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Date: 21 September 2022

Notice of meeting

Economic Development Committee

Date: Thursday, 29 September 2022

Time: 7.00 pm

Place: Council Chamber, Knowle Green, Staines-upon-Thames, TW18 1XB

To the members of the Economic Development Committee

Councillors:

S.C. Mooney (Chairman)

T. Fidler (Vice-Chairman)

C. Bateson

C.F. Barnard

A.C. Harman

A.C. Harman

R.J. Noble

Substitute Members: Councillors M. Beecher, J.T.F. Doran, L. E. Nichols, O. Rybinski, R.W. Sider BEM, B.B. Spoor and N. Islam

Councillors are reminded that the Gifts and Hospitality Declaration book will be available outside the meeting room for you to record any gifts or hospitality offered to you since the last Committee meeting.

Spelthorne Borough Council, Council Offices, Knowle Green

Staines-upon-Thames TW18 1XB

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Agenda

Page nos.

1.	Apologies and Substitutes	
	To receive any apologies for absence and notification of substitutions.	
2.	Minutes	5 - 8
	To confirm the minutes of the meeting held on 9 June 2022 as a correct record.	
3.	Disclosures of interests	
	To receive any disclosures of interest from councillors in accordance with the Council's Code of Conduct for members.	
4.	Questions from members of the Public	
	The Chair, or his nominee, to answer any questions raised by members of the public in accordance with Standing Order 40.	
	At the time of publication of this agenda no questions had been received.	
5.	Ward Issues	
	To consider any issues raised by ward councillors in accordance with Standing Order 34.2	
	At the time of publication of this agenda no ward issues had been received.	
6.	Presentation from Heathrow Airport Ltd on skills and employment post the COVID-19 pandemic	
	To receive a presentation from Heathrow Airport Limited.	
7.	BID Manager Verbal Update	9 - 40
	To note the BID2 Business Plan – 1 st April 2022 - 31 st March 2027 – for Staines-upon-Thames.	
8.	Incubator - Monitoring	41 - 48
	To receive an update in respect of the Business Incubator in Sunburyon-Thames.	
9.	Draft Economic Prosperity Strategy	49 - 178

To note and comment on the Draft Economic Prosperity Strategy document to inform a final document which will return to Committee in January 2023.

10. Draft Town Centres Strategy

179 - 194

To note and critique the Draft Town Centres Strategy. The report will return to Committee in January 2023.

11. Revenue Monitoring Report (Qtr 1 April-June)

195 - 208

This report provides a summary of the Quarter 1 (Q1) for the financial year 2022/23 as at 30 June 2022.

12. Surrey Delivery Board - Economic Development Stream

209 - 212

To note progress on collaborative opportunities across Districts/Boroughs and County on economic development activities.

13. Forward Plan

213 - 214

To consider the Forward Plan for committee business.

14. Exclusion of Public and Press

To move the exclusion of the public and press in order to discuss the next item in view of the likely disclosure of exempt information within the meaning of Paragraph 4 or Part 1 of Schedule 12A of the Local Government Act 1972:

Information relating to any consultations or negotiations, or contemplated consultations or negotiations, in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under, the authority.

The service plans are exempt by virtue of them detailing potential changes to staffing structures, that are still subject to consultations or negotiations.

15. Exempt Report - Service Plan (as part of the 23/24 Budget Process)

215 - 228

To consider the draft service plan for Economic Development.



Minutes of the Economic Development Committee 9 June 2022

Present:

Councillor C.F. Barnard (Chairman) Councillor T. Fidler (Vice-Chairman)

Councillors:

C. Bateson V.J. Leighton

Substitutions: Councillor M. Beecher (In place of R.J. Noble)

Apologies: Councillors J. Button

22/22 Minutes

The minutes of the meeting held on 22 March 2022 were agreed as a correct record.

23/22 Disclosures of interests

There were none.

24/22 Questions from members of the Public

There were none.

25/22 Ward Issues

There were none.

26/22 Shared Prosperity Fund

The Committee considered a report on the government's Shared Prosperity Fund, the suggested areas of focus, a proposal for formation of a Shared Prosperity Fund Task Group, and a request to submit an Investment Plan to a future Corporate Policy and Resources Committee meeting.

The Group Head of Regeneration and Growth explained that Spelthorne Borough Council had been allocated £1 million to spend over three years through the Shared Prosperity Fund. The government had suggested areas of focus for spending, and opportunities were currently being investigated for joint bids alongside other district and borough councils. She also requested a Task Group be formed to review suggestions for allocation of the funds and presented Draft Terms of Reference and membership for the group which would consist of chairs and vice-chairs of all committees as the areas of spend could cross various Council services.

The Committee requested further clarification on funding streams and if the Shared Prosperity Fund would be supplemental to these. The Committee noted the timeline for the funds to be committed for use and suggested that unsuccessful requests for Additional Restrictions Grants be put forward if they complied with the requirements.

The Chairman proposed that the current Vice-Chairman of the Economic Development Committee act as Chair for the recommended Shared Prosperity Fund Task Group. This was agreed by the Committee.

The Committee resolved to:

- 1) Agree that an Investment Plan is developed
- 2) Agree to set up a Shared Prosperity Fund Task Group and agree the draft terms of reference
- 3) Recommend that a final report on the Investment Plan is submitted to Corporate Policy and Resources Committee for decision on 11 July 2022.

27/22 Corporate Recovery Plan

The Committee received an update in relation to the Corporate Recovery Plan with reference to Economic Development.

The Economic Development Manager provided a summary of opportunities for employment and businesses in the borough and future recovery strategies.

The Committee noted the borough's proximity to Heathrow airport and the impact this had on employment as well as the lack of public transport links to the airport from within the borough. The Committee requested further information on how social media and communications were being utilised to engage public and businesses regarding employment initiatives. The Economic Development Officer outlined the future plans for communications and social media and provided an update on social media engagement.

The Committee **resolved** to note the update in relation to the recovery plan.

28/22 Additional Restrictions Grant Allocations

The Economic Development Manager provided an overview of the distribution of the Additional Restrictions Grants and how they were allocated to businesses. He explained that all grants had been distributed, and a survey would be done of recipients to demonstrate how Spelthorne supported businesses within the borough. He wished to place his thanks on record to the members of the task group, and this was reiterated by the Chairman of the committee.

The Vice-Chairman requested that feedback from the exercise be added to a future meeting agenda. This was agreed by the Committee.

The Committee **resolved** to note the update in relation to the allocation of ARG funding to businesses within the borough.

29/22 Surrey Delivery Board (Economic Development Update) - Verbal Update

The committee received a verbal update on the Surrey Delivery Board in relation to Economic Development.

The Group Head of Regeneration and Growth explained that Economic Development had been identified as an area of potential collaborative working, and provided a summary of meetings that had taken place across management teams to identify opportunities where value could be added by Surrey County Council. Meetings would continue to take place across districts and boroughs, and the Group Head of Regeneration and Growth offered to provide monthly updates on discussions to committee members.

The Committee **resolved** to note the verbal update on the Surrey Delivery Board.

30/22 Forward Plan

The Committee considered the forward plan for future committee business.

The Economic Development Manager suggested the "6-Month Review of Additional Restrictions Grants" should be presented at the meeting scheduled for January 2023 to accommodate the survey of grant recipients. He also requested that a report from the Town Centre Manager should be added to the forward plan for September 2022.

The Committee suggested an item on the role of Enterprise M3/Local Enterprise Partnership be added to the forward plan, or be included in the discussion surrounding the Surrey Delivery Board at a future meeting. The Committee also requested a representative of Heathrow Airport be invited to the meeting in September 2022 to give a presentation.

The Committee **resolved** to note the forward plan subject to the additional items agreed at the meeting.

31/22 Urgent business

There was no urgent business to discuss.





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HELLO!

MEET THE BOARD



Steven Harvey BID Chairman **BID** Director Owner, Oasis Estate Agents



Keith McGroary Economic Development Manager, Spelthorne Borough Council



Laura Woodward Lettings Manager, The Frost Partnership



Con O'Brien **Business Engagement**

Michelle Baker

BID Manager

MEET THE TEAM



Paul Milner Vice BID Chairman **BID** Director Owner, Lewis Furniture



Mark Schweizer Franchisee. McDonald's



Jass Sangha Branch Manager, Metro Bank



Philippa Fewins Sales Director. Kall Kwik



Tim Kita Stai-Safe Radio Co-ordinator

Officer



Joanna Hall **BID** Director Centre Manager, Two Rivers **Shopping Centre**

Gary Little

BID Director

Centre Manager, The

Elmsleigh Shopping Centre



Sergeant Ali Dunlop Surrey Police Staines Police Station

Helen Belkhodja

Franchisee,

Specsavers



Michele Gibson Owner. Thames Side Brewery





Terry Collier BID Director Deputy Chief Executive, Spelthorne Borough Council

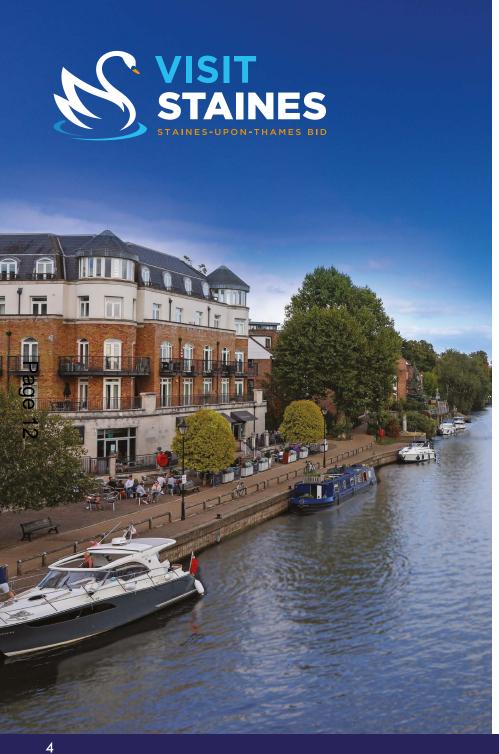


Peter Williams Managing Director, The Thames Club



Ibrahim Miah Store Manager, Primark





GOVERNANCE

Visit Staines BID is an independent, business led, not for profit company, solely accountable to its 300 members.

The company is currently governed by a voluntary Board of 15 levy paying businesses, 5 of which are company directors; working together to provide strong governance, strategic direction and ensuring oversight and scrutiny of the delivery of the BID Business Plan.

The Visit Staines BID Board is made up of national and independent business owners and leaders, managers from both shopping centres, the Borough Council and the local Police; all working together to deliver the projects chosen by you in the first BID business plan.

For the new BID term 2017 - 2022, new Board elections will be held in April 2022 whereby all 300 members will be entitled to submit an application to join the Board. Nominations for the new BID term will be reviewed by the current company directors and BID manager and the official Board elections will be held at the first BID meeting of the new 5 year project term whereby a resolution for each Board vacancy will be put to a vote, a nomination called and passed if a majority vote in favour.

The new Board will comprise of 17 members, with a variety of complementary skills, representing various business sectors as follows:

- 3 National Retailers
- 3 Independent Retailers
- 2 Office and Commercial
- 2 Food, Drink, Entertainment and Leisure
- 1 Hotel
- 2 Shopping Centres
- 1 Borough Council
- 1 County Council

- 1 Police
- 1 Voluntary BID Levy Contributor

If you own or manage a business within the BID area and are interested in joining the Visit Staines BID Board from 1st April 2022, please email Michelle@visitstaines.co.uk for an application form.

An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with Spelthorne Borough Council. A copy can be found at www.visitstaines.co.uk. The BID Company shall meet quarterly with the Borough Council, as the Billing Authority, to monitor service delivery and levy collection.



VISIT STAINES BID

WORKING FOR BUSINESSES IN STAINES-UPON-THAMES

In 2016 businesses in Staines-upon-Thames secured Business Improvement District (BID) status for the town by voting 'Yes' during the 28-day ballot: 76% of businesses, representing 72% of rateable value backed the BID which gave us a strong mandate to deliver the projects set out in our first business plan.

The first 5-year BID term commenced on 1st April 2017 and Staines joined 350 towns and cities with an established BID, securing £1.5million for the town centre. As Visit Staines BID concludes on 31st March 2022, we are seeking a reballot for a further 5 year term and businesses in Staines-upon-Thames will vote throughout March 2022, determining whether the positive work of Visit Staines BID continues

Between 2017-2022 we have been committed to launching new projects and initiatives in the town and ensuring that we delivered the plans set out in the first BID proposal. Whilst we have achieved so much during those first 5 years, we acknowledge that there is still so much to do as local businesses now face unprecedented challenges; the town needs a strategy to manage the consequences of the global pandemic, a plan to confront the challenges caused by evolving shopping habits and a way to tackle the effects on footfall as more people work from home. We are proud of the successes over the past 5 years, but the exceptional challenges businesses have faced over the last 2 years has led us to reflect on the areas we want to focus on which are detailed within this proposal.

We really hope that local businesses vote to retain the current BID projects and support the new plans we have for Staines-upon-Thames over the next 5 years as this is a very exciting time for our town and we invite you to back the BID and vote 'Yes'.



WHAT IS A BID?

Business Improvement Districts (BIDs) have been in place since 2004 when BID legislation was first introduced in the U.K and they are recognised as a successful and sustainable town centre management model and a mechanism for businesses to work together as a collective to improve their business environment. Kingston is a great local example, they have had a BID in place since 2005 and are in their fourth 5-year term!

A Business Improvement District (BID) is a defined area, like a town or city centre, the businesses within it work together to select, jointly invest in and then deliver a range of key projects to boost the trading environment. It is a formal arrangement under which businesses identify projects and services that will add value to their business and agree how to manage it.

A 5-year business plan is written based on feedback from local businesses and this is the document that businesses cast their vote on during a 28-day postal ballot. Pending a majority 'Yes' vote all projects go ahead, managed by a Board of businesses, representative of the various business sectors in the town.

BIDs are all about businesses working together to take control of their trading environments and collectively addressing issues that affect those businesses. They are also about providing new and additional projects and initiatives. They are not about funding or replacing services provided by public agencies such as the police and council and the BID will work with the Local Authority to draw up baseline agreements so that you can clearly see what level of service you are currently receiving and how the BID will provide additional improvements and all important added value.

DO WE NEED A BID?

Yes, absolutely, without a BID the funds for year round events and vital town centre projects, plus the strong town centre partnership we have formed will stop and disappear quite literally overnight and the town would inevitably be a much less appealing place to live, work and visit. We need a BID in order to compete on behalf of the town's businesses for footfall with all the other local towns that have BIDs in place such as Epsom, Kingston, Camberley, Walton, Richmond, Twickenham and Sutton. We do not want Staines-upon-Thames to fall behind and it is essential that we maintain BID status so that we have the structure and the funding required to continue with the projects detailed within this plan.

In March 2022 all levy paying businesses within the Staines-upon-Thames BID area will be asked to back the BID and vote 'Yes' to the proposals set out in this business plan. If a majority of businesses by number and by rateable value vote in support then all projects on pages 18 to 24 will go ahead.



IF YOU VOTE NO, THE PROJECTS BELOW WILL ALL DISCONTINUE:

- Two Digital screens on the High Street that advertise your business for free.
- ➤ BID Rangers patrolling the town every weekend and school holiday.
- Stai-Safe radios connecting local businesses to the CCTV control rooms, security, BID Rangers and fellow businesses.
- * Hanging baskets throughout the town in summer and winter.
- Large flower towers throughout the town in summer and winter.
- x Christmas lights across the town.
- ★ Free High Street Wi-Fi for shoppers and visitors
- × High Street footfall counters.
- 🗴 Graffiti removal and deep cleaning.
- Christmas activities such as the Nutcracker trail, snow globe and the giant Happy Xmas photo frame.
- Events such as the Open Air Cinema, Porsche Car Show and Farmers Market.

- Street entertainment to make the town more vibrant.
- Lobbying as the voice of local businesses, such as for the replacement of the High Street bollards.
- Social distancing shop floor stickers, signage and business information.
- × Visit Staines website.
- × Visit Staines social media pages.
- Sponsorship of Staines-upon-Thames Day, Spelthorne Business Awards, Staines 10K and the Christmas Parade.

VOTE YES

during the 28-day ballot to retain the current BID projects and support the new plans we have for Staines-upon-Thames over the next 5 years



5 YEARS OF ACHIEVEMENTS

VISIT STAINES BID 2017 - 2022

Since its launch in April 2017 Visit Staines BID has delivered a wide variety of projects, services and improvements for Staines-upon-Thames town centre that have helped over 300 levy paying businesses.

Here is a selection of achievements from the past 5 years.



EVENTS

- ✓ Open Air Cinemas in Memorial Gardens.
- ✓ Valuation Days antique events with BBC's Paul Martin in Market Square.
- ✓ Porsche Car Shows with The Stig lookalike, on the roof of The Elmsleigh Shopping Centre car park.
- ✓ Glorianna the Queen's official row barge visit to Staines-upon-Thames.
- Heroes and Villains Car event in partnership with Two Rivers Shopping Centre.
- ✓ Comedy Nights with acts including TV's Dominic Holland at the community centre and marquee in Market Square.

- ✓ Pancake Races along the High Street in partnership with Shopmobility.
- ✓ Christmas Parades in partnership with Two Rivers and The Elmsleigh Centre.
- ✓ Outdoor Yoga and Bootcamps in Memorial Gardens in partnership with The Thames Club.
- ✓ Farmers Markets, held on the second Sunday of the month for two years.
- ✓ Antiques Market on the High Street held on the High Street.
- ✓ Vegan Markets held on the High Street.
- ✓ Christmas Food Festival with celebrity chef Aldo Zilli.

- ✓ Life size snow globes on the High Street.
- ✓ Real reindeer on the High Street.
- ✓ Pet Celebration event along the High Street.
- ✓ Health Expo event in Memorial Gardens in partnership with Staines Rotary.
- ✓ Spy Quest interactive family event in partnership with Two Rivers and The Elmsleigh Centre.
- ✓ Singers, face painters and street entertainment including The Grinch, Giant Gingerbreads and Giant Penguins.

- Christmas Nutcracker trail, Elf on the Shelf, Santa's Sleigh and Giant Happy Christmas photo frame.
- ✓ Sponsored the Spelthorne Business Awards category Best Business in Staines-upon-Thames BID Area.
- \checkmark Sponsored Staines-upon-Thames Day.
- ✓ Sponsored Staines 10k race.
- ✓ Sponsored the Mayor's Business Leaders event.

5 YEARS OF ACHIEVEMENTS

VISIT STAINES BID 2017 - 2022



MARKETING

- ✓ Two digital advertising boards installed on the High Street advertising BID members for free.
- ✓ Visit Staines BID branding designed to raise the profile of the town.
- ✓ Visit Staines website launched to raise the profile of the town and local businesses.
- ✓ Drone video of Staines-upon-Thames in partnership with Spelthorne Borough

- Council, footage used on Visit Staines website.
- ✓ Visit Staines social media pages with 7 000+ Facebook followers
- \checkmark 1000's of Visit Staines bags for life free for shoppers.
- ✓ Regular marketing campaigns in TW Magazine, Heathrow Villager, Shepperton & Sunbury Matters and The Primary Times.

- ✓ Regular press releases in the Surrey Advertiser / Surrey Live online.
- ✓ Marketing campaigns for Staines-upon-Thames including digital, print and bus advertising.
- ✓ Giveaways and competitions to support local businesses
- ✓ Christmas magazines distributed to local residents to promote the town and businesses, in partnership with Staines Rotary.

- ✓ Banners above the High Street and bollard covers to promote events.
- ✓ JISP shopping app pilot in partnership with Two Rivers and The Elmsleigh Centre.

ATTRACTIVE TOWN

- ✓ High Street floor mosaic restoration in partnership with Spelthorne Borough Council
- ✓ Free High Street Wi-Fi for visitors and shoppers.
- ✓ Footfall counters along the High Street.

- ✓ Summer and winter hanging baskets across the BID area.
- ✓ Summer and winter flower towers across. the BID area
- ✓ Adopted unloved areas of town and planted floral displays in Market Square and outside of The George Pub.

- ✓ Christmas lights across the BID area.
- ✓ Christmas trees along the frontages of businesses on the High Street under the Iron Bridge.
- ✓ Graffiti removal throughout the town centre in addition to Council cleaning.
- ✓ Deep cleaning of stone gateways at either end of the High Street plus the stone lamp post bases.
- ✓ Visit Staines flags above the frontages of businesses on the High Street under the Iron Bridge.
- ✓ Poppy Flags and large poppies on lamp posts for Remembrance Sunday.

