

COVID Economic Restoration Update

Business & Housing Policy
Committee
9 February 2021



IMPACT – CURRENT SITUATION

 Infection Rates in Winchester remain below national average

| | Cases in the last 7 days up to 1 Feb | Cases per 100,000 |
|------------|--------------------------------------|-------------------|
| England | 174,182 | 309 |
| Winchester | 199 | 159 |

 Monthly city centre footfall


| Month | Footfall | Variance to previous month |
|----------|----------|----------------------------|
| November | 62,217 | -33% |
| December | 97,521 | +25% |
| January | TBA | TBA |

IMPACT – CURRENT SITUATION

 Car parking revenues down by an average of 80%
(Source Winchester City Council)

 33 businesses have closed that we are aware of since the beginning of the pandemic (Source Winchester CC/BID)

 Vacancy rates in the city are currently 11.2% up from 8.2% in 6 months, 2% below the national average
(Source Winchester BID)

 Unemployment levels remain static at 2.6% against 4.9% in Hampshire and 6.3% across the UK. (Source ONS)

GOVERNMENT GRANTS


£34.6m has been provided to businesses to date *under 11 different schemes* including more recently:

-  LRSG closed – 5 Nov to 1 Dec
-  LRSG open Tier 2 – 2 Dec to 25 Dec
-  LRSG closed Tier 2 – 2 Dec to 25 Dec
-  LRSG closed Tier 4 – 16 Dec – 4 Jan
-  Christmas Support Payment for Wet-led pubs – 2 to 29 Dec
-  National lockdown 5 January onwards:
 -  LRSG closed 6 weeks
 -  Closed Business Lockdown Payment
-  Additional Restrictions Grants

GOVERNMENT GRANTS

New Government Grant Support:-

 Total Additional Restrictions Grant Funding now £3.6m following additional award of £1.1m in January

 Applications invited from businesses either instructed to close or whose income has been impacted by more than 30%, who are not in receipt of the Local Restrictions Support Grant and who are in, or supply chain to, the defined key industry sectors

 Round 1 (4 Nov – 2 Dec): Limited demand

 Round 2 (6 Jan onwards): Sharp increase in demand

GOVERNMENT GRANTS

New Government Grant Support:-

ARG continued...

-  25% of original grant of £2.5m reserved for business support activity

-  Hardship Fund

-  Dedicated Business Support programme

-  Resilience & Adaptation Fund/Diversification & Transition Fund

-  Business Survival Dedicated Fund (Crowd fund driven)

-  Marketing campaigns to drive footfall

-  Compared to other LA across EM3 region

-  grants payments are either ahead or in-line

-  ahead in developing additional grant funding schemes/business support activities

REBUILD

2 December to 26 December – Tier 2 restrictions

🏰 Marketing activity to raise awareness and drive footfall

🏰 Where can I visit now campaign

🏰 Blog was the 8th most visited page on the visitwinchester site

🏰 Facebook and Instagram – over 6.5k reach

🏰 Twitter – over 10k impressions

🏰 Christmas in Winchester District campaign

🏰 Facebook and Instagram – over 6.1k reach

🏰 8 day Facebook ad campaign – 13k reach

🏰 Twitter – over 6.7k impressions


🏰 Print marketing – over 23k reach

🏰 Rediscover Christmas in Winchester film – over 32k reach

🏰 Key partnership marketing with Cathedral Virtual Market, BID Nutcracker Trail, Theatre Royal Panto and Watercress Line at Alresford



RECOVER & RESPOND 26 DECEMBER ONWARDS

 Tailored business bulletins issued soon after changes to restrictions announced – 40% upturn in sign-ups

 Council website business pages fully up-dated with latest information

 Over 1750 unique visits since December

 Responded to c1200 calls and email requests for support since the beginning of the pandemic





