District

RECOVER

Continuing to Build & Strengthen a Partnership Approach

-  Presentation to Winchester BID Board on overall marketing and promotion approach and delivery
-  Ongoing engagement with Market Towns and Whiteley
 -  Marketing support on Christmas activities to attract footfall and support local businesses
-  City Centre Partnership focused on joint working
 -  to fuel the overall economic recovery
 -  to be led by private sector chair

REBUILD

Other Business support

-  Businesses in District able to access free dedicated business support service provided by IncuHive including virtual 1:1s, workshops & networking events
-  Specific business support being provided to support High Street businesses impacted by Covid-19 - funded by RHSS fund to be available up to end of March 2021.
-  Creating new employment space
 -  Incuhive / IBM
 -  Bishops Waltham Depot
 -  Goods Shed in Winchester
 -  Kings Walk

REOPEN / REBUILD

Helping Business and Trade

 Marshals scheme to be deployed to support businesses reopening across the city and market towns

 helping meet restriction compliance

 Increase shoppers confidence by being a visible presence on our high streets

 Two types of marshal to be deployed

 **COVID Ambassadors** - a day time support and information role focused on visitor and retail businesses and locations.

 **COVID Marshals** - a night time economy compliance and support role focused on hospitality businesses and locations

REOPEN & REBUILD

Clear Marketing & Communication Strategy to Support Recovery

Christmas campaigns and beyond

-  support local / shop local online

-  Virt-yule Christmas

Digital trails to drive footfall

-  Nutcracker trail in Winchester

-  King Alf trail across District






Thematic film

Continue to work with Winchester Cathedral to promote online Christmas Market.



REIMAGINE

Green Economic Development Strategy – a new approach

-  To create a shared vision for how Winchester District can transform to become a sustainable, inclusive, digital economy over next 10 years.
-  Based on evidence, engagement and debate, Council Plan priorities, and need to address climate emergency.
-  How can economic shock of COVID be used as a springboard to transform the economy to a greener, more technologically driven, creative economy?
-  What is the scale of transition needed?
 -  from what we have - to where we want to be

REIMAGINE

Green Economic Development Strategy – a new approach

-  Search for consultants to support the strategy's development already underway - deadline to submit quotes, mid-December.
-  Engagement stages to seek views & build consensus to begin in January.
-  New Green Economic Development Strategy to be published in the Spring.

REIMAGINE

A new Digital Winchester District Task & Finish Group

Purpose and objectives

 Call for evidence has been issued on the following four challenges.

 Infrastructure

 Access

 Opportunity





 Future potential

 Survey to collect people's opinion and experience of "digital" has been issued





 Findings to be issued in Spring.

REIMAGINE

EV charging underway

-  First charging station installed in Denmead
-  Clear signal that WCC supports shift to more sustainable vehicles
-  Potential to attract additional customers & increase dwell time as people shop and explore while their car charges
-  33 EV charging points to be in place by Christmas across the District

Creation of new flexible workspace in Winchester

-  Short-term repurposing of Old Register Office
-  Working in partnership with 3rd party & M3 LEP
-  Bidding for LEP funding for initial work to bring project forward
-  Aim to open workspace early 2021

Thank you
Any questions