5 YEARS OF ACHIEVEMENTS

VISIT STAINES BID 2017 - 2022



SECURITY

- ✓ BID Rangers, town centre security patrols every Saturday, Sunday and school holiday from 11am-7pm.
- ✓ BID Ranger project received award from Surrey Police for reducing levels of anti-social behaviour in town.
- ✓ Stai-Safe business crime radio scheme connecting businesses to the BID Rangers, fellow businesses on the scheme, CCTV control rooms and security guards for the two shopping centres.
- ✓ Stai-Safe radio training and ongoing support provided for all users.
- ✓ Re-located the Stai-Safe radio mast when Debenhams closed, in partnership with Spelthorne Borough Council.
- ✓ DISC phone app enabling Stai-Safe radio users to share and report information relating to retail crime, antisocial behaviour.
- ✓ Obtained National Accreditation for the Stai-safe Scheme, reflecting the quality, integrity and security of the Scheme.

BUSINESS SUPPORT

- ✓ BID employee reduced parking costs, in partnership with Spelthorne Borough Council.
- ✓ Accessibility ramps for businesses in partnership with Enterprise M3.
- ✓ Covid-19 posters, bollard covers and floor stickers to reinforce social distancing measures and government guidance.
- ✓ Email updates to businesses detailing

- ✓ Covid-19 government guidance and financial support available for businesses.
- ✓ Visit Staines BID newsletters to keep businesses informed.
- ✓ High Street banners to welcome visitors and shoppers back to Staines-upon-Thames and reinforce social distancing messages in partnership with Spelthorne Borough Council.

- ✓ Online lists detailing opening hours of essential local businesses during lockdowns.
- ✓ Organised for MP Kwasi Kwarteng to meet with local businesses post lockdown.
- ✓ Successfully lobbied Surrey County Council for replacement bollards on the High Street, install date 2022.
- ✓ Successfully lobbied Surrey County Council to repair the SCOOTS traffic light signalling.

- ✓ Successfully lobbied for Network Rail to repair the Iron Bridge at a main gateway to the town, install date 2022.
- ✓ Sent letters of support to assist planning applications for the Berkeley Homes property development on London Road and Debenhams redevelopment on the High Street to back investment and regeneration in Staines-upon-Thames.

BUSINESS CONSULTATION

The whole point of a BID is that it is directed by businesses, for businesses. That's why when we started planning for the BID's second term, the first thing we did was to talk to you. Hundreds of businesses have given their views through a comprehensive survey and these have inspired the projects in this Staines-upon-Thames BID Business Plan – thanks to everyone who gave us their views and you can find out how we've shaped them into business plan projects on the next few pages.

After gaining so many businesses' views, we are confident the projects and initiatives included in this business plan reflect your views. We hope you share our excitement about the difference a BID will continue to make to trading conditions in Staines-upon-Thames over the coming five years.



NEW FOR BID2: IN THE SECOND BID TERM 2022 - 2027 WE WILL FOCUS ON FOUR KEY PROGRAMMES OF WORK

- FOCUS ONE:
 SAFE AND SECURE
- Procus two:

 MARKETING AND EVENTS
- FOCUS THREE:

 BRIGHT AND WELCOMING
- FOCUS FOUR:
 INFORMED AND CONNECTED

If Staines-upon-Thames achieves Business Improvement District (BID) status for a second term, this business plan becomes a legal document and all projects must be delivered; so you can be assured that by voting 'Yes', all initiatives detailed within this document will be delivered during the BID term 2022-2027.

By voting **'Yes'** you will be safeguarding the future of Staines-upon-Thames and ensuring that Staines-upon-Thames is a cleaner, greener, safer and more attractive town for business, employees, residents, shoppers and visitors with a refreshed focus and a £1.8 million investment.

SURVEY FEEDBACK

Thank you to the 145 local businesses that completed a BID survey and had their say. Your feedback has ultimately shaped to this new 5 year business plan for the town centre. We are confident that with 50% of businesses giving us their views that the business plan reflects the projects and initiatives you want to see from 2022 - 2027.

We asked you...

PLEASE TELL US WHETHER YOU THINK THE VISIT **STAINES BID SHOULD** 129 YES **CONTINUE FOR A FURTHER 5 YEARS? UNDECIDED** NO

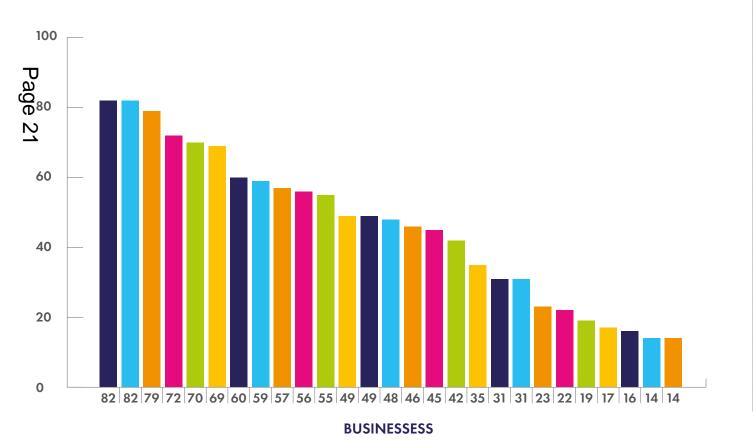
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SURVEY FEEDBACK

PLEASE TICK ALL OF THE VISIT STAINES BID PROJECTS YOU ARE ALREADY AWARE OF





ANSWER CHOICES	BUSINESSES
Summer and winter hanging baskets and flower towers	82
Christmas lights throughout the town centre	82
New digital advertising boards on the High Street to promote local businesses for free	79
Welcome to Staines-upon-Thames banners and Visit Staines flags	72
Sunday Farmers Markets	70
Free Wi-Fi on the High Street for shoppers	69
Christmas events such as the Christmas Nutcracker trail, life size snow globe and sponsor of the Christmas parade	60
Planting outside of The George pub and in Market Square planters	59
Visit Staines BID brand	57
BID Rangers patrolling to keep the town safe at weekends and school holidays	56
Visit Staines BID website	55
Visit Staines BID social media pages i.e. Visit Staines Facebook page	49
Visit Staines BID newsletters for businesses	49
Street cleaning and graffiti removal	48
Defibrillator on the High Street	46
Stai-Safe business radio scheme	45
Open Air Cinemas in Memorial Gardens	42
Restoration of the High Street floor mosaic	35
Sponsor of Spelthorne Business Awards, Staines 10K and Staines-upon-Thames Day	31
BID employee discounted parking scheme	31
DISC app for businesses to report crime / ASB	23
Porsche Car Shows on the roof of The Elmsleigh Centre car park	22
Comedy Nights	19
Valuation Days events with BBC Paul Martin	17
Outdoor yoga and bootcamp by the river, free for employees and shoppers	16
Funded 'The Gloriana' Queen's rowbarge visit to Staines in 2017	14
Lobbying for the High Street bollards to be replaced	14

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SURVEY FEEDBACK

WHAT DO YOU THINK ARE THE 3 MAIN STRENGTHS OF STAINES-UPON-THAMES TOWN CENTRE?



SURVEY FEEDBACK

WHAT DO YOU THINK ARE THE 3 MAIN WEAKNESSES OF STAINES-UPON-THAMES TOWN CENTRE?

Flooding risk Safety concerns Footfall Public toilets Quiet bank holidays Closed shops Variety of shops Anti social behaviour Congestion **Sundays - ASB** River too far from town Cleanliness No clothes shops Security No independent shops **Bike theft** Parking charges **Empty shops**

Page

SURVEY FEEDBACK

WHICH VISIT STAINES BID PROJECT HAS HAD THE BIGGEST IMPACT ON THE TOWN?

Flowers Farmers market **Mosaic repair** Events Social media **Visit Staines brand Christmas lights** Digital advertising boards Flags BID rangers

SURVEY FEEDBACK

PLEASE TELL US YOUR TOP 3 IDEAS. FROM YOUR KNOWLEDGE AND EXPERIENCE, WHAT IMPROVEMENTS AND NEW INITIATIVES WOULD DIRECTLY BENEFIT YOUR BUSINESS, SECTOR OR TRADING LOCATION IN STAINES-UPON-THAMES?

Cheaper parking **More street deaning Events Advertising Staff discounts** Free parking Theatre Staff parking scheme
Outdoor dining areas
Networking events

Networking events

17 www.visitstaines.co.uk

More security

Road access

FOCUS ONE: SAFE AND SECURE

VOTE YES FOR



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BID RANGERS

We will continue to hire a team of safety focused BID Rangers to patrol the BID area every weekend and every school holiday (currently working 11am-7pm) providing a visible and reassuring presence for shoppers, visitors and businesses alike, helping to deter crime and addressing anti-social behaviour in our town.

NEW FOR BID2

We will explore whether there is a need for new evening BID Rangers to support the night-time economy and we will work with pubs and restaurants to better understand their requirements and ways the BID can assist.

STAI SAFE RADIOS

We will continue to operate and manage the town wide Stai-Safe radio system which is Staines-upon-Thames business crime radio scheme. The radio provides you with direct links to the BID Rangers, both shopping centre security teams, CCTV control rooms and your fellow businesses.

This is a valuable tool for sharing information on incidents of crime, antisocial behaviour and potential offenders. There are currently over 60 radio users across the town centre.

We will provide regular training and ongoing support for you and your staff. Pre-BID the radios cost between £500-£700 per business per annum, however all BID members now benefit from a subsidised rate of £250.

DISC

We will continue to run DISC, the app can be downloaded to a mobile phone and enables businesses to report and log issues and instances of crime, automatically sharing this data with fellow businesses and the BID Rangers - from a still frame of a shoplifter or an alert regarding counterfeit currency. The Police also utilise the intelligence gathered on the DISC app to assist with investigations and gathering critical evidence.

We will provide regular training and support for you and your staff so that there are no obstacles to use

ANPR CAMERAS

New for BID2

We will invest in new Automatic Number Plate Recognition (ANPR)

Cameras at key gateways to the town centre helping to detect, deter and disrupt crime at a local, force, regional and national level. The new cameras will allow our local Police to tackle travelling criminals, organised crime groups and terrorists. ANPR provides lines of enquiry and evidence for crime investigations and is used by forces throughout England, Wales, Scotland and Northern Ireland.

New signage stating that ANPR cameras operate in this area will be installed and will also act as a valuable deterrent.

FOCUS ONE: SAFE AND SECURE

VOTE YES FOR

ENHANCING THE SAFETY IN STAINES

New for BID2

We will will undertake a new safety audit of the BID area, to include CCTV systems, accompanying signage and street lighting.

Spelthorne Borough Council and the two Shopping Centres have installed and manage CCTV cameras across the town centre for the purposes of the prevention and detection of crime, disorder and anti-social behaviour and our audit will identify any blind spots or areas of concern that we can address to ensure Staines-upon-Thames is a safe place to visit both day and night.

ADDITIONAL POLICE RESOURCES

New for BID2

We will explore whether we can fund additional Police resource dedicated to the BID area to crack down on shoplifting, anti-social behaviour and provide a valuable and highly visible presence for businesses, employees, residents and visitors.

Many other Business Improvement District (BID) towns and cities across the U.K have funded their own Police Officer(s) and PCSOs assigned exclusively to their BID area and this is a project we will investigate further.

PUBWATCH

New for BID2

We will support the current Pubwatch scheme in the town, understanding how the evening economy can be supported and assisting by co-ordinating meetings to discuss crime trends and assisting with banning offenders. We will also explore whether Purple Flag would be relevant for the town, this status recognises the standards achieved in managing the night-time economy.

Purple Flag is similar to the Blue Flag for beaches and the Green Flag for parks and will raise the profile of the evening economy in Staines-upon-Thames.

CORONAVIRUS BUSINESS SUPPORT

We will help businesses re-establish public confidence and assist in keeping their customers and staff safe in the event of any future Covid variants by working with the Council to provide safety measures. Initiatives to include signage, hand sanitiser stations, queue management and clear messaging regarding social distancing and government guidance. We will also ensure that businesses are aware of the support available to them i.e. grants and funding.







VOTE YES FOR (





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DIGITAL SIGNAGE AND FREE ADVERTISING

We will continue to operate and manage the two double sided digital signage boards on the High Street. We installed the signs in 2020 and as part of our commitment to supporting local businesses all 300 BID members benefit from free advertising.

We will also continue to assist businesses with free artwork designs for the digital screens.

New for BID2

We will look to increase the number of digital advertising boards in the town, installing new digital boards in high footfall areas such as at Staines train station, pending planning consent.

EVENTS

We will continue to organise and host key events throughout each year to boost footfall in the town, building on the success of the events delivered during the first 5-years which includes, two open air cinemas in Memorial Gardens by the river, two Porsche car shows on the roof of The Elmsleigh Centre car park, weekly outdoor yoga and bootcamp by the river, Christmas life size snow globe on the High Street four years in a row, Christmas nutcracker trail throughout the BID area, two valuation days antique events in Market Square, various comedy nights, street entertainment such as The Grinch and The Gingerbread Men plus live music to entertain shoppers.

New for BID2

We will work to relaunch the monthly Farmers and Craft Market which ran

successfully for 2 years however due to the effects of Covid did not return to our town in 2021. This event certainly assisted in changing the perception of Staines-upon-Thames on a Sunday and boosted footfall.

We will explore new events such as an annual food festival, Oktoberfest, music festival and live outdoor theatre during the school holidays. What is more, in the event that Spelthorne Borough Council is successful in winning funding for a new theatre and cultural centre at the Oast House, the BID will work with the Council to promote an attractive programme of shows and events to attract footfall to the town.

SPONSORING KEY EVENTS

We will continue to support and sponsor key events such as Staines-upon-Thames Day, the Christmas Parade, Santa Fun Run, the Pancake Race, the Spelthorne Business Awards, Staines Regatta, Staines 10K and the new Staines half marathon.

We will continue to work in partnership with Staines Rotary to deliver events and activities within the town centre. Plus any other opportunities that arise.

SOCIAL MEDIA AND WEBSITE

We will continue to manage the Visit Staines website and social media platforms, promoting Staines-upon-Thames as a great place to live, work and visit, sharing posts from BID members and advertising town centre events.

We will relaunch the online business directory ensuring that all BID members have a listing and work with businesses to promote their special offers, job vacancies and business news.

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3

FOCUS THREE: BRIGHT AND WELCOMING

VOTE YES FOR (



HANGING BASKETS

We will continue to fund the summer and winter hanging baskets across the BID area. Floral displays throughout the town BID area create a coordinated, pleasant environment and boost the appearance of the town for shoppers, visitors and employees alike.

Spelthorne Borough Council grow, plant and maintain the hanging baskets and we sponsor each year as the floral displays are vibrant and have a big impact on town centre visitors.

big impact on town centre visitors. Page FLOWER TOWERS

We will continue to fund the summer and winter flower towers throughout the BID area. The large floral displays are placed in key footfall areas and are an impressive talking point.

New for BID2

We will look to install additional flower towers to help define the BID area, create a co-ordinated town centre and add vibrancy and colour to more roads and streets

PLANTING

We will continue to adopt un-loved areas and spaces throughout the BID area, planting and maintaining as required to demonstrate that

Staines-upon-Thames is a managed area. This includes the planters in Market Square and the border on the corner of Church Street.

New for BID2

We will explore other areas to adopt and regenerate and we will progress our discussions with Network Rail for a new wild flower garden on the grass verge at the train station plus planters on the platforms so that this key gateway to our town makes the right first impression.



SIGNAGE

New for BID2

We will review the signage requirements at key gateways including at the new river jetty in Memorial Gardens and work with partners to ensure that the shops, river, jetty, gardens, train station and BID boundary are all easily identifiable with new 'Welcome' and fingerpost signage.



CLEANING

We will coontinue to undertake graffiti removal and deep cleaning throughout the BID area as required. BID members will be able to report instances of graffiti directly to the BID and if it does not fall within the Council's responsibility, we will ensure it is promptly removed.



FOCUS THREE: BRIGHT AND WELCOMING

VOTE YES FOR



CHRISTMAS LIGHTS

We will continue to fund and install the striking Christmas lights across the BID area. Christmas is a vital time of year for businesses and we will continue to ensure that we put the magic and sparkle into Staines.

New for BID2

As we are increasing the BID area, we will extend the coverage of Christmas lights to deliver an impressive and coordinated display for all.

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FLAGS AND BUNTING

We will continue to decorate the town with summer bunting and Visit Staines flags. Bunting and flags create a celebratory and eventful atmosphere that brightens up the town. Visit Staines BID will install high quality bunting throughout all areas of the town every summer and also ensure it is timed to link in with key events.



FREE WI-FI

We will continue to deliver free WIFI along the entire stretch of the pedestrianised High Street for shoppers and visitors to use. Free Wifi is a valuable service for a town centre to provide and also enables us to promote the Visit Staines website as this is the landing page for users.

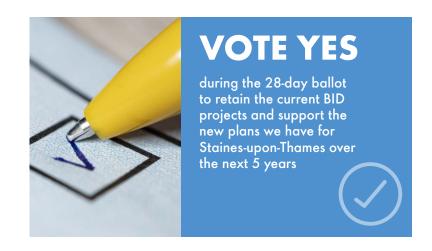
New for BID2

We will explore whether the free WIFI can be extended to other roads and streets within the BID area

FOOTFALL DATA

New for BID2

We will collect and distribute monthly and year on year footfall figures to all BID members so that you can be kept informed on data trends and also see the impact of BID projects and activities. The information will provide an opportunity for BID members to comment on how events can be further improved in the future to increase footfall.



FOCUS FOUR: INFORMED AND CONNECTED

VOTE YES FOR ()



NETWORKING AND EVENTS

New for BID2

We will organise and host a series of business events and sector specific seminars addressing current topics and issues, providing you with an opportunity to showcase your business, in addition to offering opportunities for businesses to meet and connect

We will work in partnership with the Spelthorne Business Forum where possible.

≅ EMPLOYEE PARKING SCHEME

We will continue to work with Spelthorne Borough Council on the existing employee parking scheme and look to expand this further so that more employees can benefit from subsidised parking costs in the town centre, assisting with staff recruitment and staff retention for local businesses.

New for BID2

We will explore whether there are additional sites for employee parking and also examine the ways people travel to work.

EMPLOYEE WELLBEING

New for BID2

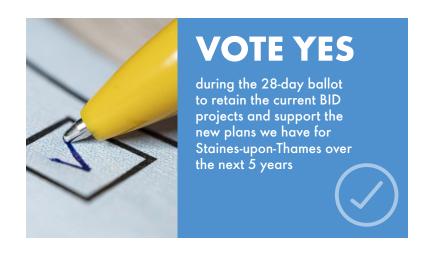
We will introduce a new well-being scheme for employees within the BID

boundary to encourage you and your staff to visit local businesses. Whether it's a focus on mindfulness with free yoga by the river or fitness with subsidised gym membership, we will roll out a programme of activities for you and your staff

NEWSLETTERS AND E-BULLETINS

We will continue to communicate with our 300 BID members with regular newsletters and emails, keeping you informed on BID projects, town centre news and key business information.

We will also continue to work in partnership with Staines Rotary, producing magazines such as the Christmas magazine delivered to local properties.









FOCUS FOUR: INFORMED AND CONNECTED

VOTE YES FOR



TRAINING

New for BID2

We will launch a new business training programme for business owners and employees offering courses such as Emergency First Aid at Work, Mental Health Awareness, Purple Training (disability awareness), visual merchandising and GDPR. The training will be a combination of free and subsidised and hosted within the BID area.



SOUTHERN LIGHT RAIL (SLR)

We will support the proposed scheme which will reduce congestion on the roads and rail, rejuvenate the town centre and give an economic boost to Staines-upon-Thames. Spelthorne Borough Council is actively promoting the SLR which is a new light rail transport link from Staines-upon-Thames to Heathrow to provide joined up journeys into the airport from the south. The trains would run every six minutes and take just seven minutes to reach Heathrow airport. The route would mostly run alongside the M25, using 'brownfield land'.



REGENERATION

We will continue to fully support town centre redevelopment and regeneration plans, such as the build of high quality residential dwellings and commercial units on the former Debenhams site and the Oast House redevelopment plans will will provide social infrastructure with a brand new theatre, health and wellbeing centre and cultural centre.

ZONE 6 OYSTER CARD & APP

We will continue to support Staines-upon-Thames inclusion to London's transport infrastructure: Zone 6 and lobby for the boundary to be extended into Spelthorne so that residents, employees and shoppers benefit.

For example, Epsom, plus Merstham, Redhill, Earlswood, Salfords, Horley and Gatwick Airport, were added to the Oyster card network in 2019 in a bid to streamline transport links between those places at the capital.