 COVID-19 Marshalls and Ambassadors continue to be deployed across the district

 Rent abatement programme




RECOVER & RESPOND 26 DECEMBER ONWARDS

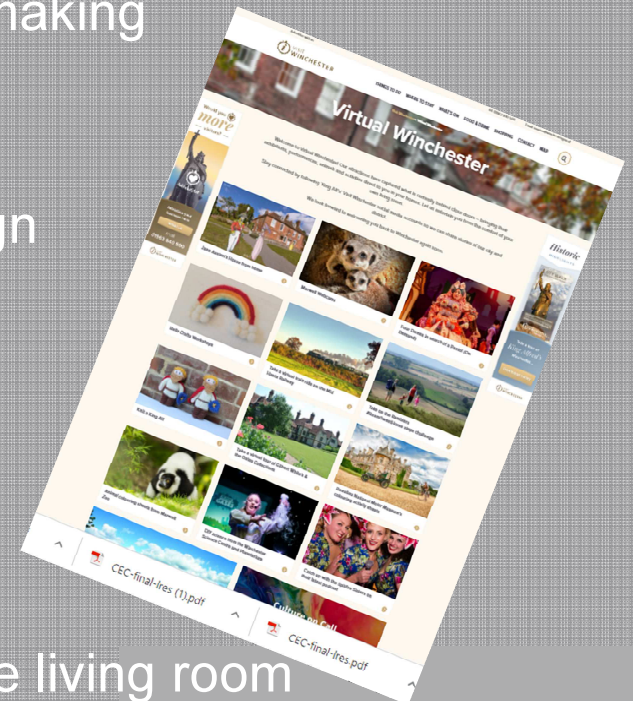
Revised marketing plan

Dream Now Travel Later

-  Inspirational social media content to influence brand awareness and consumer decision making
-  Reschedule don't cancel messaging
-  21 things to do in 2021
-  Rediscover Winchester sub-campaign

Virtual Winchester


-  Winchester at your fingertips
-  Entertainment from the comfort of the living room
-  Exhibitions, performances, animals and activities




RECOVER & RESPOND 26 DECEMBER ONWARDS

Revised marketing plan

Support Local – Shop on-line campaign

 Pro-actively contacted individual businesses within the market towns to identify their online offer, click & collect and home delivery services to then promote via our dedicated support local/shop online campaign page to support local businesses across the district