VOTE YES

during the 28-day ballot to retain the current BID projects and support the new plans we have for Staines-upon-Thames over the next 5 years



BID AREA

The Visit Staines BID represents 300 business properties that operate within the town centre in the BID designated area, as shown on the map.

The BID's initiatives in the town are funded by the BID levy payers who pool their resources via an annual contribution based on their rateable value.

For Visit Staines BID second term the boundary will extend to include key areas and businesses.

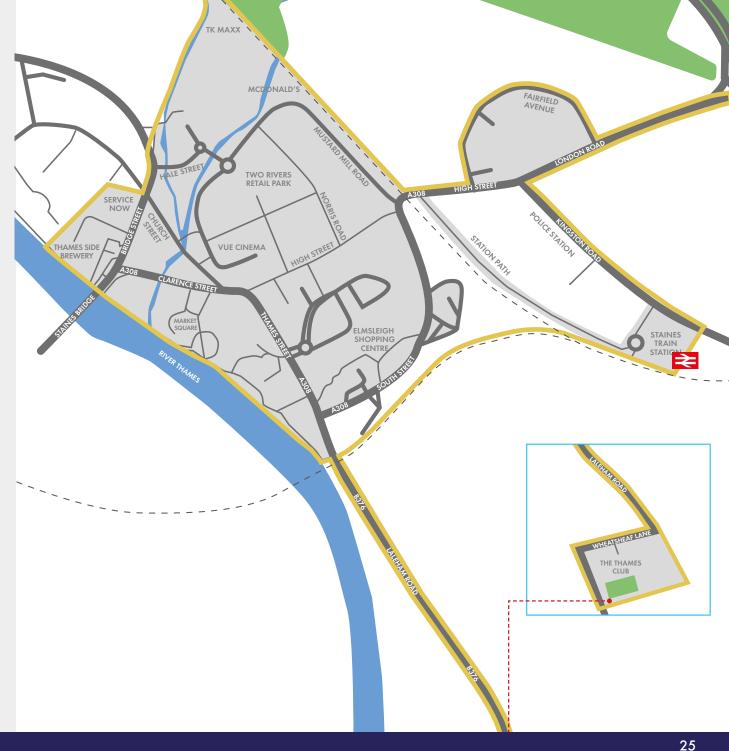


Areas within the orange line are all part of the Visit Staines BID.

Businesses with a rateable property on all of the roads / streets shown highlighted on the map are included within the Visit Staines BID boundary:

- Bridge Close
- Bridge Street
- Church Street
- Clarence Street
- Elmsleigh Road
- Fairfield Avenue
- Friends Walk
- Goodman Place
- Goring Square
- Hale Street
- High Street
- Kingston Road

- Laleham Road
- London Road
- Mustard Mill Road
- Norris Road
- South Street
- Station Path
- Thames Street
- The Elmsleigh Centre
- Tilly's Lane
- Two Rivers Retail Park
- Wheatsheaf Lane



5 YEAR BUDGET

HOW MUCH WILL THE BID INVEST IN THE TOWN?

Between April 2022 and March 2027 Staines-upon-Thames BID will invest £1.8million back into your town!

VISIT STAINES BID INCOME

INCOME	YEAR 1 1 April 2022 - 31 March 2023	YEAR 2 1 April 2023 - 31 March 2024	YEAR 3 1 April 2024 - 31 March 2025	YEAR 4 1 April 2025 - 31 March 2026	YEAR 5 1 April 2026 - 31 March 2027	TOTAL INCOME over 5 year BID term 2022 - 2027
BID levy income	£318,000.00	£318,000.00	£318,000.00	2318,000.00	£318,000.00	£1,590,000.00
BID voluntary membership	210,000.00	£10,000.00	210,000.00	£10,000.00	210,000.00	£50,000.00
BID project sponsorship	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£20,000.00	\$100,000.00
Stai-Safe radio fees	£17,000.00	£17,000.00	£17,000.00	£17,000.00	£17,000.00	£17,000.00
Total	£365,000.00	£365,000.00	£365,000.00	£365,000.00	£365,000.00	£1,825,000.00

THE BID LEVY WILL:

- ✓ Apply to 266 hereditaments (individual rateable premises) who will be entitled to vote and, subject to a successful ballot, will pay the BID levy.
- ✓ Only applies to business premises with a rateable value of £15,000 rv and above. All business premises with a rateable value below this will

- be exempt from the ballot and the BID levy payment.
- ✓ Be set at 1.5% of a business premises rateable value (rv) across the BID boundary.
- ✓ Be set at 0.75% of a business premises rateable value for premises in Two Rivers Shopping Centre and

- The Elmsleigh Shopping Centre to acknowledge the duplication of some BID projects with services provided for by the service charge i.e. security and marketing.
- ✓ Be capped at £5,000 per annum as the maximum levy payment for an individual business and those with multiple hereditaments (rateable

- premises) and this applies to 12 businesses.
- ✓ Will not change or rise in line with inflation during the BID term. The same BID levy as the first BID term.

5 YEAR BUDGET

HOW MUCH WILL THE BID INVEST IN THE TOWN?

VISIT STAINES BID EXPENDITURE

BID EXPENDITURE	YEAR 1 1 April 2022 - 31 March 2023	YEAR 2 1 April 2023 - 31 March 2024	YEAR 3 1 April 2024 - 31 March 2025	YEAR 4 1 April 2025 - 31 March 2026	YEAR 5 1 April 2026 - 31 March 2027	TOTAL INCOME over 5 year BID term 2022 - 2027
Focus 1 Safe and Secure	2100,000.00	£100,000.00	£100,000.00	£100,000.00	2100,000.00	£500,000.00
Focus 2 Marketing and Events	00.000,0013	£100,000.00	\$100,000.00	\$100,000.00	00.000,0012	£500,000.00
Focus 3 Bright and Welcoming	£50,000.00	£50,000.00	£50,000.00	£50,000.00	£50,000.00	£250,000.00
Focus 4 Informed and Connected	\$30,000.00	£30,000.00	£30,000.00	£30,000.00	£30,000.00	£150,000.00
Management and Overheads	£60,000.00	260,000.00	260,000.00	260,000.00	\$60,000.00	£300,000.00
Contingency / Non Collection	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£100,000.00
Council Levy Collection Costs	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£25,000.00
Total	£365,000.00	£365,000.00	£365,000.00	£365,000.00	£365,000.00	£1,825,000.00

The BID Board have budgeted for each of the initiatives set out in the business plan to ensure that all projects are deliverable and within budget. The management and overhead fee does not exceed the industry guidance of 20% per annum.

The following business classifications are exempt from the vote and payment of the BID levy however they can pay a voluntary membership to join and benefit from the BID:

- Adult education
- Charity
- Communication station

- Dental practice
- Doctor / dental surgery
- Garage and premises

- Hand car wash
- Retail warehouse
- Show flat

- Vehicle repair workshop
- Warehouses and workshop

Rateable values correct as of January 2022 and these rateable values will be used to calculate the BID levy during the 5-year BID term. If you would like an exact breakdown of what your yearly BID contribution will be please email: Michelle@visitstaines.co.uk. You can check your business premises rateable value at www.voa.gov.uk. To work out your business' contribution to the BID calculate 1.5% of the rateable value or 0.75% if your business is within Two Rivers or The Elmsleigh Centre.

HOW MUCH WILL THE BID COST YOUR BUSINESS?

The amount of BID levy you will pay is based on the rateable value of your business premises (not your business rates), which means businesses pay proportionately, based on their size. The table below illustrates rateable values and BID levy payable for a few members of the BID Board:

Rateable values correct as of January 2022.

If you would like an exact breakdown of what your yearly BID contribution will be please email Michelle@visitstaines.co.uk. You can check your business premises rateable value at www.voa.gov.uk

To work out your business' contribution to the BID calculate 1.5% of the rateable value or 0.75% if your business is within Two Rivers or The Elmsleigh Centre.

We thought these examples would be helpful, showing you how much some local businesses would be contributing each year.

BUSINESS	Property Rateable Value (RV)	BID levy	BID levy per annum	BID levy per month
Mova Hairdressing on Church Street	£15,750.00	1.5% RV	£236.25	£19.68
Lewis Furniture on the High Street	£34,750.00	1.5% RV	£521.25	£43.43
Oasis Estate Agents on Clarence Street	£37,500.00	1.5% RV	£562,50	£46.87
Specsavers in Two Rivers Shopping Centre	£64,500.00	0.75% RV	£483.75	£40.31
Primark in The Elmsleigh Shopping Centre	£530,000.00	0.75% RV	£3,975.00	£331.25

THE BID LEVY WILL:

- ✓ Apply to 266 hereditaments (individual rateable premises) who will be entitled to vote and, subject to a successful ballot, will pay the BID levy.
- ✓ Only apply to business premises with a rateable value of £15,000 rv and above. All business premises with

- a rateable value below this will be exempt from the ballot and the BID levy payment.
- ✓ Be set at 1.5% of a business premises rateable value (rv) across the BID boundary.
- ✓ Be set at 0.75% of a business

premises rateable value for premises in Two Rivers Shopping Centre and The Elmsleigh Shopping Centre to acknowledge the duplication of some BID projects with services provided for by the service charge i.e. security and marketing.

✓ Be capped at £5,000 per annum as

- the maximum levy payment for an individual business and those with multiple hereditaments (rateable premises) and this applies to 12 businesses
- ✓ Will not change or rise in line with inflation during the BID term.

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HOW WILL THE VOTE BE DECIDED?

The Staines-upon-Thames BID Business Plan 2022 - 2027 will be approved if **two** independent criteria are met:

The majority of those voting in the



2.

The total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against.

KEY TIMESCALES

- The Visit Staines BID vote will take place during a 28-day postal ballot
- All eligible businesses will receive a copy of the 5-year BID business plan and a ballot paper
- Businesses are asked to vote 'Yes' or 'No' to renewing the Business Improvement District (BID)
- Ballot papers will be dispatched on 3rd March 2022
- All votes will need to be received by 5pm on 31st March 2022
- The result of the ballot will be announced on Friday 1st April 2022
- The ballot is being undertaken and managed by an independent organisation Civica and is entirely confidential
- If successful the Visit Staines BID will commence delivery of services on 1 April 2022 for a 5-year term

SUPPORT THE BID

- Vote 'yes' for the Staines-upon-Thames BID and £1.8 million of new investment in your town.
- If Staines-upon-Thames is to take advantage of this opportunity and

- benefit from the BID, then your vote is crucial.
- Don't leave it to others to vote, make your voice heard. After all, although the levy we're asking of you and
- your business is relatively small, combining those levies will amount to a substantial and sustainable investment that will benefit the whole of Staines-upon-Thames and the community who use it including you and your business.
- Or vote 'no' and be prepared to see
 the chance of £1.8 million worth of
 improvements lost as Staines-upon-Thames
 slips behind our competitors in the local
 area

FREQUENTLY ASKED QUESTIONS

What if most businesses vote 'Yes' during the ballot?

Just like a political election there is no minimum turnout required during the 28 day postal ballot. If a majority of businesses (both in terms of total number and overall rateable value) vote 'Yes' the town will retain 'Business Improvement District' status and join the 350 established BIDs across the UK.

All eligible businesses (with a business rateable value of $\mathfrak{L}15,000$ and above) will be asked to contribute to the BID, even if an individual voted 'no'.

The money collected will be ring-fenced and managed by the BID Board, made up of business representatives across the town, for sole use by the BID to deliver the projects set out in the BID business plan. You and your business can join the Board.

What if the majority vote 'No'?

Very simply, the projects set out in this BID Business Plan will not go ahead. As a result, Staines-upon-Thames will quickly fall behind other comparable local centres, especially those with established BIDs, such as the 50 areas in London and nearby BID areas including Kingston-upon-Thames, Epsom, Camberley, Guildford, Sutton Richmond and Twickenham

What if I don't vote?

Much like a political election, there is no minimum turnout for a BID. So, if you don't vote, it will not affect the outcome of the ballot in any way.

Who has to pay BID levy?

If Staines-upon-Thames achieves a 'Yes' vote, all eligible occupiers of a business premises

with a rateable value of $\mathfrak{L}15,000$ or above within the BID area will pay the levy. This applies to both occupied and non-occupied business premises. Property landlords only become liable where the property is empty and a lease does not exist.

Are there any exemptions on BID levy?

All business premises with a rateable value below £15,000 will not be eligible to vote at ballot or pay the BID levy. Visit Staines BID will develop a voluntary BID membership scheme to ensure all businesses can take advantage of the BID benefits.

Charities, educational establishments, workshops, warehouses, garages, communication masts and ATMs will be exempt from the ballot.

What will the BID cost me?

The amount you pay will be based on your individual business rateable value (not your business rates) and so smaller businesses will pay less than larger businesses. Find out more on page 28 or email Michelle@visitstaines.co.uk for your own BID levy statement.

Will my levy change?

No, the BID levy throughout the 5 year BID term will be set based on the Valuation Office Agency (VOA) rateable values as stated in the 2017 revaluation (based on rateable values from 1st April 2015).

No refunds will be made either fully or in part, in respect of levy amounts paid should there be a change in the Non-Domestic Ratepayer or the removal of a building from the ratings list.

Neither the BID Company nor the Council will enter into negotiations between outgoing and incoming levy payers.

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FAQS

Where a new assessment is brought into the ratings list, the BID levy will apply from the effective date as shown in the ratings list and the annual levy will be apportioned accordingly.

BID levy is payable in one instalment only. This is the same as the first BID term and the cost has not increased.

Isn't this just a way for councils to save money?

No, legally BIDs cannot replace existing or proposed public services provided by bodies such as the Council, Police and others. In this way, the BID only improves current standards and does not subsidise or replace them. In order to ensure this is the case, all BIDs are legally required to draw up Baseline Services Agreements that set out the services the public sector currently provide and will deliver during the 5-year BID term; this ensures the BID is only delivering additional value to businesses. You can view the Baseline Service Agreements at www.visitstaines.co.uk

What period would the BID cover?

The BID would cover a five year period between 1st April 2022 and 31 March 2027.

$\overset{\textstyle \omega}{\circ}$ Will the BID look for other sources of funding?

Yes. The BID will pursue other sources of funding and support including sponsorship, a voluntary BID membership and voluntary contributions from businesses, landlords, landowners and organisations that are not covered by the BID arrangements.

Why do businesses have to pay for all this – why isn't someone else paying for it?

A BID delivers projects that are not already being done and without the BID would simply not be done. BID income cannot be used to pay for services already being provided. In this sense, the BID will add value by delivering additional activities in Staines-upon-Thames that cannot currently be funded or delivered by others.

Who will I pay my BID levy to?

You will receive a BID invoice from Spelthorne Borough Council on behalf of Visit Staines BID as they are legally responsible for the collection of BID levies and local authorities

are the billing authority for all BIDs across the UK. BID levy is ring-fenced in its entirety and transferred directly to the BID Company. BID levy is payable in one annual instalment only.

Will the Council and other public sector bodies pay the BID levy?

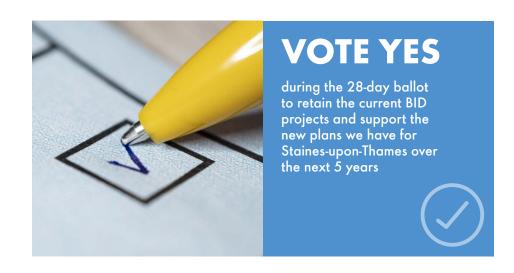
Yes, they will pay BID levy on properties / car parks / premises within the BID area for which they are liable to pay non-domestic rates. This includes Spelthorne Borough Council, Surrey County Council and Surrey Police.

Who can vote?

All eligible businesses within the BID boundary shown on page 25 with a rateable value of £15,000 or more will be entitled to vote during the 28 day postal ballot.

Can BID projects be altered?

BID projects, costs and timescales can be altered, subject to approval from the BID Company's Board, providing they fall within the resources available. In this way the BID can be responsive and flexible.



www.visitstaines.co.uk 31



Economic Development Committee Meeting



29th September 2022

Title	Business Incubator Update
Purpose of the report	To note
Report Author	Keith McGroary
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	N/A
Corporate Priority	Community
	Recovery
	Service delivery
Recommendations	Committee is asked to:
	Note the report and make any recommendations
Reason for Recommendation	Not applicable

1. Summary of the report

- 1.1 This report seeks to provide an update in respect of the Business Incubator situated within a SBC asset at 33, Hanworth Road, Sunbury-on-Thames. The incubator was opened by the Mayor in June 2021 and was established in order to provide a location for entrepreneurs to set up, receive support and accommodation at a below market rate.
- 1.2 It highlights the current situation, some of the challenges faced and provide an update from the owner of Co-Tribe who has also provided a report at appendix 'A' and will be present to take any questions with regards to the operation of the incubator.
- 1.3 The report sets out what has been achieved bearing in mind the opening of the facility coincided with on-going COIVID-19 restrictions (with the challenges that this has brought). Information is provided on current levels of occupancy, income received and performance against the Key Performance Indicators (KPI's) in the contract. The committee are being asked to note at this stage, but there are a set of future options which are being highlighted at this point.

2. Key issues

- 2.1 A report went to Cabinet on 24 February 2021, which agreed a contract for a company to manage the delivery of the incubator for 3 years Managed Services for the Incubator report.pdf (spelthorne.gov.uk)
- 2.2 The incubator was opened by the Mayor in June 2021 and was established in order to provide a location for entrepreneurs to set up, receive support and accommodation at a below market rate. It is a very different offering from traditional serviced offices such as Regus. It provides a very flexible space where start-up or fledgling businesses can gain a foothold, where they can collaborate, learn from each other and establish new partnership arrangements with other businesses (founders lab), alongside opportunities for additional support ranging from training events to peer to peer mentoring and goal/target setting to actively encourage growth. The aim is for a business to incubate, grow and then move on
- 2.3 Working with Co-Tribe who received the contract to operate the incubator on behalf of the council, it became clear that for it to be sustainable, it was important that it also generated a rental income to at least cover all costs.
- 2.4 In order to enable that rental income to be achieved and provide potential experienced mentors for new businesses, it was important to attract established businesses who were experienced and in good financial health paying the market rate. With this in mind, (and taking account of what the market indicated was needed after the Incubator had opened) nine offices were created over a period of around 6 months. The building of these offices did create a disturbance and affected the level of tenancies due to the noise and distraction. It was considered that this was a necessary trade off in the short term to facilitate a longer term, more sustainable income stream.
- 2.5 Six of those offices are permanently occupied, with one office recently vacated, leaving 3 vacant.
- 2.6 Achieving near full occupancy of the incubator has been not been as quick as originally expected the contract states that the contractor would look to deliver an estimated 90% occupancy by the end of year one (with 100% by month 14). However, it needs to be remembered that the initial business plan put forward by Co-Tribe on how the Incubator would operate was prepandemic. Given that the COVID-19 restrictions were largely lifted in June 2021 and completely lifted on 18th March 22, it is not a surprise that the uptake was not as rapid as originally expected in pre-pandemic times.
- 2.7 An important feature of the Incubator operating model is to provide flexible hotdesking space (it is not just about an 'office' offering) This is available for those businesses who are not sufficiently large to require even a small office space, or where they only wish to come in on a more infrequent basis to collaborate with other businesses as and when they want to. The number of people taking up the hot-desk opportunity at £99 +VAT (figure set out in the contract) a week is behind expectations, even taking into account the restrictions that have been in place. There are currently 3 people using hot desks (the contract indicated around 18 24 decks would be provided so on a worst-case scenario, around 12.5% are currently occupied).
- 2.8 In order to address this shortfall, in August 2022, Co-Tribe have had 5,000 leaflets distributed to houses within a 2-kilometre range and within just a couple of days this is already drawing interest in the hot-desk opportunity.

2.9 A report is attached from Co-Tribe setting out the performance of the Incubator over the first 12 months in relation to the key performance indicators set out in the contract (Appendix A).

3. Options analysis and proposal

- 3.1 The contract with Co-Tribe is flexible and if the council were not satisfied with the operational delivery of the incubator, the contract could be cancelled with a months' notice.
- 3.2 If that was the case at some point, then an option would be for consideration of the Economic Development Team taking over the day to day running of the incubator. If this was a desired option, the level of resources available would be a key consideration, especially given that the Economic Development Manager is retiring at the end of 2022.
- 3.3 Another option would be for another company to take over the running of the premises, but given the difficulties experienced in the original tender attracting interest, this may take some time.
- 3.4 A change of operational delivery is not something under currently under consideration. A report has been submitted by Co-Tribe to provide an update in respect of the key performance indicators (KPI's) within the contract and the Committee has the option to take account of this and make any comments or decisions.
- 3.5 <u>The preferred option</u> is to maintain the current arrangement and review again at the Committee Meeting to be held on 15th June 2023 (post local elections) to establish progress with the delivery of the key performance indicators. This will then allow for a period of just over a year since all Covid-19 restrictions had been lifted.

4. Financial implications

- 4.1 The Incubator is run by Co-Tribe with a 60-40 split on rental income (60% in favour of the Council). As Co-Tribe are a community interest company (CIC), they have received 80% business rates relief and 20% discretionary relief which has saved the council £18k that it otherwise would have been liable for. In the 2023-24 period the 20% discretionary relief will not be available.
- 4.2 It is worth noting that around December 2022 a donation of £100k from Shepperton Studios to support the incubator will become available, although this may be provided at £20k a year over 5 years.
- 4.3 Funding for the incubator is through the ring-fenced Business Rates Retention fund which is held in reserves. There is currently around £600k in this fund, but it also serves other financial requirements for economic development outside the scope of the Council's budget for the year (for example it currently pays for two temporary posts).
- 4.4 Total revenue for the Incubator to June 2022 was £25,983,53 with 60% of this £15,590,12 going to the council. In their contract proposal CoTribe set out that with around 90% occupancy, they were expecting to achieve around £75k income in the first year (with £45k to the Council and £30k to them). For the reasons set out above, the income achieved has only been 35% of that initially anticipated.

5. Risk considerations

5.1 No issues have been raised by audit with regards to this report.

6. Legal considerations

6.1 There is a contract with Co-Tribe Incubator CIC which runs for 5 years and has a set of key performance indicators to measure the success or otherwise of the delivery of the contract. The contract allows for termination by either side with a minimum of one months' notice of cancellation.

7. Other considerations

- 7.1 When the contract went out for tender, it did attract interest, but there was only one actual submission, so the pool of businesses that could take on the incubator seems to be small.
- 7.2 The quality of the tenants is really high including digital, social media and environmental businesses and an accountancy, which will no doubt benefit the fledging business owners.
- 7.3 Given the level of inflation in the U.K, this may influence some businesses to look to see where they can save and decide to work from home to save costs. Another scenario may be that taking accommodation in the incubator may be seen as a good move as it includes electric, heating, Wi-Fi, tea and coffee, as well as the accessing support and mentoring, but time will tell.

8. Equality and Diversity

- 8.1 A new disabled toilet has been fitted in order to comply with regulations and provide the facilities needed for those with walking difficulties. Equality and diversity issues are considered at all times.
- 8.2 An Equality Impact Assessment is being undertaken and will be available before final adoption.

9. Sustainability/Climate Change Implications

9.1 Consideration is currently underway to reduce energy costs and CO2 emissions by installation of LED lighting and movement sensors.

10. Timetable for implementation

10.1 The incubator has now been occupied by the first business since September 2021, although as can be seen from the report from Co-Tribe in respect of the KPI's, there is room for improvement.

11. Contact

11.1 Keith McGroary k.mcgroary@spelthorne.gov.uk.

Background papers: There are none.

Appendices:

Appendix 'A' Co-Tribe Report

Appendix 'A' Co-Tribe Report - Aamar Hussein

KPI Description	Method of calculating service delivery/ measurement period	Target KPI	Outcomes
Number of businesses introduced and renting space in the incubator	Reviewed every 3 (three) months	To be achieving the equivalent of £30psf after 1 year from when Covid-19 restrictions are removed.	Covid Restrictions in the UK were removed on the 18 th of March 2022. 6 of 9 offices have been rented achieving average of £43 sq/ft each – On target
Interaction / connection with visits to the incubator from the local community including schools / external	Reporting provided to include visitor organisation names and dates	6 monthly	In other locations we have had work experience/internships with businesses in the space for young people. This was curbed during COVID, we hope to relaunch this during the latter part of the year – Relaunching in coming months
Achieve the equivalent of £30 a sq/ft of rentable space (1 year after the restrictions from the pandemic cease)	Reporting to show price per sq/ft being paid for rented areas	Achieve the equivalent of £30 a sq/ft (£8,000 a month) of rentable space, reported on 6 monthly	This calculation was made on rentable space being 3200 sq/ft. £96,000 / £30 = 3200 sq/ft Currently rentable space is 2116 sq/ft due to space being lost to toilet expansion, training room and comms room. 1. Unless available rentable space is increased, gross revenue target is not

			possible. However, £ per sq/ft target is ahead of expectations.
			2. 6 out of an available 9 rooms have been rented achieving average of £43 sq/ft, with smaller rooms hitting £68 /sq/ft
			6 months after restrictions being lifted we are currently at £20.27 per sq/ft
			4. Hotdesking revenue is currently behind target – this is now the focus with leafletting campaigns, open days and other marketing.
			Based upon available space we are on target
Feedback from businesses renting space in the incubator	After year 1 of their rental or at the end of their rental time, whichever is soonest. To be provided at time of completion	An average satisfaction rate of at least 7 out of 10	Survey has not yet been carried out

Appendix 'A' Co-Tribe Report - Aamar Hussein

Provision of mentors to support tenants.	At least 3 mentors from established businesses will be involved within the first 6 months of opening, and a minimum of 6 mentors after 12 months to be available at any one time.	Number of mentors available should not drop below the minimum criteria as stated.	Services to members have been provided by Pro-Actions, mentor based events will be ramped up over the coming months Currently behind on target
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Black text denotes information from Co Tribe

Blue text denotes commentary from the Economic Development Manager

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Economic Development Committee



Date of meeting 29.09.2022

Title	Draft Economic Prosperity Strategy 2023 - 2028
Purpose of the report	To Note
Report Author	Keith McGroary Economic Development Manager
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	N/A
Corporate Priority	Community
	Recovery
	Environment
	Service delivery
Recommendations	Committee is asked to:
	Note the report and comment on the content of the draft strategy to inform the final document which return to the Committee in January 2023
Reason for Recommendation	Not applicable.

1. Summary of the report

1.1 This report seeks to deliver a draft Strategy which will secure sustained economic growth for the benefit of businesses and the community whilst protecting and enhancing the borough's environment and character. Details of this are outlined within the Action Plan contained with the draft Economic Prosperity Strategy for 2023 - 2028

2. Key issues

- 2.1 The previous 2017 2022 Strategy has concluded and many of the successes have been highlighted within the new 2023 2028 Economic Prosperity Strategy. Over the last few years, the national and local economy has faced a series of successive major challenges including Brexit, Covid-19 and more recently the highest level of inflation in 40 years and the cost of living and emerging energy crisis.
- 2.2 It is important that Spelthorne prepares as best it can to respond to the above and plans carefully for future years to ensure that local businesses have the best opportunity to survive, grow and thrive.
- 2.3 The detailed action plan contained within the Strategy (**Appendix A**) has been designed to target specific areas of the economy and has taken note

from various other strategies including the governments Industrial Strategy, EM3 Economic Strategy and the Surrey County Council Economic Strategy Statement. The headline areas for action include Growth and Competitiveness; People; Business Environment and Infrastructure and Places. A lot of evidence and intelligence was gathered to act both as a baseline and to inform the areas of focus with the strategy. This was compiled into a Local Economic Assessment which was considered by this committee on 16 November 2021 (Appendix B).

- 2.4 There are over 80 actions contained within the Action Plan including some actions that were originally included within the Council's Recovery Plan that were developed to respond to the pandemic. Actions are spread over 5 years, with several them repeating year on year. However, it is without doubt ambitious, and delivery of the strategy is based upon the current level of numbers within the Economic Development Team. This consists of 3 members of staff, with one further member dedicated to supporting our town centres and shopping parades.
- 2.5 There is a separate draft Town Centre Strategy which will complement and enhance the overarching Economic Prosperity Strategy, but focus on the towns of Ashford, Shepperton, Sunbury and borough shopping parades. This will be presented to the Committee as a separate report on this agenda.
- 2.6 It is critical that Spelthorne Borough Council plans to help enable the future prosperity of the borough so that our residents and businesses are given the support they need, in order to face current and future challenges and provide the jobs and financial security that a sound economy can achieve.
- 2.7 Spelthorne's retail sector competes with other nearby locations including Woking, but with Kingston as the main competitor. Failing to promote the borough and invest in our communities and infrastructure may lead to a loss of business and job opportunities to other locations which can show that they are more competitive and attractive.
- 2.8 The Staines Business Improvement District was voted in for a further 5 years in April 2022 which generates an additional £300k+ for the BID to invest within their catchment area. This is important as it will strengthen the ability of the town to compete with other shopping destinations. The new BID manager, Joana Santos, has already introduced herself to the committee earlier on in the agenda this evening.

3. Options analysis and proposal

Option one

3.1 The draft Economic Prosperity Strategy provides a well thought through framework that will support businesses, support residents and support the economic vitality and health of the borough. It has a built-in governance process whereby the Economic Development Committee oversees the Strategy delivery and receive 6 monthly updates on areas where there are particular concerns or significant successes; the Committee may also ask for an update with regards to any part of the Strategy in addition to the above. At this stage the Committee are asked to consider the draft and provide input into areas or actions that may need to be strengthened before a final strategy comes back in January 2023 for final adoption. This is the recommended option.

Option two

- 3.2 Alternatively, the Committee could decide that an economic prosperity strategy is not required. Not having a strategy is not really an option that can be countenanced, so the only realistic option is to ensure that the strategy is right for Spelthorne.
- 3.3 There are a number of risks with not adopting a clear economic strategy, not least that the lack of strong direction may mean missing out on opportunities to enhance the economic prosperity and vitality of the borough which may lead to a loss of businesses and jobs. Without a strategy, businesses are likely to lose confidence in the ability of the council to support the excellent network of businesses that we have within our boundary.

4. Financial implications

4.1 The Economic Development Team budget outside of salaries is very limited with just £32,000 to deliver the Strategy. However, there is also the Business Rates Retention Fund available which is currently used to support the incubator and pay salaries for two of the officers within the Economic Development Team. The total amount left in this fund is around £600k. It is ring-fenced to economic development activities and is available to use in economic related projects and support and continue to pay for two members of staff (to ensure the effective delivery of the strategy). Most of the actions contained within the strategy do not require finance for them to go ahead. A few projects that are delivered are paid for through donations from business. This includes the Spelthorne Business Awards and smaller events such as the Riverboat Trip for businesses.

5. Risk considerations

5.1 No issues raised by the Audit Team.

6. Legal considerations

6.1 No issues raised by the Legal Team. The Strategy is not a statutory requirement.

7. Other considerations

- 7.1 This draft strategy needs to be seen in the wider context of the opportunities that exist for greater collaborative working with other Councils. As members of this committee will be aware, part of the work of the Surrey Delivery Board has been to consider options for working more closely between Surrey and other districts and boroughs to pool expertise, and make most of the skills available across the county. Economic development teams across the county have been looking at ways to ensure organisations work at the most effective level, deliver what they do best and ensure the right outcomes for our businesses.
- 7.2 As a result, a potential cluster of five local authorities in northwest Surrey has been identified (Spelthorne, Runnymede, Elmbridge, Woking and Surrey Heath). A number of initial joint actions have already been included within the strategy, and future opportunities will be developed and delivered as and when the need arises. However, where there are actions that are unique to this borough and its needs, then these have been recognised within the dratt Action Plan contained within the strategy.

8. Equality and Diversity

- 8.1 The impact on equality and diversity issues is considered at every action within the strategy.
- 8.2 An Equality Impact Assessment is being undertaken and will be available before final adoption.

9. Sustainability/Climate Change Implications

9.1 A number of actions contained within the strategy specifically support a greener economy and reduction of CO2 emissions, particularly within A5 in the Action Plan. The Economic Development Team have liaised very closely with the Sustainability Team throughout the development of this draft Strategy to ensure this, and the Climate Change Strategy which is being considered by the Environment and Sustainability Committee in September are fully aligned and look to achieve the same outcomes.

10. Timetable for implementation

10.1 The draft report to be presented to the Economic Development Committee on 29th September for comment. Those comments will be captured within the final document and presented back to the Committee on 12th January 2023 for a decision and approval for adoption.

11. Contact

11.1 Keith McGroary k.mcgroary@spelthorne.gov.uk

Background papers:

There are none.

Appendices:

Appendix A: Draft Economic Prosperity Strategy 2023 – 2028

Appendix B: Local Economic Assessment 2021

DRAFT ECONOMIC PROSPERITY STRATEGY 2023 - 2028

Foreword

CIIr Sinead Mooney

The Spelthorne Economic Strategy builds upon the 2017-2022 Economic Strategy and continues to focus on prioritising the key needs for business to settle, grow and thrive. Through the strategy the Borough aims to realise its ambitions and release its potential as a leading economy not just in Surrey but the wider sub-region. The strategy has been produced at a time when the local, national and international economies are all taking stock and preparing for the future with regards to the impact of significant events and decisions such as Heathrow's potential third runway, climate change implications, southern rail access to Heathrow, adjusting to the impact of Brexit, the Covid-19 pandemic which had a massive social and economic impact on the whole world and of course the highest levels of inflation seen in the UK for 40 years with inflation at 10.1%¹.

In November 2017 the government launched an Industrial Strategy designed to strengthen the five foundations of productivity: ideas, people, infrastructure, business environment and places. This strategy recognises those ambitions and are referenced within this refreshed strategy. The health of the Spelthorne economy has shown remarkable growth over a number of years, as evidenced by our position as 42^{nd} out of 379 local authorities, putting the Borough in the top 11% of local authorities in the UK for competitiveness² in 2021. Spelthorne possesses the foundations envied by other locations, particularly given its proximity to London and Heathrow, forming part of a powerfully functional economic area; the M3, M4 and M25 which help drive the prosperity of the southeast all run through or in close proximity to Spelthorne. The area also contains some beautiful attractions such as Staines Moor, 11 miles of the river Thames and much more. Members and Officers of the Council are united in working hard to ensure that economic growth and the associated benefits to our community continue to grow and Spelthorne can compete with the best.

We are already witnessing significant developments in the Borough over the last 5 years of the strategy, particularly in Staines-upon-Thames where over the course of this strategy we have already seen a new hotel, residential accommodation and additional retail space. The face of Ashford has also changed with the development of the old Brooklands College site into hundreds of new apartments. This will further add to the attraction of the Borough to those who wish to locate their business or indeed, live, work or shop in Spelthorne.

The above has contributed towards strengthening the Spelthorne economy, moving it from 59th place in 2019³ to 42nd place in the UK Competitive index 2021 putting it in the top 11% of 379 local authority areas. This is against a backdrop of the Covid pandemic which had a profound impact on trading and jobs here, across the UK and the whole world.

https://orca.cardiff.ac.uk/id/eprint/120234/1/R%20Huggins%202019%20UK%20competitive%20index%20report%20March2019.pdf

¹ https://www.ft.com/content/2fb6f361-a7bb-4b98-8100-6847b5df79b4

² http://cforic.org/wp-content/uploads/2021/11/UKCI-2021.pdf

Spelthorne will continue to strive to continue to be the location where businesses are supported, nourished and encouraged to become the best they can be. Spelthorne Council is determined to do all it can do to ensure that this is the best place for businesses to locate, grow and thrive.

Clir Sinead Mooney Chairman Economic Development Committee

Some of the achievements over the course of the last economic strategy

During the course of the pandemic over the last 2 years, several events and actions have not been carried out due to restrictions and the need to allocate resources in supporting the delivery of Additional Restriction Grants to our businesses.

However, below is a summary of a number of activities designed to support businesses that were delivered.

Support was provided for MP Kwasi Kwarteng's Business Plan Competition held in 2017, 2018, 2019 and 2022 at BP, an Export Event held in conjunction with Department for International Trade and Runnymede and Elmbridge councils for businesses. A Skills & Jobs Fair held at Kempton Park over the same period with over 2,000 attendees / the first Spelthorne Business Awards event was held in 2018 and subsequently in 2019 and 2021. Place shaping with £1b worth of acquisitions by Spelthorne Council situated in and out of the Borough which has generated around £10m to supplement the Council's budget to deliver services. The publication of a Spelthorne 'Start Your Own Business' book for new and potential entrepreneurs was produced in 2018 and a new edition in 2022. The Spelthorne Business Forum has grown from 500 to 900 members, the team helped to initiate a coding club at a local school. A seminar for businesses on cyber-crime, GDPR and business resilience was delivered in 2019. We have also held 4 extremely successful 'Capture Spelthorne' photographic competitions which has produced some fabulous pictures of the Borough. Royal Holloway University have carried out an in-depth investigation in support of an Oyster card for Spelthorne.

During the pandemic SBC distributed government grants or business rates reductions to the value of more than £50m to businesses situated in the borough. The Economic Development Team working with Councillors from the Economic Development Committee have distributed just over £3m of this through a variety of means, including cash grants, equipment grants, shop front grants, free professional business coaching, free training on 'Social Media for Businesses', free membership of the Federation of Small Businesses, free websites, and advice on how to reduce business costs.

Some feedback from local businesses

I've been doubly blessed by Spelthorne, having received both a grant for some new audio equipment for my studio and now for the creation of a new website. The former has already really helped my voiceover business and I'm sure the latter will too, once it's complete. I've told a number of people about the way you've supported me, and how Spelthorne really does have a passion for helping small businesses. Everyone's reaction has been much the same: 1, they can't believe it and 2, they wish their local borough had the same outlook! I expect that both your roles are probably rather thankless at times, so I just want to say... thank you.

Appendix 'A' Draft Economic Prosperity Strategy 2023 - 2028

I would love to have a stall at your event and tell people how much help I received to get my small business running. I first started through the business enterprise scheme while on income support and have since received an equipment grant to buy my mobile massage van. I started from nothing and despite covid am still doing well and growing. I would love the opportunity to give something back to you for all your help and ongoing support, of which I am very thankful. If you would like to see what I do, I have nearly 40 5* reviews from the people I have helped in our community.

We just wanted to drop you a message to say a massive thank you to you and your team for helping us. Whilst we still face many challenges with costs, we have now at least the opportunity to follow our road map to becoming a successful business. Our goal to fly the green flag and promote healthy living is very much alive which would not have been the case without the help of Economic Development Team.

We started off in Christ Church where we shared the kitchen, the church were extremely kind to us but we knew we had to move on and have our very own kitchen to grow. We managed to obtain loans to purchase our new kitchen but then hit a financial wall when it came to purchasing equipment and at that point the business would have been dead without the support of your team. Your whole team were magnificent and always incredibly helpful.

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1. Introduction

- 1.1 Spelthorne has an excellent location immediately to the south of Heathrow and adjacent to the economically buoyant area to the west of London. The Borough has exceptional communication links, a substantial business base with many successful international businesses and a strong economy.
- 1.2 The UK left the EU on 31st December 2020. It is too early to say how this will affect the UK economy in the long term. Since leaving the EU the delay in goods held at borders is causing concern with companies moving from sea to air to transport the goods which provides some benefit for Heathrow Airport. There is also concern about the number of people available for employment with high levels of vacancies available, particularly in hospitality, retail, and farming sectors (October 2021). The impact of leaving the EU has also been clouded due to the effect of the Covid pandemic on the economy.
- 1.3 This Economic Strategy was adopted by Spelthorne Council on (date) January 2023, and it sets out the actions the Council will be taking over the next 5 years to further secure the sustainable growth of the local economy. This strategy builds upon the 2021 2023 Spelthorne Council Corporate Plan⁴ which identifies 5 key priorities including Community, Affordable Housing, Recovery, Environment, Service Delivery (C.A.R.E.S).
- 1.4 These actions have been developed following consultation with businesses, during July to September 2021. It is critical to this strategy that it is informed by local businesses so that it reflects real needs. Items raised that are included in the strategy include more emphasis on the provision of affordable office space, reducing congestion on our roads. Many of the objectives will be longer term, but this strategy will be reviewed and then refreshed at its halfway point. The governance structure to ensure that this strategy will be delivered is through the Economic Development Committee.
- 1.5 Much of this work will be in partnership with other organisations. Together, we will build on the strengths of the economy as well as tackle any barriers that inhibit a stronger Spelthorne.

⁴ <u>file://sbcfr/userfolders\$/kmcgro/Documents/Downloads/Corporate Plan 2021-23.pdf</u> Spelthorne Council Economic Prosperity Strategy 2023 - 2028
1

Map 1 Borough of Spelthorne



2. Vision for the Spelthorne Economy

2.1 The Council's objective in the previous strategy and continued in this strategy, is to secure sustained economic growth. It also recognises that the environment and character of the Borough is important in attracting many businesses, and residents rightly see its protection to be of great importance. The vision of this strategy is therefore:

To secure sustained growth of the local economy for the benefit of businesses and residents whilst protecting the Borough's environment and character.