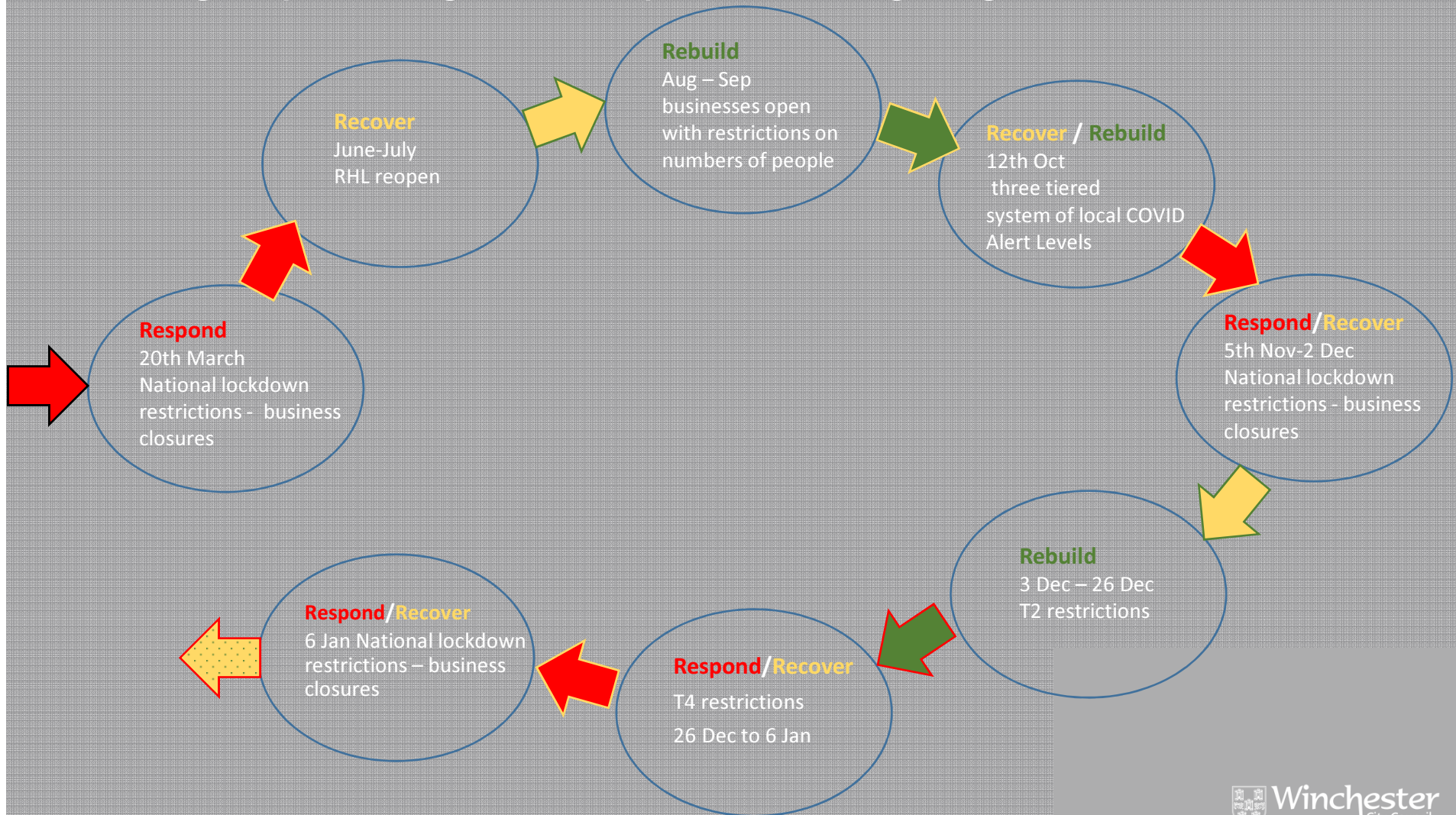
 'businesses open'/business online offer directory with links to businesses own websites' and related special offers

 Related Facebook and Instagram posts had a combined reach of over 6.1k and over 6.7k impressions on Twitter. Facebook ad secured a reach of 13,000



IMPACT – CURRENT SITUATION

 Agile planning and response – ongoing...



REBUILD PLANS POST LOCKDOWN

Revised marketing plan

Staycation opportunities – Visiting friends and family

Resident and incoming visitor audience

Key priorities

raise awareness

inspiration to visit

Covid-safe

drive footfall

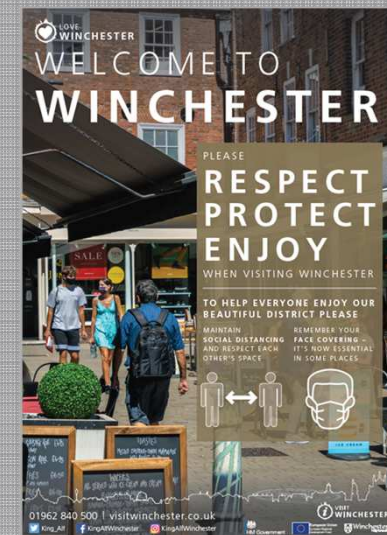
increase dwell time

influence spend


repeat and recommend

Build on the successful
Re-discover campaign messaging

Additional theme -Wellbeing




REBUILD PLANS POST LOCKDOWN

 Wellbeing campaign - Draw on the district's assets that can be used to support and achieve wellbeing in residents and visitors:

- **Connect with other people** - opportunity for families and friends to reconnect after several months apart. Days out at attractions, dining together, long awaited celebrations
- **Be Active** – enjoy countryside and open spaces on offer in the district by bike, walking, running etc. Explore our market towns
- **Keep Learning** – Museums, Science Centre, Marwell, history, heritage, arts

 Wellbeing and countryside film

 Digitalisation of trails using progressive web app technology

 Knitted King Alf trail – launch as restrictions are lifted. To date 20 businesses committed to participate in market towns plus partners in the city. Discussions underway with Whiteley.