- 2.2 In pursuing this vision, we will address the strengths and weaknesses previously described within the economic assessment and build on the positive growth prospects revealed in its latest business survey. In particular it will seek to increase the number of businesses in the Borough, to retain existing businesses and their level of business activity, as well as growth in the proportion of residents in work and their income levels.
- 2.3 This strategy does not seek to take the credit or indeed blame for changes that take place with regards to unemployment or business numbers, as there are many local, national and international factors at work; however, the strategy is intended to strengthen our ability to influence those areas at a local level and give the borough the best possible chance of improving the overall economic outlook for Spelthorne. Using the resources, we have access to, we will provide the help, support or the nudge necessary to enable a more prosperous and attractive Spelthorne to develop and thrive.
- This strategy recognises the 5 foundations of the <u>National Industrial Strategy</u>⁵ and will seek to compliment the updated 2018 30 Strategic Economic Plan (SEP) of EM3⁶ which takes account of the implications of the Industrial Strategy as well as the Surrey County Council Forward To 2030: Our Economic Strategy Statement⁷. Activities to achieve the below ambitions are included within the Action Plan
- **Growth & Competitiveness** Spelthorne to become a stronger economy through a range of initiatives including access to training and business coaching
- **People** More quality jobs and greater earning power as well as enhanced access to skills via the Apprenticeship Levy gifted to small businesses.
- Infrastructure and Places To complete and deliver the Local Plan and Staines Development Framework to make best use of our assets including Bridge Street carpark, Thameside House and Ashford multistory carpark.

Spelthorne Council Economic Prosperity Strategy 2023 - 2028

⁵ https://www.gov.uk/government/topical-events/the-uks-industrial-strategy

⁶ https://www.enterprisem3.org.uk/em3-strategic-economic-plan

⁷ https://mycouncil.surreycc.gov.uk/mgConvert2PDF.aspx?ID=74942

- **Supporting Business** To provide one of the best mechanisms of business support in Surrey via the Economic Development Team and the best place to start and grow a business
- 2.4 The Industrial Strategy also includes 4 Grand Challenges that focus on global trends which will transform our future. These challenges will also be addressed in the strategy through the action plan.

Growing the Artificial Intelligence and data driven economy – We will take steps to help enable access for businesses and residents to internet speeds up to 1Gbps. We will explore the demand for 5G within the borough and help to prepare Spelthorne for future products and services known as The Internet of Things (IOT).

Clean growth – We will provide guidance and support for businesses to reduce their energy consumption and adopt more environmentally friendly solutions, and seize opportunities where the environment can be improved via grants or new ways of working.

Future of mobility – We will encourage the installation of more electric charging points across the Borough which will help give confidence to businesses and residents to invest in electric cars.

Ageing society – We will support education for the elderly with I.T skills so they are not left behind advances in technology and the opportunities that the internet offers. We will also support over 50 job clubs to help older people back into employment.

3. Implementing the Vision

- 3.1 Four 'theme' areas emerge from the Council's assessment of the economy and the 'actions' under each 'theme' will help to implement the 'vision'. The 'themes' are: -
 - 1. Growth & Competitiveness
 - 2. People
 - 3. Supporting Business
 - 4. Infrastructure and Places
- 3.2 The Action Plan reflects initiatives carried over from the previous strategy, uncompleted actions from the Economic Recovery Plan and new proposals. They include short term quick wins and one-off initiatives, as well as on-going/longer term work necessary to sustain a continuous process of attracting and growing new businesses. Some actions involve further investigation. For each 'action' specific details are provided about the implementation, timescale, outcome, and the lead committee/task group/senior officer.



2023 – 2028 Economic Prosperity Strategy:

Some of the Achievements 2017-2022

Ideas

A1 Create new resource for Key Account Management and Inward Investment In 2019 training was secured from the Department for International Trade (DIT).

We will refresh and regularly maintain the dedicated Invest in Staines-upon-Thames website that supports and promotes inward investment for the Borough. The new website was launched in June 2022 and branded 'Choose Spelthorne' https://choosespelthorne.com/

Face-to-face meetings have taken place with a company that has expressed an interest in building a Super-Hub for charging electric vans and goods vehicles. These are currently ongoing including discussions with Highways England.

A2 Measures to support each of our towns: There has been attendance on at least 2 occasions during 2018 and 2019 at Ashford Wide and Lower Sunbury Business community business groups. A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis has been carried out in Ashford, Sunbury and Shepperton. The findings informed future actions which included the successful recruitment of a Town Centre Manager for Sunbury, Ashford and Shepperton; this has been expanded to include shopping parades within the borough.

A Digital Skills for Businesses training course has been held on 3 occasions over four sessions, each one lasting for 2 hours. This was initially provided for Ashford retailers to provide support at a time when Church Road, the main thoroughfare was blocked off due to sewage works for a new housing development which was badly affecting trade. Further courses have been held in the Business Incubator during 2021. On each occasion there have been 15 businesses present and the feedback has been outstanding. This has enabled many of our small businesses to raise their visibility and increase their customer base. Some have made a direct link with the course and increase in profits.

A3 – <u>Introduce a Customer Relations Management System</u> – In collaboration with EM3, Surrey and Hampshire County Councils have purchased and procured a new CRM system.

<u>A4 - Incubator</u> – The business incubator was formally opened by the Mayor in June 2021 with tenants arriving in September. The office area was converted into 8 offices, 6 of which are currently occupied. We are now working on attracting hot-desk businesses to the incubator; these are usually early start-ups in need of cheap accommodation and support.

We will help support and deliver the Annual Business Plan Competition in conjunction with the office of our MP Kwasi Kwarteng which encourages new entrepreneurs. SBC have participated in the organisation of this every year it has been ran since its inception with the exception of the pandemic in 2020-21.

<u>Produce a Spelthorne 'How to Start Your Own Business' book</u>. This was completed in 2018 and has been distributed to many local budding and existing entrepreneurs. A refreshed second edition was published in 2022.

A6 – <u>Proactively work with developers</u>: London Square is largely completed, and which now has a significant number of people in occupation. Further, work is well under way to construct a number of apartment buildings by Berkley Homes at the old British Gas site near the Crooked Billet, a site which has been boarded up for more than 15 years. Also a Premier

Inn hotel has been constructed in Staines-upon-Thames. In Ashford apartments have been constructed on the old Brooklands College site which has helped breath life into the town centre with around 400+ new residents on the doorstep.

A9 - <u>Place-shaping:</u> Spelthorne Council committed to a policy of borrowing funding at very low rates of interest and purchasing acquisitions that will provide future revenue returns to enable the council to continue delivering high quality services for the community. Due diligence has been taken with all acquisitions thus reducing the risk against the investment.

In addition to creating a revenue, the council acquired The Bugle Public House, Harper House and Benwell House to convert to housing in order to provide accommodation to help deal with homelessness and also provide rented accommodation for our residents.

The White House (situated next to the Council Depot in Staines) was demolished and a new building which opened in September 2021 with 27 en-suite rooms with shared kitchens, four studio flats and outside space that will provide emergency accommodation for single homeless people with complex needs.

The Bugle Public House	Feb-16
Harper House	May-16
BP main site	Sep-16
BP other site	Dec-16
Elmbrook House	Jan-17
Stockley Park	Aug-17
World Business Centre	Sep-17
Benwell House	Sep-17
Hanover House	Oct-17
Hammersmith Grove	Dec 17
The White House	Oct-17
Station Road 17	Mar-18
Thameside House	May-18
Communications House	Jul-18
Thames Tower	Aug-18
Porter Building	Aug-18
Charter Building	Aug-18
Ashford Hospital Car Park	Jan-19
42 Kingston Road	March-19
Summit Centre	Sept-19
Oast House	Oct-19
Elmsleigh Shopping Centre	Feb-20

Community

A13 <u>Apprenticeships</u> – SBC currently have 21 apprentices; 3 are in apprentice roles and the other 18 existing staff. A total of 30 apprenticeships have been funded by the Levy since it started in 2017. As a public sector organisation there is a target to employ an average of 2.3% of staff as new apprentice starts over the period of 1 April 2017 to 31 March 2021. In 2021 /22 the SBC figure was 3.35%.

<u>A19 CSR</u> from Businesses in the Borough: During 2018 and 2019 financial year almost £55k was generated from business to good causes directly via the work of the Economic Development Team.

Spelthorne Council Economic Prosperity Strategy 2023 - 2028

A21 Improve skills – Skills & Jobs Fair held at Kempton Park in September 2018 and on September 2019 with 50+ organisations taking stands with around 600 jobseekers and schoolchildren attending. 2020 and 2021 did not take place due to Covid-19 restrictions. Two Jobs Fairs were also held in the Elmsleigh Centre in 2018 and 2019 in partnership with A2 Dominion Housing Association.

Supporting Business

A23 <u>Support the Spelthorne Business Forum:</u> Membership of the Forum has risen from 584 in 2017 to 900+ in December 2021. In 2019 the sbf registered as a community interest company (CIC). Work is also ongoing to review and revise the business model in order to generate funds and enhance the services offered.

A24 Improve information on Council contracts for local businesses: Presentations have been made to all SBC managers that hold a budget to encourage a local spend where possible. A further presentation was made at staff meetings. Working with the Procurement Team, Contract Standing Orders were amended in 2021 to state that all items under the value of £5,000 must be purchased in Spelthorne if available (subject to best value considerations), if purchased outside of the Borough, authority from a senior manager is required.

A25 <u>Champion businesses</u>, highlight best practice and best businesses in the <u>Borough</u> Spelthorne Means Business Awards: This was launched on 9th February and the final took place at Shepperton Studios on 11th October 2018. The second event took place on 17th October 2019, and the third event took place at The Holiday Inn, Shepperton in 2021 with over 200 people in attendance.

Improving transport and infrastructure

A26 Investigate Business sectors where there appears room for growth – We have published a Visitor Economy Strategy and created a Visitor Economy Forum. SBC have purchased the Oast House in Staines-upon-Thames with a potential option of converting part of the building into a community space including a small theatre; the lack of provision of a wider entertainment offer in Staines is something that needs to be addressed.

A32 <u>Initiatives to reduce congestion</u> – A Staines-upon-Thames Development Framework is being developed via a consultation process. This will look at congestion and the wider issues of Staines including the existing infrastructure, development opportunities and how the town should look and be navigated in the future.

A33 <u>Access to superfast broadband</u> A successful bid was made to Enterprise M3 Local Enterprise Partnership for £500k which was match funded by SBC to put into place fibre to the premises (FTTP) to connect homes and businesses to broadband speeds up to 1GBps in Staines-upon-Thames. However, this was later returned as the project may have breached State Aid rules. In January 2020 Openreach announced the installation of FTTP in seven new locations across the U.K for 2020; this included Sunbury-on-Thames.⁸

A34 <u>Surrey Rail Strategy</u> – Zone 6 campaign has been running 4 years. A research document has been commissioned by SBC with Royal Holloway University to develop a business case; the findings were presented in January 2020. Discussions with southwest

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⁸ https://www.ispreview.co.uk/index.php/2020/01/openreach-add-7-new-uk-areas-to-fttp-gigabit-broadband-plan.html

Trains and Transport for London have not been productive and during the pandemic period, this was placed on hold.

A36 <u>Reduce carbon emissions</u>: Spelthorne council were successful in 2019 with an application in collaboration with 3 other Surrey Councils which resulted in an award which will see the installation of up to 20 on-street EV charge points in our Borough.

This Economic Prosperity Strategy has applied the principles of the SBC Corporate Values 2022 throughout the development and production of this document.



4. Action Plan 2023 - 2028

Theme 1 Growth and Competitiveness

- 4.1 Spelthorne's inherent economic strength, in terms of business base, excellent communication links and location, means its scope for future economic growth is very strong.
- 4.2 The availability of positive planning policies, sites available with planning permission and vacant premises provide the physical capacity for both the expansion of businesses already in the area as well as those looking to relocate. This will support continuing inward investment to the Borough. A new Local Plan has been completed and in July 2022 is out for consultation with the community
- 4.3 In the wider area, including the Enterprise M3 LEP, the supply of vacant premises and sites with planning permission are considerable in comparison to current market demand. Therefore, if the Council is to realise the potential for growth it needs to continue to be more pro-active in securing the implementation of development and in attracting new businesses.
- 4.4 There are various existing initiatives, including those to further promote the Borough generally, and specifically Staines-upon-Thames. The Council will take actions to further this work and also secure the long-term success of Ashford and explore the need for further initiatives to support Shepperton, Sunbury-on-Thames and Stanwell.
- 4.5 A number of services the Council provide either affect businesses or are relied on by them. These include planning and building control, food inspections, licensing, pollution control, etc. The Council recognises the need to continue to ensure these operate in a way that, as appropriate, supports business needs.

Theme 1: Growth and Competitiveness

Actions to implement and maintain a capacity for growth

Ref	Action	Implementation	
	Growth & Competitiveness		RAG
A1	Promoting the Borough as a location for business	 a. We will continually refresh and update the dedicated 'Choose Spelthorne' website that supports and promotes inward investment for the Borough. https://choosespelthorne.com/ https://vimeo.com/303973036/41842bd4a6 b. We will create a new video to complement the one above which focuses on Staines-upon-Thames that showcases the whole borough which will be included on the new inward investment website c. We will utilise the Costar software to identify businesses where their leases are coming to an end or break clause and send them a 'Welcome to Spelthorne' 	

Ref	Action	Implementation
		pack to promote communications regarding future relocation. Timescale: a. January 2023 b. September 2023 c. A search will be done once a quarter starting in January 2023 Measure of Success a. At least 250 visits to the site in year one starting January 2023 and aim to increase by 10% each year from the 2023-24 baseline figure. b. Positive on-line comments / Feedback from the E.D Committee c. At least 2 meetings with businesses that respond a year. Lead: SEDO9/EDM10 EDO11
A2	Smarter working with business groups and providing a focus on local needs in our smaller towns.	 a. We will work with established business forums and Chambers and build new relationships with business groups on the border of Spelthorne. b. We will develop a separate Town Strategy in partnership with businesses for Ashford, Shepperton and Sunbury (Staines already has a business improvement district) to help build stronger business communities and improve trading opportunities for retailers. This will include as appropriate, specific measures / approaches for each of the above 3 towns situated in the Borough. This will include a satisfaction survey to provide a benchmark with regards to business confidence levels. c. We will build relationships with shopping parades situated across the borough and organise an event just for businesses based in these shopping parades including a presentation by a relevant speaker. A survey will also be carried out to better understand the challenges and needs of this business group which will subsequently inform this document with regards to future actions. d. We will deliver an annual Business Leaders Lunch / Dinner where senior representatives from the largest businesses in the Borough attend an informal meeting including the Chief Executive and Leader of SBC. e. We will work with Surrey colleagues at Elmbridge and Runnymede with regards to an annual Business Leaders Lunch from all 3 Boroughs and MP's. This may be extended to also include Surrey Heath and

 ⁹ Senior Economic Development Officer
 ¹⁰ Economic Development Manager

¹¹ Economic Development Officer
Spelthorne Council Economic Prosperity Strategy 2023 - 2028

Ref	Action	Implementation	
		Woking Councils. We will also look at opportunities for joint projects with one or more of the above local authority areas. Timescale: a) By 31.03.23 b) By January 2023 c) By March 2023 d) By January 2023 then annually e) By September 2023 then annually Measures of Success a) Attend each of the local meetings of existing Spelthorne business forums at least twice a year. Develop relationships with at least 2 other boroughs which will lead to joint events with business from each borough attending. b) A Town Centre Strategy including three Action Plans will be created that businesses have contributed towards. Success will be measured by delivery of the agreed actions and subsequent annual satisfaction surveys which will show improved confidence and satisfaction brought about by the delivery of agreed actions. c) Success will be measured by the annual satisfaction surveys as well as engagement by at least 15 representatives from shopping parades at the event designed specifically for them d) Feedback from attendees in respect of the value of the business lunch. e) Feedback from attendees in respect of the value of the business lunch.	
А3	Managing quality of support from the Economic Development Team	a) A customer satisfaction survey will be developed and sent to businesses visited by a member of the E.D Team to establish the quality of engagement and support. This will occur 2 times a year for each officer on the team. Timescale: a. Start February 2023 (twice annually) Measure of Success a) Identification of training needs as well as evidence of appreciation of good work. Average satisfaction responses for each officer should not be lower that 7 out of 10 Lead: EDM	
A4	Entrepreneurship has been encouraged by the Council,	a) Through an independent operator for the SBC business incubator, we will encourage start-ups to take advantage of cheap hot-desking access	

Ref Action	Implementation
particularly through the investment of the Business	coupled with mentoring and support. We will run regular 'Open Days' in order to provide an opportunity as to what the business hub offers.
Incubator	 b) We will provide a copy of the 'How to Start a Business' book to all hot-desk clients and people who contact the Team for enquiries about starting a business up.
	c) We will organise an annual 'So You Want to Start a Business?' event for people who want to know more.
	d) We will introduce a new networking event for computer programmers and high-tech, digital businesses similar to the Tedx programme
	 We will organise at least one event a year where children from local secondary schools are invited to attend the incubator, receive a presentation and a Q & A session about becoming self-employed.
	f) We will help support and deliver the Annual Business Plan Competition in conjunction with the office of our MP Kwasi Kwarteng which encourages new entrepreneurs and provides a cash prize to get new businesses started within the Borough. We will commit to this project for the life of the strategy. There will also be a Best Start-up Category for the Spelthorne Business Awards
	g) We will identify additional partners to help the incubator become the go-to place for business support. This will include connecting with Royal Holloway University and Surrey University as well as other relevant businesses.
	h) Introduce an 'Adopt an Entrepreneur' scheme where established businesses agree to support and develop a new business linked to their industry type.
	Timescale:
	a) On-going – Open days are at least once a quarter.b) Ongoing
	c) September 2023 (at least once a year)
	d) 2 to 3 times annually
	e) Annually
	f) Annually
	g) In the first year of the strategy
	h) Ongoing from adoption of the strategy

Ref	Action	Implementation	
		Measures of Success a) By February 2023 to have at least 20 businesses operating out of the incubator with a minimum of 50% of them in the high-tech sector	
		b) To have at least 20 people from the high-tech sector to attend and recruit at least 1 person because of the event to the incubator.	
		c) This will become a popular event welcomed by schools and lead to engagement with at least 1 young person who needs support from the E.D Team to get a new business off the ground.	
		d) The 5 finalists will receive help and support from the E.D Team with their business to assist in making a proposal become a business	
		e) Feedback from teachers and pupils	
		f) Feedback from Kwasi and his staff	
		 g) New partners actively engaging with support of the incubator and providing a new stream of mentorship and support 	
		h) At least 1 person will be 'adopted' by a business for each year of the strategy	
		Lead: EDM / SEDO / EDO	
A5	To help Spelthorne businesses become a greener and cleaner economy	a) We will monitor grants and other opportunities for our businesses to become carbon neutral and encourage a greener environment. This would include schemes such as LoCASE ¹² and the Green Initiatives Fund ¹³	
	,	b) We will hold at least one event a year in conjunction with the SBC Sustainability Team for businesses, providing them with information and support to become carbon neutral, use less fuel and become more energy efficient and encourage a broader green economy and more green jobs.	
		c) Provide support for businesses to help reduce the costs energy costs of running a business through the contract with the Place Support Partnership.	
		d) With the inclusion of the Best Sustainable Business category in the Spelthorne Business	

¹² What is Low carbon across the South and East (LoCASE) and why green your business - Surrey County Council (surreycc.gov.uk)
13 https://www.spelthorne.gov.uk/article/20663/Green-Initiatives-Fund

Ref	Action	Implementation
		Awards, promote businesses to adopt energy efficiency measures to reduce the impact on the climate and showcase good practice.
		e) At the annual Business Leaders meeting, a standing item on climate change and what businesses are doing to tackle it will be included.
		f) Capitalise on the unique design on the facility as an opportunity to boost tourism in the borough. The Passivhaus facility will also contribute towards a Greener Spelthorne.
		g) To develop sustainable procurement strategy and ensure local and sustainable purchasing is built into procurement practice.
		Timeframe a) Life of the strategy b) Annually c) Until summer 2023 d) Annually e) Annually f) Life of the strategy g) Within 5 years
		Measure of success
		a) The uptake of LoCASE by businesses in Spelthorne compared to other Surrey authorities will be in the top 4
		b) The event will showcase best practice, available funding and raise the profile of the green agenda and the business opportunities available to increase trade and create jobs.
		c) The support will identify and collect case studies that can provide evidence of savings by businesses for other businesses to learn from and circulated via SBC and SBF websites.
		d) Through the content of the entries for this category we will identify good practice and circulate to other businesses; it will also provide evidence about what businesses are doing and can do to improve the environment.
		e) The forum will provide the leadership to inspire other smaller businesses to become more environmentally friendly and adopt more efficient practices in the workplace.

Ref	Action	Implementation
		f) Local residents will access job opportunities, a tour of the new facility will be made available to residents to encourage local applications for new posts.
		g) Sustainability is effectively built into all purchases.
		Lead EDO / SEDO / Procurement Team

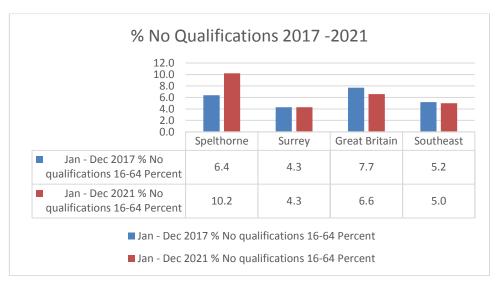
Theme 2 - People

- 4.6 The best paid jobs and careers are generally obtained by people with higher skill sets and qualifications, for Spelthorne to compete for higher salaries there needs to be significant improvement in access to education.
- 4.7 Evidence shows there are lower qualification levels amongst residents in Spelthorne compared to other areas. Educational attainment levels have dropped since the last economic strategy and the number of residents without any qualifications has increased. This can be seen in the 2 charts below.
- 4.8 The quality of facilities and delivery of education need to improve to close the attainment gap with not just Surrey, but the rest of the country. Whereas other locations have seen an increase in higher qualifications over this time and reduced numbers without qualifications, the opposite is true of Spelthorne. The absence of a 6th Form College (outside of the private schooling) for academic qualifications situated in the borough, is undoubtedly a contributing factor.

4.9



4.10



4.11

4.12

4.13 Surrey County Council is the Local Education Authority (LEA) for primary and

secondary education in Spelthorne. Whilst new models of organisation, including 'academy' status, reduce the extent of LEA control it nevertheless has ultimate responsibility. The Spelthorne Joint Committee of the County Council, as well as the Children and Education Select Committee, has a particular role to scrutinise and support local schools. Brooklands College is a Further Education College focusing on vocational skills that moved into brand new accommodation on the same site as Thomas Knyvett School in Ashford. It is also providing a new facility on the previous Brooklands site for hairdressing.



Actions: People

Ref	Action	Implementation
	Education Provision	
B1	To promote coding clubs within the Borough.	f. We will promote and create at least 1 further coding club in the Borough.
		g. We will hold a coding competition / event within the borough for young people. Possible via Raspberry Pi
		Timescale
		h. By September 2023
		i. By April 2024
		Measure of Success a) At least 1 more school will have set up an after-school coding club.

Ref	Action	Implementation
		b) The competition will stimulate further interest and encourage other schools to engage.
		Lead EDO
B2	The Council will support the development of vocational training including:	 a) Working with Human Resources Department to encourage the further take-up of apprenticeships by staff within the Council. b) To work with companies who pay the levy to introduce a levy gifting scheme so surplus levy funds can be transferred to smaller non-levy paying business so they can
		create more apprentices. Based on the 'Salford Model'.14
		c) To signpost businesses not paying the levy to funds that would pay for training of staff from donations by businesses that do not use all their levy through a levy gifting scheme.
		Timescale: a) Duration of the strategy b) Duration of the strategy c) Duration of the strategy
		Measure of Success a) This would lead to a reduction by at least 50% in the amount of levy paid back to government. Baseline for 2021 £7k returned levy payments.
		 b) Feedback from businesses that more levies have been utilised. Promote SBC as a friend of small businesses.
		c) A baseline of businesses helped by the availability of the levy will be set in April 2023 and realistic future goals will be set when this figure is known. Lead: SEDM
	Promoting education, training, and high levels of attainment	

¹⁴ https://www.salford.gov.uk/jobs-skills-and-work/apprenticeship-support/are-you-a-business/salford-skills-for-business-apprenticeship-fund/

Ref	Action	Implementation
B3	When Heathrow Airport Limited (HAL) returns to normalised operations and the Heathrow Academy opens to work with the Academy team to access places for	 a) To organise a large Spelthorne Skills & Jobs Fair inviting amongst other, staff from Heathrow to take a stall.
	Spelthorne residents. This provides the 2 weeks training necessary for many of the 'air-side' work opportunities at Heathrow. The scheme draws people from Spelthorne and 4 other boroughs around Heathrow and focusses on construction, retailing and aviation.	 b) To invite Runnymede and Elmbridge Boroughs to engage in the event with their schools / businesses.
		c) Produce an 'Economic Dashboard' for every Committee meeting that provides high level information on the level of unemployment in the Borough compared to Surrey, southeast and GB so it is clear whether the situation is improving or worsening within the borough.
		Timescale: a. Spring 2023
		b. Spring 2023c. Prepared for each E.D Committee Meeting
		Measure of Success
		 a) Feedback from Heathrow regarding the numbers of Spelthorne residents have applied for / attending the Academy b) At least one other Borough joins the Jobs & Skills Fair event. c) Responses are developed if unemployment disproportionately increases in Spelthorne compared
		to elsewhere. Lead: SEDO
0B4	To work with and support companies that promote STEM (Science, Technology, Engineering and Mathematics) subjects. Support for business's schools programmes (including schemes by BP and Heathrow) which focus on Science, Technology, Engineering and Maths (STEM).	We will make best use of current activity by various employers who reach out to our schools and Colleges to support interest in (STEM) subjects and provide support. Heathrow and BP have provided (pre-Covid-19) opportunities for junior and secondary schools to engage in STEM activities
	(OTEIVI).	Timescale: September 2023 Measure of Success Engagement by at least 75% of schools in the borough with these events (if still delivered) Lead: EDO / SEDO.
B5	To support and promote Social Enterprises within the Borough	We will encourage existing social enterprises and support new enterprises setup within the Borough,

Ref	Action	Implementation
		Timescale: September 2023 Measure of Success Will have worked with and directly supported at least 5 social enterprises and helped to have set up 1 social enterprise. Lead: EDM.
	Assisting 'work readiness'	
B6	Support the Youth Hub (16–24-year-olds)	 a) Working with DWP, A2D and others promote the Youth Hub as a venue to give help, advice and support to young people regarding education, training and jobs. Build resilience into the project outside of the grant funding from DWP and Levelling Up Fund with a dedicated website and App. b) A programme of Job Fairs that are sector specific will be ran over the life of the Youth Hub Timeframe a) Until December 2023 – longer if additional funding is found. b) Life of the Youth Hub Measure of Success a) All aspects of the actions and outcomes in the contract with DWP will have been delivered. b) At least 5 Job / Career Fairs will be held at the Hub
		Lead: SEDO
В7	Promoting Corporate Social Responsibility	a) We will encourage businesses within the borough to donate money, goods, and services to good causes, including the Mayor's Charities, Business Plan Competition and Business Awards.
		Timescale: a) September 2023 then annually Measure of Success
		a) At least £30k by value in cash, goods or services in kind raised in each year of the strategy.

Ref	Action	Implementation
		Lead: EDM / SEDM
B8	Deliver IT related courses for the elderly. Support the elderly population to safely access the benefits of internet shopping as well as the social and educational opportunities it presents. This will help give access to home deliveries as well as cheaper purchases of goods and increase personal independence.	We will work with other agencies including Surrey County Council / SBF/ A2 Dominion / University of the First Age and Women's Institute to enhance the availability of introductory courses for the elderly regarding the use of computers and accessing the internet and internet shopping / cyber security. Timescale: October 2023 Measure of Success At least 1 course for each year of the strategy. Feedback will be at least an average score of 7 in terms of satisfaction with the course. Lead: EDM / SEDO / EDO
В9	Improving Skills and qualifications of our residents and access to jobs	 a) We will deliver and promote a Spelthorne Jobs & Skills Fair in partnership with other organisations including Kempton Park. This will encourage people to aspire to further education or other vocational skills to enable them to better access quality jobs. It will also bring together local employers who are looking to recruit staff and local education providers to offer training opportunities. b) If jobs do not return to a similar level at Heathrow, we will hold a mini 'Jobs Fair' in the Community
		Hall in Stanwell which will give easy access to those families most affected and where unemployment will be the highest.
		c) Working with 'I Choose Local' we will offer a digital approach to job hunting, created and shaped by the generation that need, and will evolve, a cross platform and multimedia solution that fits their world, creating a new path to employment and training.
		d) Deliver a project called Bounceback Street in partnership with I chose Local and BUPA to

Ref	Action		Implementation
			support the older generation of low skilled / low paid workforce that have been made redundant due to the pandemic. The project will help with mental health and access to new jobs and funding for retraining opportunities.
		e)	We will work with Runnymede Council to explore opportunities with Netflix for residents in both boroughs to access jobs in film and media as Netflix is situated within both boroughs.
		f)	We will work with SCC colleagues and councillors regarding educational standards in order to better understand the reasons for the deteriorating standards of attainment and influence their improvement.
		Times	cale:
		a)	
			months of the strategy and every year for the life of the strategy.
		b)	· ·
			disproportionate increase in
		۵)	unemployment
			April 2023 By April 2023
		e)	Throughout the strategy, starting
		ĺ	in Spring 2023
		f)	Over 5 years
		wieasu a)	re of Success There are at least 50 employers
			present and the event is attended
			by at least 500 people including
		b)	schools. We will have at least 15
			businesses and an attendance of
		2)	at least 100 people
		c)	During 2023, the app will have at least 100 young people signed up and there is positive feedback from DWP and users.
		d)	At least two group workshops run
		e)	in 2022. Opportunities specific for both
		-/	boroughs will be made available
			for residents to obtain training /
			employment within the Netflix organisation
		f)	In 5 years' time Spelthorne will at
			least be equal to the standards achieved in G.B.
			acilieveu III G.D.

Ref	Action	Implementation
		Lead: SEDO / EDM
	Health Improvement	
B10	a) We will work towards improving the health of residents and the workforce within the Borough. This will be achieved by the promotion of various schemes designed to support the improvement of personal health and wellbeing focusing on promoting physical activity, boosting mental health and reducing obesity. We work in liaison with partners via the Health and Wellbeing Group, the Local CCG and Public Health. b) We will also promote healthy living including an increase in cycling and walking in conjunction with other partner agencies such as Surrey County Council and Active Surrey. c) Local walking and cycling infrastructure plan — work in liaison with SCC and partners to help facilitate both the development and implementation of the plan. Work with community groups to prioritise local need. Encourage local residents to use the new infrastructure for active travel as part of their daily lives for work, education and social activities. d) Link in with the Health & Wellbeing Strategy as well the Leisure and Arts & Culture Strategies.	To include continued implementation of the following schemes, led by the Leisure and Culture Team and supported by the E.D Team: a) Continue to coordinate the Walking for Health Scheme, Cycling for Health Scheme and support both the Exercise Referral Scheme and Weight Management Courses at Spelthorne and Sunbury Leisure Centre. b) We will explore opportunities through our Council Leisure Team by promoting health related opportunities and in partnership with public / private businesses in this sector. c) Capitalise on the development of Shepperton Studios and the Oast House by establishing Spelthorne as an attractive environment for creative industries to do business and promoting arts & culture within the Borough. d) Maximise the opportunities for social value outcomes through the services provided by the build contractor Wilmott Dixon during the build of the new Spelthorne Leisure Centre. e) Promote the opportunities that will be available as part of the new Spelthorne Leisure Centre including the creation of employment opportunities as well as the health benefits of using the facilities. f) We will work strategically with key businesses and the health sector (re the health and wellbeing centre) as well as Well North Enterprises to encourage them to invest in improving health

Ref	Action		Implementation
		g)	outcomes for the local communities/employees. We will deliver an annual Health & Wellbeing Event once a year and work with SCC to help improve health of the Spelthorne workforce.
		Times	calo:
			b) c) d) Life of the strategy
			During life of the strategy.
		f)	Delivered over the life of the
		g)	strategy 1 event for each year of the
		J ,	strategy
		Measu	re of Success
		a)	Will have visited at least 3 large businesses in each year of the strategy to encourage engagement with a healthier workforce
		b)	Will hold 1 event with the Leisure Services and Economic Development Team to encourage creative industries into the borough. Initiatives at the Oast House will only apply if funding can be found.
		с)	Promotional material will be produced to highlight the leisure centre as a tourist destination as well as an example of what green engineering can achieve.
		d)	Jobs are accessed by Spelthorne
		e)	residents. Feedback on web pages with
			regards to the implementation of
		f)	the Passivhaus facility. Health & Wellbeing Centre
		~/	delivered. 1 Health and Wellbeing Event
		g)	delivered every year of the
			strategy. Engaged with at least 6 businesses with SCC to help
			promote the Standards Charter.
		Lead:	Leisure Services Manager / SEDO

Theme 3 - Business Environment

- 4.14 The Council has an important role to play in supporting businesses and business organisations in the Borough, this commitment has been re-enforced with Economic Development delivery accountable to the Economic Development Committee.
- 4.15 The Corporate Plan¹⁵ has 5 Key Priorities with economic development linked to every area.

Spelthorne Borough Council Priorities: 2021 - 2023





To put our communities at the heart of everything we do, building strong relationships with our residents and businesses, and helping to forge links within those communities, so that they feel empowered, included, supported, safe and healthy.



To deliver housing which meets the needs of all sections of our communities, building new homes, helping people to stay in their existing accommodation and ensuring that none of our residents are homeless.



To provide support and guidance to our residential and business communities to enable them to recover from the significant effects of the COVID-19 pandemic.



To work with our communities and partners to minimise our effects on the environment, play our part in tackling the threat of climate change and to maintain a clean, green and attractive Borough, which recognises and protects biodiversity.



To deliver efficient and effective services which meet the changing needs of our communities, adapting to meet new challenges, new ways of working and different ways of interacting with our communities.



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- 4.16
 - A close and hands-on involvement will continue in support for the Spelthorne Business Forum (SBF)¹⁶.
- 4.17 The Council has a long-standing relationship with major employers and businesses such as BP, the Elmsleigh Centre, Two Rivers and Shepperton Studios. There is scope to extend such relationships to a greater number of organisations and widen the support the Council can give.
- 4.18 The Council has land and other assets which, subject to wider service delivery to the public can be used to support the economy generally. For example, it owns the freehold of the Elmsleigh Centre in Staines-upon-Thames and in February 2020 bought the leasehold for the shopping centre; the council also acquired the site in which the BP International Centre for Business & Technology in Sunbury is situated. This provides not only an income to the Council but in the case of the Elmsleigh Centre, an opportunity to help ensure it continues to best meet the shopping needs of those who live in its catchment area.

Spelthorne Council Economic Prosperity Strategy 2023 - 2028

¹⁵ file://sbcfr/userfolders\$/kmcgro/Documents/Downloads/CORPORATE PLAN 2021-23-v15.pdf

¹⁶ Membership of the SBF is free and it operates monthly networking events, one-off training events and networking and speakers at breakfast events. Membership currently exceeds 650 businesses and business groups. Support is also given to local Chambers of Commerce and business organisations.

- 4.19 The Council will champion the needs of businesses and, where appropriate, assist in fostering new or existing business sectors. Several of the following actions reflect this. The Council's membership of Enterprise M3 LEP and its role in promoting business across a wider area is increasingly important as the Government seeks to direct more financial resources and responsibility for spending to LEPs.
- 4.20 The River Thames is a huge amenity asset and has a river frontage of more

than 11 miles. There is scope to develop the visitor economy, taking advantage of the Thames and the many parks, open spaces and historic villages which adjoin it. Under Action (A24) the Council will further investigate the scope to grow the visitor economy/tourism.

Actions: E	Business Environment	
Ref	Action	Implementation
C1	The Council will continue to support the Spelthorne Business Forum as the primary	a) We will be an active member of the Spelthorne Business Forum (SBF) helping to organise events and provide promotional space on the Council's website and paper Bulletin.
	business support and promotion organisation in the Borough.	 b) Will organise the annual business riverboat cruise along the Thames
	u.e zereug	c) Together we will provide a regular supply of business networking / training meetings including a minimum of 10 meetings a year.
		d) Will promote the borough as a place to do business and utilise social media and the sbf website to promote the best of Spelthorne.
		e) SBC will commit to continue to financially support the sbf through the business rates retention fund that will provide up to £10k a year.
		Timescale: a) Life of the strategy b) September / October each year c) Annually d) Life of the strategy e) Life of the strategy
		Measure of Success a) Feedback from the SBF with regards to the level of attendance at events b) The business riverboat trip is at capacity c) A feedback form will be used annually to understand how the events were received. d) The sbf membership will grow by 10% annually e) The business led sbf will as an arm of the council continue to support businesses and increase its level of communication and influence. Lead: SEDM / EDM

a) Working with the SBF and procurement ensure that the new rules within procustanding orders are followed and the sbf paccess to the web-based business directory will provide a source of businesses to put from. Assistance will also be available from Tearn. b) We will encourage other large businesses within the borough to adopt a pro-buy local policy and procurement restrictions allow. Timescale: a) With immediate effect. b) 2023 Measure of Success a) There will be an increase in the amount sper borough to at least 25% of procurement of services under £5k compared to the baselin of 1.8.21 to 31.7.22. During this period the this amount spent was £2,448,840 of £444,687 was spent in the borough. represents 18.2%. b) Case studies from businesses that have en will provide evidence of greater local pure. Where possible, a baseline will be obtained Lead: EDM. c) The Council will champion the needs of businesses, local procurement, promote innovation, and create opportunities to highlight best practice and the best businesses in the Borough. c) Signpost businesses to the free SBF wet register their businesses on the business dinttp://www.spelthornebusinessforum.uk orv/ d) Take an active role in the Business Impro District for Staines-upon-Thames ¹⁷ e) Provide free training on digital skills for businesses.	
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District for Staines-upon-Thames ¹⁷ e) Provide free training on digital skills for busir	ectory.
	vement
	esses.
f) Set up pop-up-shop where budding entreport can test the market in advance of setting business:	
Timescale:	
a) With immediate effect and for the life of the s	trategy
b) Annually throughout the period of the strate	gy
c) Continually	

https://www.gov.uk/guidance/business-improvement-districts
Spelthorne Council Economic Prosperity Strategy 2023 - 2028

	T		
		d)	Ongoing – The BID was re-elected in April 2022 for 5 years.
		e)	From September 2022 –June 2024
		f)	When opportunities become available via suitable shops that are vacant.
		Measu	re of Success
			Feedback on quality of support will be at least an average of 7.
		b)	Feedback forms will be sent to finalists after the event and satisfaction levels will attract a satisfaction level of at least 7
		c)	The number of businesses registered will increase by at least 5% each year for the next 5 years. Baseline = 236
		d)	There will be at least one officer from SBC on the BID Board
		e)	Feedback from those business in receipt of training and questionnaire follow up after 6 months.
		f)	At least 3 pop up shops are activated over the 5 years of the strategy.
		Lead:	EDM.
C4	The Council will initiate investigation of business	a)	To maintain a Visitor Economy Forum with local businesses in that sector
	sectors where there appears scope for growth, including tourism, and leisure and possible business clusters	b)	Promote the night-time economy in Staines-upon- Thames by investigating opportunities to enhance our cultural offer, such as supporting Leisure and Wellbeing Team developing a theatre or / and other attractions.
		Times	cale:
			Life of the strategy
			Life of the strategy are of Success
		Wieasu	a) Case studies will show how initiatives
			proposed / delivered by the group have
			benefited the visitor economy.b) Engage with the BID on at least 1 activity a year to promote the town.
		Lead:	EDO
C5	Provide direct support for businesses to help with running the business more effectively and profitably by effective utilisation of	a)	Promote free professional business advice to Spelthorne businesses and residents via the business support procured via the Additional Restrictions Grant for all businesses as well as new-start businesses and people thinking of starting a business.
	the additional restrictions grant fund (ARG) and the Levelling up Grant.	b)	Provide 9 training sessions on 'Social Media for Business' over the next 2 years
		c)	Provide 30 web sites free of charge to businesses that would benefit most
	I .	1	

		d) Provide free 1 year membership to the Federa of Small Businesses for those companies would make the best use of this support, with u 25 available. e) The E. D Team will help facilitate the delivery of the shared prosperity fund investment plan (20 25) as allocated to E.D. Timescale: a) By February 2023 b) By August 2024 c) By April 2023	that p to
		d) By August 2023	
		e) 2023 - 2025	
		Measure of Success	
		 a) Positive feedback collected over delivery period including possible of studies 	
		 b) Positive feedback after each course wit least an average of 7 out of 10 satisfaction. 	
		 c) Positive feedback as well as evidence f google analytics 	rom
		 d) Feedback from a dip sample of those benefitted from this support. 	who
		 e) Positive feedback with physical evide of savings for our businesses. 	nce
		f) Delivery of the projects funded commence in 2023 including 1 - business coaching and the Youth Hub 16–24-year-olds.	- 1
C6	Support and promote exporting	We will work with relevant Partner organisations such a Surrey Chambers of Commerce and Department of International Trade (DIT) to promote and encourage the opportunities available for our businesses through the export market.	
		Timescale: 2023 Measure of Success To promote at least 1 event focusing on exporting for e year of the strategy starting in 2023. Lead: SEDO	ach
C7	Business support to make best use of social media	The Economic Development Team will provide 1-1 support and guidance for businesses not confident with social media. Timeframe Starting in 2023 Measure of Success At least 5 businesses will be supported annually, and feedback will be at least a score of 7	1