 A taste of Winchester in your own home

REBUILD PLANS POST LOCKDOWN

 Revised marketing plan

 Partnership working with regional and national partners to increase reach and additional routes to market

 **WHERE YOU LIVE**
#lovesoutheastengland

EXCURSIONS™
A Virtual Event
Monday 25th to Saturday 30th January 2021

ESCAPE
THE EVERYDAY
at home



RECOVER, RESPOND & REBUILD

Continuing to Build & Strengthen a Partnership Approach

 Ongoing engagement with Market Towns and Whiteley

 City Centre Partnership

 Winchester Business Strategy Group

 Business Sustainable Network

 Cultural Steering Group – Hampshire Cultural Trust/WCC

REBUILD –

 High Street Recovery plan – in development

 Short term Action Plan

 What are the levers WCC can pull

 Longer term Strategic Plan

 Interpreting data and intelligence

 Recognising the factors influencing business on the high street

 Connectivity with existing and emerging internal and external strategies, action plans and work streams

REBUILD

District-wide business support

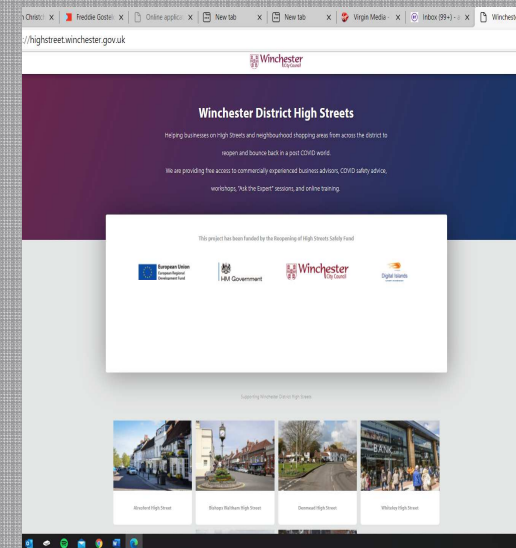
Over 100 business interventions through virtual 1:1s, workshops & networking event provided through IncuHive

76% of those who have provided feedback have seen increased turnover, improved efficiency or progression to a more sustainable business model

Digital Islands procured to deliver support service to business on the Street and neighbourhood locations until end of March the ERDF/HM Government bid fund

Additional Restrictions Grant Reserve

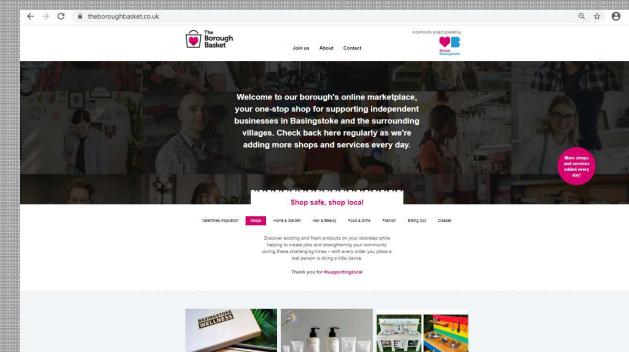
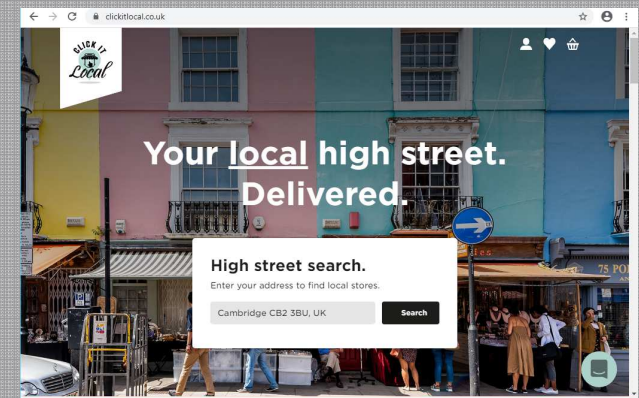
£625k ring-fenced for rebuild business support