		Lead:	EDM			
C8	Accessibility and equal opportunities and support for the voluntary sector	a)	We will work with Shopmobility and other similar services situated within the Borough, to help sustain their presence, promote the service on offer to those that require assistance to shop, enjoy the culinary offer, and socialise within Spelthorne.			
		b)	We will improve access to funding from business via corporate social responsibility (CSR) through access to a new website facility and / or an event dedicated to encouraging CSR.			
		c)	We will organise an event for Women in Business to provide additional support and encouragement for this sector.			
		d)	We will deliver an event targeted at the culturally diverse community for people with a low representation within the business community.			
		Times	cale:			
		a) Over the life of the strategy. To formal twice a year to discuss opportunities and process.				
			Within 18 months of the strategy commencing			
			,			
			By September 2023 re of Success			
			Shopmobility will continue to trade and grow			
		۵,	stronger financially.			
		b)	Voluntary groups will have access to additional			
ı		c)	funding to support their causes Feedback from the event will be at least 7 out of 10.			
İ			Feedback from the event will be at least 7 out of 10.			
1		Lead S				

Theme 4 - Infrastructure and Places

- 4.21 Good transport infrastructure has an important role in supporting an efficient local economy and its attractiveness for further investment. Spelthorne, like most authorities close to London, experiences congestion to varying degrees within its town centres. Ensuring effective management of the transport network is the responsibility of Surrey County Council as highway authority.
- 4.22 The County Council, Enterprise M3 LEP and the Borough collaborated on a Wider Staines Sustainable Transport Package implemented in 2020 which included additional cycle lanes throughout the borough.
- 4.23 As part of its leisure work the Borough Council is promoting cycling for health.
- 4.24 Some parts of the Borough have a limited bus service, with further cuts proposed for Heathrow access, improvements in provision need to be seriously considered
- 4.25 The Borough has good rail access, but two issues need to be resolved in the longer term. Firstly, the provision of a southern rail link to Heathrow and secondly increased rail capacity in the approaches to Waterloo (Wimbledon to Waterloo) to enable

- continued growth of rail services. Spelthorne have proposed a light rail scheme that would travel from Staines-upon-Thames to Terminal 5 Heathrow giving a direct link to the airport, something that has always been a missing ingredient for the town.
- 4.26 The other two projects above are highlighted in the Surrey Rail Strategy. That strategy particularly highlights the potential roles of Crossrail 2 (regional option) and an extended HS2 in providing solutions to both problems. The Shepperton branch line comes within the proposed Crossrail 2 network. As part of its Rail Strategy, Surrey County Council is also considering shorter term surface access improvements to Heathrow pending longer term comprehensive rail solutions which are integrated with the existing network.

Actions: Infrastructure and Places

	Implementing Developments	
D1	Proactively seek to implement development on appropriate Council sites in Staines-upon-Thames, including:	a) The Staines Development Framework (formerly known as the Staines Masterplan) will set a clear vision and strategy for the transformation and regeneration of the centre of Staines, focusing on deliverable outcomes and policies. It is intended to be capable of adoption as a Supplementary Planning Document at the same time the Local Plan is adopted.
	Elmsleigh Centre extensions, Staines-upon- Thames –	Timescale: a. Consultation on both documents is taking place during summer 2022.
	Phase 3 and 4 (Allocations DPD: site A10).	Measure of Success a) The Staines Development Framework will be adopted giving SBC a clear vision as to how the town should develop in future years, thus producing a design that will be of the greatest benefit for those that live, work, and visit the town.
		Lead: SPM ¹⁸ .
D2	Spelthorne Council will take a leading role in 'place shaping' the Borough.	a) SBC will look at what opportunities there are to acquire properties / sites for residential (either to help meet affordable housing needs or for private rented). Where possible the Council will also look to support the economy through the provision of housing opportunities for the local community.
		b) The Council is also open to acquiring sites which are key to a local area within the Borough (where it makes financial sense to do so). The intention is to focus on those opportunities where there is either scope for a wider redevelopment scheme, or where there is the opportunity to bring forward a development which might not otherwise take place. The Council as landowner is able to focus on issues that are locally important in a community which a private developer may not.

¹⁸ Strategic Planning Manager

Spelthorne Council Economic Prosperity Strategy 2023 - 2028

		c) Help to facilitate the delivery of southern rail access to Heathrow (Southern Light Rail)
		Timescale: a) b) c) On-going.
		Measure of Success
		 a) This is dependent upon suitable properties becoming available. b) This is dependent upon suitable properties becoming available. c) Staines will be better connected via rail to Heathrow airport. Lead: GHRaG¹⁹ Task Group on Fixed Assets.
D3	Supporting the introduction of infrastructure that will help businesses and communities to operate more effectively and efficiently particularly around artificial intelligence and the 'internet of things' ²⁰	a) We will investigate the possibility of supporting the rollout of 5G ²¹ to the Borough and work in partnership with SCC. b) We will continue to work with BT in the rollout of full fibre to the premises (FTTP) which provide broadband speeds of more than 1GB if required. Sunbury is currently undergoing delivery. We will encourage and facilitate a further rollout to additional areas in Spelthorne Timeframe a) Over the next 5 years b) Over the next 5 years Measure of Success a) 5G technology would have been introduced to the borough (if desired) and benefits of the technology will be received by businesses and the community. b) Ashford, Shepperton and Staines-upon-Thames become full fibre locations Lead: EDM
D4	Develop functional economic area priorities	a) Deliver 'Upper M3' shared priority partnership projects with Elmbridge and Runnymede Borough Councils The project will help identify activities that all 3 boroughs have a vested interest in. b) We will lobby for the Oyster Card and Zone 6 for
		Spelthorne. This activity will peak when the SW trains franchise comes up for renewal in the next few years
		 Investigate the opportunities for cluster working / joint projects with Elmbridge, Runnymede, Surrey Heath and Woking as part of collaborative working with

Group Head Regeneration and Growthhttps://en.wikipedia.org/wiki/Internet_of_things

Surrey and other D&B's (as per the Surrey Delivery Board)

Timescale

- a) By March 2023 then annually
- b) Begin at least 18 months before the franchise comes up for renewal
- Agreement between interested boroughs to be confirmed via a written agreement / statement by April 2023

Measure of success

- a) It will raise the sphere of influence of SBC to outside of the Borough and raise the profile of north Surrey as an outstanding location for business. Costs to deliver the projects will be shared so obtaining value for money and reduce financial burdens. A minimum of one event in collaboration with another Borough a year for every year of the strategy.
- b) Spelthorne will be considered for Zone 6 status and an Oyster Card.
- c) Inter borough projects will provide economies of scale and tangible benefits to those councils participating for their residents / businesses.
 Too early to be specific about benefits until agreement is reached.

Lead: EDM / SEDO/ GH Regeneration & Growth

5. The Spelthorne Economy

Background

- 5.1 Spelthorne's economy is part of the wider Heathrow economy covering Hounslow, Hillingdon, Richmond, Slough and part of Windsor & Maidenhead, Elmbridge and Runnymede. Heathrow is a very strong economic driver of not only the wider economy of west London, but also regionally and nationally. Spelthorne's location on the southern airport boundary gives a significant airport related focus to the Spelthorne economy and underpins its strength.
- 5.2 Spelthorne is part of the Enterprise M3 (EM3) Local Economic Partnership (LEP) area stretching from the Borough to the New Forest in Hampshire. Out of 39 LEP's across the country, the EM3 has the third highest gross value added²² per head average annual growth rates for the period 1997 to 2015²³ outside of London (this is the latest data available as it has not been updated since the last E.D strategy). Spelthorne is recognised via EM3 as the best-connected Borough in the Partnership area. The Partnership seeks to 'drive prosperity in the M3 corridor' and has a common vision for the area to become 'The premier location in the country for enterprise and economic growth balanced with an excellent environment and quality of life'. Surrey, where Spelthorne is situated, is the largest contributor to the national economy outside London.

5.3 Map 2 Local Economic Partnership (EM3)



²² Gross value added is a productivity metric that measures the contribution to an economy, producer, sector or region. Gross value added provides a dollar value for the amount of goods and services that have been produced, less the cost of all inputs and raw materials that are directly attributable to that production

²³ https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/gvaforlocalenterprisepartnerships

- 5.4 In December 2021 the Council completed the third Local Economic Assessment of the Borough as part of the background to preparing the 2023 2028 strategy. The findings confirm Spelthorne's excellent connectivity as well as other significant strengths in terms of the amount of business activity, diversity of business sectors, presence of growth sectors and a growing small business sector. It also has a significant retail sector focussed on Staines-upon-Thames.
- 5.5 This was supported by a survey in November 2019 January 2020 of local businesses which gauged current business experiences. The survey results²⁴ were extremely encouraging and showed that 78% of those who responded expected to take on more staff in the next two years and 80% and 0% expected to reduce staff numbers. This must be regarded as a very positive indication of business confidence within the Borough.

0% of businesses surveyed expect to reduce staff over the next 2 years and 78% expect to take on more staff.....

- 5.6 The assessment and business responses did, however, show a range of current challenges in terms of costs, skills, getting / keeping customers, planning, accommodation and competition.
- 5.7 The following paragraphs outline, under four headings, further details about the key findings of the local economy:
 - Locational context
 - Scale and nature of business activity
 - Economic performance
 - Employment and the labour market

a. Locational Context

- 5.8 The Borough is small geographically, being only some 7 miles long by 2.5 miles wide. However, it has more business space per hectare than any other Surrey district.
- 5.9 With over 806,629m2 of warehouse/ retail / office business floor space, 5,365 VAT / PAYE registered businesses (an increase of 18% since 2013), a population of 98,500 and over 50,000 residents in employment, it is an important integral part of the subregional economy centred at Heathrow.
- 5.10 Spelthorne has excellent connections with the M3 and M25 motorways passing through it as well as the A30 trunk road. The M4 motorway is only 5 minutes travel time away.
- 5.11 The Borough's connectivity is enhanced by its high level of rail access with six railway stations in the Borough. Staines is the fifth busiest passenger station in Surrey. London Waterloo is just 32 minutes travel time from Staines and services also go to Reading, Windsor and Weybridge. The Shepperton branch-line also provides services to London Waterloo via Kingston-upon-Thames.

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²⁴ This is a separate document available in the same web page area as this is located Spelthorne Council Economic Prosperity Strategy 2023 - 2028

5.12 Staines-upon-Thames, the Borough's principal town centre, is the closest town centre to Heathrow – approximately 10 minutes by road to Terminal 5. Staines-upon-Thames is both an important business and retail centre serving north Surrey and beyond.

b. Scale and nature of business activity

- 5.13 The large and diverse number of businesses in Spelthorne are spread widely across the Borough.
- 5.14 The main business space categories are industry and warehousing, offices and retail. The amount of floorspace in Spelthorne in these categories amounts to a total of approximately 820,000 sqm across all sectors as of July 2019.



5.15 In the areas immediately adjoining the Borough there are further significant amounts of business floor space, placing the Borough in an area of very high business activity. This includes Heathrow Airport, Poyle Trading Estate and the Causeway, Staines-upon-Thames which is on the south side of the River Thames in the Borough of Runnymede. Heathrow in particular makes a significant and positive economic impact on the wider area,

however, as the pandemic proved, the fact that over 3,500 residents were employed at Heathrow pre-pandemic meant that Spelthorne suffered more than other areas not connected to the airport as a large percentage of these employees were made redundant.

c. Economic Performance

- 5.16 The biggest employers in the Borough and the wider area are BP at Sunbury, Shepperton Studios, DNATA and Heathrow Airport, each of which is in sectors of the national economy that are important to the generation of wealth to the country through exports, and critical to the local economy for jobs, including the many found within the supply chain. There is a particular concentration of transport/storage businesses in the Borough many of which have business directly related to activities at Heathrow Airport. Shepperton / Pinewood Studios is part of a loose 'cluster' of like businesses in the outer/west London area. In 2019 Netflix took over the studios in order to produce more films in the UK. The Pinewood Group are in the process of expanding Shepperton Studios which has seen a £500m investment which will double the existing space available. In recent times there has also been growth within the construction sector.
- 5.17 In the 2019 UK Index of Competitiveness the Borough was 59th out of 379 other local authority areas putting it in the top 15% nationally and one of the most economically buoyant areas of the UK. The recent business survey shows that there is a high level of confidence with regards to the potential for growth in the Borough.

'The biggest employers in the Borough and the wider area are BP at Sunbury, Shepperton Studios and Heathrow Airport...'

5.18 In 2021 Spelthorne moved to 42nd place in the index²⁵

d. Employment and the labour market

- 5.19 Spelthorne is located within a relatively urbanised area with 98,900 people living in the Borough. 88.5% are economically active, compared with an average of 81.9% in the southeast, and 78.9% in Great Britain²⁶.
- 5.20 There are over 1.25 million people living in the seven adjoining boroughs of which over 641,000 are in work. This represents a substantial labour supply for local businesses with high levels of short distance commuting in and out of the Borough to adjoining areas. Heathrow Airport is a major source of employment with over 76,000 working there²⁷ pre-pandemic.
- 5.21 Spelthorne unemployment rate in May 2022 was 3.1% (1,895 people) which is double what it was in December 2019. In the southeast the figure is 3.0% and in Great Britain it stands at 3.9%
- 5.22 Social Mobility²⁸: The level of skill represented in the Spelthorne workforce is lower than many adjoining areas and is reflected in the types of work people do. In turn these lower skills and work types are reflected in lower incomes. The business survey revealed some evidence of the need for greater skill levels and work readiness of those entering the labour market. Overall there is scope to grow both levels of skill and consequently disposable income. Ashford North and Stanwell have been highlighted in a recent report as the areas in Spelthorne with the most barriers to higher education (East to West report). With this in mind more work needs to be done to understand the extent of the problems and how we can best improve the situation to make higher education / skills obtainment easer to achieve. This work has been identified through the Action Plan.
- 5.23 The Social Mobility Commission has released its annual State of the Nation report State of the Nation 2017: Social Mobility in Great Britain. The report assesses progress made across the country on improving social mobility. It puts a social mobility index at the heart of its analysis and ranks all English local authorities into hotspots and cold spots, using a range of 16 indicators for every life stage from early years through to working lives e.g., early years attainment, Key Stage 2 attainment and the percentage of jobs paid less than the living wage. The report finds that there is a stark social mobility geographical divide across the country.
- 5.24 All Surrey boroughs and districts are ranked amongst the areas with the highest social mobility nationally, Spelthorne has ranked lowest compared to all boroughs in Surrey, most London Borough (except Having & Barking / Dagenham) and its closest neighbours Slough, Hounslow & Hillingdon.

²⁵ http://cforic.org/wp-content/uploads/2021/11/UKCI-2021.pdf

²⁶ Nomis data for Oct 2018 to Sept 2019.

²⁷ 6.9% of the Spelthorne workforce is employed at Heathrow Airport.

²⁸ https://www.gov.uk/government/publications/state-of-the-nation-2016
Spelthorne Council Economic Prosperity Strategy 2023 - 2028

- 5.25 One of Spelthorne's challenges is to also ensure it nurtures the right mix of jobs that will provide opportunities for entry level employment, while keeping up with the local economy. To ensure this is the case, inward investment and business retention policy needs to be targeting appropriate sectors as outlined above.
- 5.26 Spelthorne residents should be equipped with the knowledge to identify and access employment opportunities in the borough.
- 5.27 The number of people with health problems or other physical limitations to work is, in absolute terms, quite small but is a little higher than the average for Surrey. This is supported by evidence from both the 2011 Census and the Northwest Surrey Clinical Commissioning Group. This also impacts on employment levels and disposable income.

Heathrow:

- 5.28 Heathrow Airport has always been the main provider of employment within the Borough with 6.9% of the working population directly employed by the company pre-pandemic, and many more through indirect routes. The introduction of a third runway has been set aside whilst the airport recovers from the financial impact of Covid-19. It is not certain that this will be resurrected. If it does get the go ahead then this is likely to result in 40,000 additional jobs and a further 5,000+ apprenticeships being created, it also would provide additional training and career opportunities for our residents.
- 5.29 The building of the airport would result in the creation of up to 180,000 jobs and generate around £211b of economic benefits²⁹.



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²⁹ Airports Commission

6. Strengths and Weaknesses

6.1 There are substantial strengths in the Spelthorne economy but also some weaknesses which are summarised in the previous sections and drawn from the Council's local Economic Assessment. The key issues are summarised in the following table. These weaknesses need attention through this strategy to optimise the Borough's potential for further economic growth.

Strengths/ Opportunities

Weaknesses

Businesses moving out of London may see Spelthorne as a nearby attractive location to locate, as office rental / purchase can be less expensive, yet still provide close access to London.

Construction of the 3rd runway (if progressed) will open opportunities for infrastructure projects within the borough to support the airport, such as hotels, offices, warehousing and car parks. This will provide job opportunities as well as the prospect for local businesses to join the supply chain for this massive project.

Over 1,000 apartments / houses are to be built in Staines town centre over the next few years, this will help support the local retail economy.

Contracting the supply for goods and services to local businesses by the Council and support for new start-ups is very good and could be even better

Need for longer term infrastructure improvements, particularly the provision of projects that would enhance better access to alternative modes of travel. Also no direct link from Staines to Heathrow despite the close proximity.

Limited of available warehousing space

Staines-upon-Thames has a limited nighttime economy and a very restricted offer in terms of entertainment opportunities. This may impact upon its attraction as a destination and inward investment opportunities in the town.

The level of skills and qualifications in the Borough are above the Surrey average.

Travelling into Spelthorne from London is difficult when using an Oyster card.

If London introduces the Ultra-Low Emissions Zone it will cause difficulties for a number of retailers who are on the border with London such as Costco in Sunbury. Any vehicles travelling into London will also be hit financially.

Excellent connections by road, rail and air.

Broadband provision is one of the best in Surrey and full fibre connections are currently being rolled out in Sunbury.

Scope to help improve local labour force skills. Scope to increase the levels of disposable income.

Proximity to the River Thames, opportunity to better promote more tourists to the borough.

Need to consider how best to alleviate traffic congestion in Staines-upon-Thames at peak travelling times. This is also a common challenge with most successful and popular town centres. Although parking provision is good in Staines, more needs to be done to the less popular locations such as the Elmsleigh surface car park and Tott Hill which would divert the build up of traffic from the Two Rivers car park.

Limited land for further development opportunities as well as additional housing

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Spelthorne's location in an area of business success bordering several London Boroughs giving easy access to significant areas of population. Recent projects in the Borough including a new Premier Inn Hotel and new housing developments in Staines-upon-Thames signals business confidence in the	Lack of available housing may impact upon economic growth as people are unable to locate near to where they work. However, SBC plan to develop over 600 homes in its portfolio over the next 5 years
Borough. Scope for greater inward investment utilising existing planning permissions, proposals and vacant floor space. Scope to improve residents' health,	Growth in permitted development rights is resulting in a loss of office space, particularly in Staines town centre.
fitness and work readiness.	Lack of Grade A commercial properties

7. Monitoring and Review

- 7.1 Progress on each of the 'actions' in this strategy will be monitored by the Council's Economic Development Committee. In addition to this it will assess the extent to which the economy as a whole is performing.
- 7.2 The Economic Development Committee will receive an update on the strategy where there has been any significant positive or negative movement on actions contained within the plan on a 6 monthly basis and may at any time request an update on any given area within the strategy. This will provide the governance to ensure that the objectives will be reached over the life of the strategy.
- 7.3 On a five yearly basis a comprehensive review of the Local Economic Assessment will take place and a new 5-year Economic Prosperity Strategy will be developed. The following key performance indicators will act as proxy indicators as measures of the economic performance within the borough:
 - a) Business rates annual charge
 - b) Number of rated properties
 - c) Unemployment
 - d) Job density levels
 - e) Vacancy levels of retail / office premises in town centres

Baselines:

a. Net change in total business rates (excluding national revaluations).