REBUILD

Winchester District Virtual High Street initiative

-  Bespoke Winchester district e-commerce platform dedicated to independent businesses to complement their own on-line presence
-  A virtual high street which offers consumers a one stop shop to select from a range of independent businesses and benefit from a coordinated single transaction and delivery service
-  Feedback from market towns and businesses has been supportive regarding this initiative



REBUILD

Sports and Leisure Park

 Opening Spring 2021

 Enhance leisure offer

 Resident and incoming
visitor spend and dwell time



Re-energising Festivals Programme 2021/22

 Design Festival

 Winchester District Directory of experts and services

 Hat Fair – amended date: September

 Strategic development

Creating new employment space

 Incuhive / IBM

 Bishops Waltham Depot

 Goods Shed in Winchester

 Kings Walk

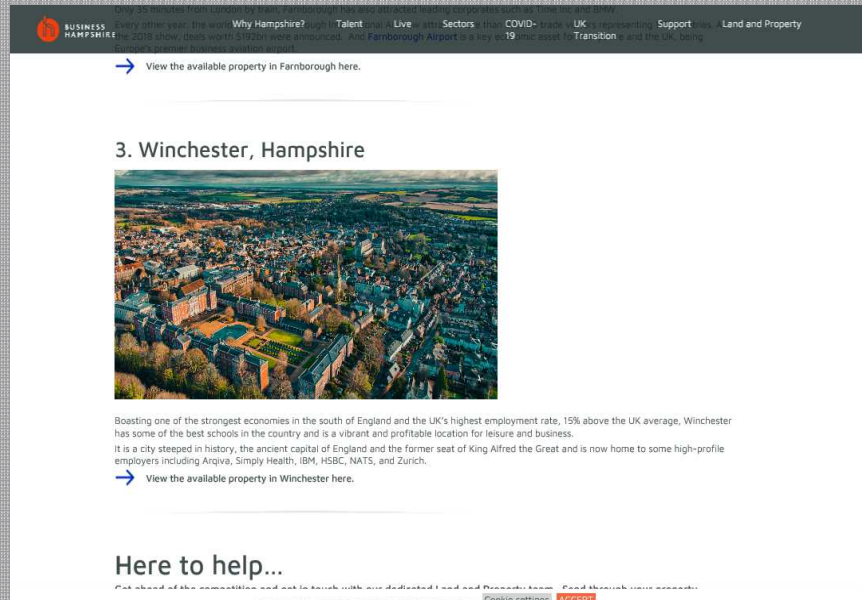
 Shared workspace review



REBUILD

Inward Investment/Business relocation opportunities


-  Partnership with HCC/Business Hampshire/Key Hampshire LAs
-  Targeting top 10 London Boroughs that receive the most incoming commuters from Hampshire
-  Developing direct marketing materials and website content



BUSINESS HAMPSHIRE [Why Hampshire?](#) [Talent](#) [Live](#) [Sectors](#) [COVID-19](#) [UK Government](#) [Support](#) [Land and Property](#)

[View the available property in Farnborough here.](#)

3. Winchester, Hampshire



Boasting one of the strongest economies in the south of England and the UK's highest employment rate, 15% above the UK average, Winchester has some of the best schools in the country and is a vibrant and profitable location for leisure and business. It is a city steeped in history, the ancient capital of England and the former seat of King Alfred the Great and is now home to some high-profile employers including Arqiva, Simply Health, IBM, HSBC, NATS, and Zurich.







[View the available property in Winchester here.](#)

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REIMAGINE

Green Economic Development Strategy – a new approach

-  Initial procurement process undertaken
-  Panel decision to re-tender
-  Process currently underway
 -  Applicant deadline March 1
 -  Contract commencement March 29
 -  Contract completion July 9

A new Digital Winchester District Task & Finish Group

-  Active communications Plan and dedicated webpages
-  Survey
-  Call for evidence

Thank you
Any questions