Annual Charge at start of 16/17 rating year - £47,087,951.94

Annual Charge at start of 17/18 rating year - £49,770,626.22

Annual Charge at start of 18/19 rating year was £51,053,498

Annual Charge at start of 19/20 rating year was £49,868,830

Annual Charge at start of 20/21 rating year was £50,858,942

Annual Charge at start of 2021/22 was £47,558,930.89

Net change - £3,300,012: This reflects the decrease of businesses based in the borough and the longest period of the Covid pandemic with restrictions affecting businesses commencing in March 2020.

b. Net change in total business rated premises.

Total number of non-domestic properties as at 01/04/16 – 2436

Total number of non-domestic properties as at 05/04/17 – 2466

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Total number of non-domestic properties as at 05/04/18 - 2486

Total number of non-domestic properties as at 05/04/19 - 2487

Total number of non-domestic properties as at 26/02/20 – 2505

Total number of non-domestic properties as at 01/04/22 - 2484

Net change from 2020 -21 properties: The above figures do not represent all businesses in the borough as many small businesses and charity shops are exempt from paying business rates. The decrease of 21 businesses in the Borough on the previous year is not necessarily a negative sign as this represents figures post-pandemic, so the survival rate is high. It is worth noting that there are an additional 48 more non-domestic properties than on the baseline of the previous strategy in 2016.

c. **Unemployment**

Date	Unemployment in Spelthorne	Unemployment in Southeast	Unemployment in GB	
October 2017	0.9%	1.2%	1.9%	
October 2018	0.9%	1.4%	2.2%	
October 2019	1.5%	2.0%	2.8%	
October 2020	5.5%	5.1%	6.2%	
October 2021	3.8%	3.7%	4.7%	

d. Jobs density levels

	Spelthorne	South East	Great Britain
Total number of jobs	44,000		
Job density 2017	0.71	0.87	0.86
Job density 2018	0.76	0.88	0.86

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Job density 2019	0.82	0.90	0.87
Job density 2020	0.74	0.86	0.84

The level of jobs per resident aged 16-64. For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64.

This indicates that Spelthorne has a lower number of jobs situated in the borough compared to the average in the southeast and Great Britain as a whole. However, many of our residents work at Heathrow (7% or 3,500 residents pre-Covid-19), so there is very strong demand for labour just outside the borough. Unemployment has dropped compared to the previous year leaving the number claiming unemployment related benefit at 3.8% compared to the national average of 4.7% in Great Britain and 3.7% across the southeast. This is still much higher than in 2017 and 2018 when just 0.9%.

e. Vacancy levels in commercial / retail property.

Centre	2015 2016		2017 2018		2019		2021						
Centre	Total units	Vacant units	%	Vacant units	%	Vacant units	%	Vacant units	%	Vacant units	%	Vacant Units	%
												Below to be surveyed October 2022	%
Staines	260	40	15	38	14	30	12	34	13	32	12		
Ashford	172	13	8	12	7	12	7	16	9	15	9		
Shepperton	92	8	9	12	13	10	11	10	11	13	14		
Sunbury Cross	45	8	17	6	13	2	4	4	9	3	7		

Source: Spelthorne Borough Council Annual Retail Survey – April 2019

Notes: Vacancy rates expressed as a percentage of total units existing in specific year.

The Sunbury Cross figure excludes Tesco Superstore.

ne Sunbury Cross figure excludes Tesco Superstore % figures are rounded to the nearest integer.

The High Street has been hit hard nationally and internationally, particularly due to the exponential growth of the internet supporting on-line sales. The latest figures available show that the **average vacancy rate in England is at 11.1%**³⁰. Spelthorne is below this average with just Staines-upon-Thames above that average with 13% vacancies.

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 $^{^{30}\ \}underline{\text{http://researchbriefings.files.parliament.uk/documents/SN06186/SN06186.pdf}}$

8. Spelthorne under Development 2017-2022

8.1 Below is a selection of locations where development was planned to take place as identified within the economic strategy.



Premier Inn Hotel Staines-upon-Thames (February 2017)



Premier Inn Hotel Staines-upon-Thames (March 2018)



Premier Inn Hotel Staines-upon-Thames (Feb 2020)



London Square Staines-upon-Thames (February 2017)



London Square Staines-upon-Thames (March 2018)



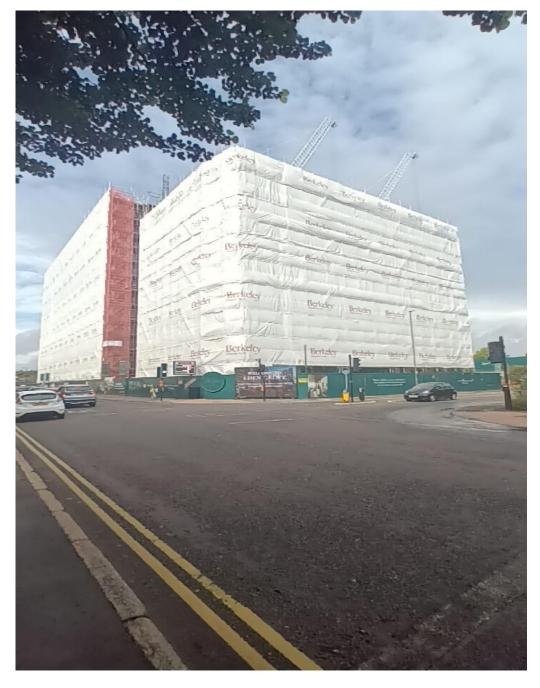
London Square Staines-upon-Thames (Feb 2020)



Centrica Site
Staines-upon-Thames
February 2020



Centrica site – now Eden Grove September 2022



Eden Grove – September 2022

9. Further information

9.1 For further information about this strategy and enquiries about development and business in Spelthorne please contact the Council's Economic Development Manager:

Keith McGroary

Economic Development Manager

Spelthorne Borough Council, Knowle Green, Staines-upon-Thames, TW18 1XB

Email: K.McGroary@spelthorne.gov.uk

Tel: 01784 444224

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9.2 For advice on planning Policy please contact the Council's Strategic Planning Manager Ann Biggs, for Development Management Esme Spinks

Spelthorne Borough Council Knowle Green Staines-upon-Thames TW18 1XB

Email: a.biggs@spelthorne.gov.uk _e.spinks@spelthorne.gov.uk

Tel: 01784 44 6346 / 01784 44 6356

For access to the economic assessment: https://www.spelthorne.gov.uk/econstrat



Appendix 'B'

Draft Local Economic Assessment



Local Economic Assessment 2021

Executive Summary

This assessment explains through a wide range of both published information and new research a fairly detailed assessment in relation to the Spelthorne economy. It has been written in unpresedented times with the Covid pandemic and in the first year since the UK leaving the European Union.

- 1. It shows the economy is made up by a complex interaction of businesses, employees and consumers but it is not self-contained.
- 2. Spelthorne lies in a traditionally economically buoyant area to the west of London and is within north Surrey, although like all other areas of the UK, it is in the process of recovery from the pandemic. Therefore throughout this assessment benchmarks its position with adjoining areas as well as the rest of Surrey to provide context to each aspect of the economy that is set out. Additionally the data also seeks to illustrate the position of Spelthorne in 2016 when the last economic assessment was completed, where we are now, and what that journey tells us about the economy.
- 3. Spelthorne has significant strengths with a large business base and a wide range of business sectors represented including a significant presence of businesses of national and international renown. This is further strengthened by its proximity to Heathrow Airport and its good communication links to London and the rest of the UK. However, having such a large reliance upon a single employer also comes with its risks, as we have seen a significant loss of jobs by those residents who rely heavily upon this industry for employment as well as its supply chain. During the pandemic there were also a disproportionate amount of the Spelthorne community who were furloughed as the airport all but closed down for passengers, and relied upon cargo to generate an income. It has a significant retail sector including two shopping centres in Staines-upon-Thames, which is focussed largely on meeting the needs of local residents and those situated outside the fringes of our geographical boundaries.
- 4. Unemployment levels have risen significantly over the last year due to Covid 19 at a greater rate than Surrey, the southeast or indeed Great Britain; this was exacerbated by the reliance upon jobs at Heathrow Airport where pre-COVID around 3,700 of our residents relied directly on jobs within the airport.
- 5. Unemployment in the 16 to 64 age group within the Borough peaked in November 2020 with the highest percentage across Surrey at 5.7% compared to 1.5% in 2019. This figure dropped to 4.1% in September 2021 which is positive news and suggests that we are on the road to recovery; this compares to 5% in Great Britain
- 6. Education in the borough has seen a signicant improvement with the number of 16-64 year olds with an NVQ 4 or higher. In 2016 there were 37.8% with this level when the last LEA was produced, whilst Surrey had 47.8%. In 2020 Surrey average was 53.4% and Spelthorne achieved 54%, so now boasts a higher level of qualifications compared to the average in the county.
- 7. At the time of preparing this assessment the UK economy has had a testing period with covid 19 entering its second year and the impact of leaving the EU. In 2020/21 economic growth was down 2.4% in qtr1, -20.8% in qtr2 and -8.6% in qtr3. For the 4th quarter predictions are -4.2%¹.
- **8.** Heathrow passenger numbers from the first lockdown in March 2020 to December 2020 compared to the same period in 2019 were down 84.9% from 69,547,441 to 10,568,494²

¹ ONS January 2021

² Heathrow January 2021

9.	This economic assessment will be the key tool to help inform the contents and actions
	contained in the new 2022 – 2027 Economic Strategy.

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1. Introduction

- 1.1 The purpose of this Local Economic Assessment (LEA) is to clearly show the various elements that make up the Spelthorne economy. This is done by presenting a wide range of economic information from which the main characteristics of the Borough can be understood. It will inform a new economic strategy 2022 2027 so that a coherent and focused set of actions to further improve the economy and help address any blockages to local growth and help achieve economic success
- 1.2 Economies by their nature involve a complex interlinking of activities which have local, regional, national and international dimensions, the global pandemic has also impacted on how these elements interlink with each other. For this reason a local authority's administrative area cannot be treated as if it were a self contained economic area. This is particularly true for Spelthorne where it is part of the Heathrow area economy, part of the wider outer West London area, and also of the Thames Valley area and North West Surrey. This LEA is being prepared in unprecedented times with minus growth figures for the key indicators in 2020³. UK GDP 11%, Household consumption 11.25%, Business Investment -18.75%, Housing investment -19.25% and Exports -11.75%. The Bank of England are predicting growth figures in these areas for 2022 and 2023.
- 1.3 The UK left the EU on 31st December 2020. It is too early to say how this will effect the UK economy in the long term. Since leaving the EU the delay in goodsbeening held at borders is causing concern with companies moving from sea to air to transport the goods which provides some benefit for Heathrow Airport. There is also concern about the number of people available for employment with high levels of vacancies available, particularly in hospitality, retail and farming sectors (October 2021). The impact of leaving the EU has been also been clouded due to the effect on the economy due to the Covid pandemic. Early indicators have shown that there are number of key jobs that now appear to lack staff. HGV drivers have been in the headlines brought about by the shortage of fuel at petrol stations and some items running short in supernarkets. Additionally the pig farming industry is under pressure with a lack of abattoir staff. The government has needed to use temporary visas to bridge that gap, but time will tell how temporary the use of visas will be to fill key vacancies to keep the UK economy running.
- 1.4 Experts have forecast that GDP will drop 0.1% (best case scenario) to a drop of 3.9% (worst case scenario)⁴. In a survey by the London School of Economics in January 2021 of 39 European and US economists 86% believe that the UK economy is likely to be several percentage points smaller in 2030 than it would have otherwise been. Only a quarter believe the same applies to the EU economy while 41% don't consider that the impact on the EU economy will be strongly negative.
- 1.5 A drop in GDP will impact on employment, other occupations could be adversely effected for example the NHS. Due to the impact of Covid it is unclear of employment levels moving forward but there could be a lack of resource in various occupations

³ Bank of England monetary policy report November 2020

⁴ Oxford Economics

- due to leaving the EU. In October 2021 there were just over a million jobs unfilled across the country.
- 1.6 The national and regional economic impact on the economy make it all the more important that local councils do what they can to support local buisinesses. Whilst preparing such assessments which is discretionary⁵ for borough councils, Spelthorne Borough Council sees this work as an essential step in preparing an Economic Strategy which will set targeted local economic priorities.
- 1.7 By their nature economies are dynamic and therefore any LEA can only provide a 'snapshot' of what the economy is like at a particular point in time and based on the information that is available
- 1.8 This assessment therefore compares available economic data for Spelthorne with adjoining areas to get an understanding of its nature, importance and where possible, its degree of success

2 Overview of the Borough

- 2.1 Spelthorne is a relatively compact area of some six by two and half miles. It is located 15 miles from central London and shares its northern border with Heathrow Airport. The River Thames defines its long southern boundary.
- 2.2 The Borough's population is approximately 99,800 and has a significant employment base. It's main town is Staines-upon-Thames, the other main urban areas in the borough are Ashford, Shepperton, Sunbury-on-Thames, and Stanwell.
- 2.3 No part of the open land in the Borough is more than half a mile from the urban area. Therefore none of this open land can be regarded as 'rural' in the sense that its economy is so remote that it needs to have a degree of self-sufficiency and independence.
- 2.4 Before the covid epademic 6.9% (around 3,500 people) of residents worked at Heathrow Airport which had an on-site workforce of approximately 76,000. Its role as one the world's largest international passenger airports and significant air cargo function has a economic influence on the wider area, including indirect roles e.g. supply chain this rises to 133,600. An estimated 10.6% of these roles were filled from Spelthorne residents. The projections (depending on covid travel restrictions) are that Heathrow related jobs will return to pre covid levels in 2023 jobs⁶
- 2.5 Staines-upon-Thames is a major shopping centre serving an area well beyond the Borough itself, as well as being a large office and commercial centre. It has direct rail access to Waterloo, Reading, Windsor and Weybridge and is less than 10 minutes' drive from the M25 and Terminal 5. In fact it is the nearest major town centre to Heathrow Airport.
- 2.6 Sunbury-on-Thames is the second major office location within the Borough with Junction 1 of the M3 immediately alongside it. Sunbury also has BP's International Centre for Business and Technology which is the company's largest centre in the UK

⁵ The Local Democracy, Economic Development and Construction Act 2009 only places a statutory duty to prepare Local Economic Assessments on County and Unitary Councils.

⁶ Oxford Economics The economic impact of reduced activity at Heathrow sept 2020

with over 5,000 employees. In October 2016 Spelthorne Borough Council purchased the BP site leasing it back to BP. Sunbury has several other significant industrial estates The Dolphin, Windmill Trading Estates and The Summit Business Park which the borough purchased in September 2019, this site includes The Summitt Centre which is the location of the boroughs Business Hub which opened in June 2021, all of these locations have ready access to the motorway.

- 2.7 Shepperton is home of the world famous Shepperton Studios and part of the Pinewood Studios Group. Along with BP they represent part of a significant high technology presence within the Borough. In 2019 Netflix signed a 10 year lease to rent Shepperton Studios. Pinewood have invested £500 million to develop the Shepperton site which shows the confidence they have in the borough. Work started on the site in March 2021.
- 2.8 The current nature of Spelthorne's economy is, however, very much a product of its history. That history is one of massive growth in the 20th century through the production of linoleum which has shaped the economic and social character of the Borough today. In the 40 years between 1921 and 1961 the Borough saw an enormous growth in house building with the population increasing more than threefold.
- 2.9 The origins of this growth lay in London with the decentralisation of industry from Inner London. This process was driven by the shortage of space to expand, high land values, poor air quality and congestion. This decentralisation coincided with an enormous growth in manufacturing generally. Between 1932 and 1938 nearly half of all new factories opening in the country employing more than 25 people were in the Greater London area.
- 2.10 The decentralisation was not, however, evenly spread around London. Due to cleaner air to the west in comparison to the east of London, and easier links to the Midlands and north of the country, there was a particular growth to the west and north-west of London. This growth was particularly pronounced north of the Thames. It is in this area that a lot of new light industry located providing the new electrical consumer goods, cars and processed foods that society was beginning to demand.

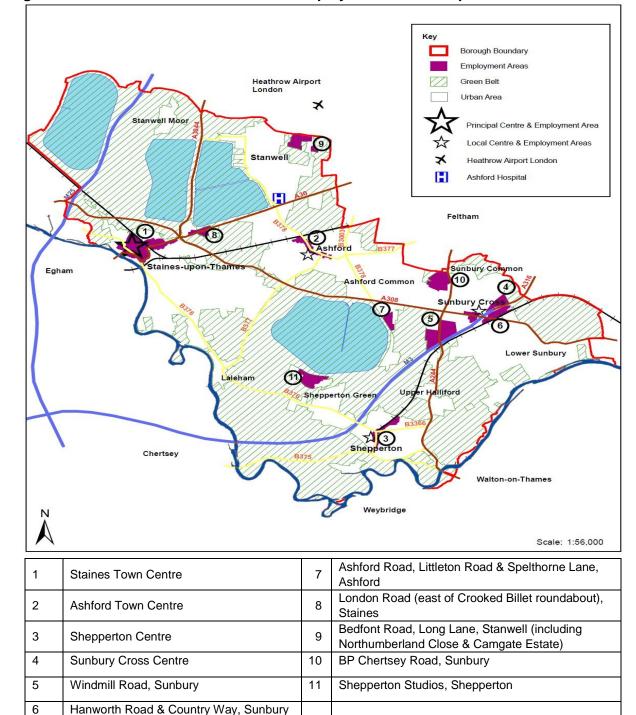


Figure 1: Location of Town Centres and Employment Areas in Spelthorne

- 2.11 Many new large industrial estates and areas were developed in West London at places such as Park Royal, Willesden, Acton, Greenford, Wembley, Southall and Hayes as well as ribbon development along the main arterial routes such as the Great West Road, Bath Road, Great South West Road and Edgware Road.
- 2.12 In Spelthorne at this time, whilst there were already notable industries such as Staines Linoleum, new industrial areas and businesses were started. This included BP who moved to Sunbury in 1917, Shepperton Studios which started in 1931 and the Poyle Trading Estate (now located in Slough) which started just after the First World War.

- 2.13 Due to the general expansion of manufacturing and other businesses, and aspirations for better living conditions, large areas of new housing were created. At this time there was little strategic planning generally and the growth of manufacturing and housing for workers was not coordinated. Large dormitory estates were created involving new patterns of commuting.
- 2.14 Whilst the advent of Green Belt policy around London from 1956 generally saw a halt to further unrestrained building across the countryside, growth in the previous few decades had already been substantial.
- 2.15 The types of housing inevitably matched the means of the growing population who were made up by a significant proportion of workers in the new industries. For example, in Spelthorne and other areas of nearby West London there was a particular prevalence of semi-detached as against detached houses. The nature of employment and housing of its workers created a particular socio-economic character.
- 2.16 Following the Second World War Heathrow Airport's expansion brought further economic growth and diversification of business activity. It has also provided significant amounts of unskilled and semi-skilled work.
- 2.17 The origins of this development of the wider West London area and its socioeconomic consequences go a long way to explain the differences between Spelthorne and the rest of Surrey.
- 2.18 This Local Economic Assessment uncovers a lot of characteristics of Spelthorne which have been formed by its economic and social history⁷.

9

⁷ The account given in paragraphs 2.9-2.18 has been drawn from the Greater London Development Plan 1944 prepared under Professor Patrick Abercrombie – published by HMSO 1945.



Figure 2 Location of Spelthorne

3. Transport

- 3.1 Spelthorne is located to the south of Heathrow Airport and is adjacent to West London. The M3, M25 and A30 trunk road all pass through the borough, the M4 and M40 motorwaysare within 10 minutes drive. Junctions 13 and 14 of the M25 lie on the periphery of the Borough whilst junction 1 of the M3 sits in the south east of Spelthorne at Sunbury. Given its location in relation to the strategic road network, Spelthorne has excellent road connections to London and Heathrow and Gatwick Airports. This connectivity also means that Spelthorne has good access to the wider South East and South West regions.
- 3.2 Six rail stations are located within the borough to further enhance its connectivity. Staines is the fifth busiest passenger station in Surrey and London Waterloo is 32 minutes travel time via Staines with services also running to Reading, Hounslow, Windsor and Weybridge. The Shepperton branch-line also provides services to London Waterloo via Kingston-upon-Thames

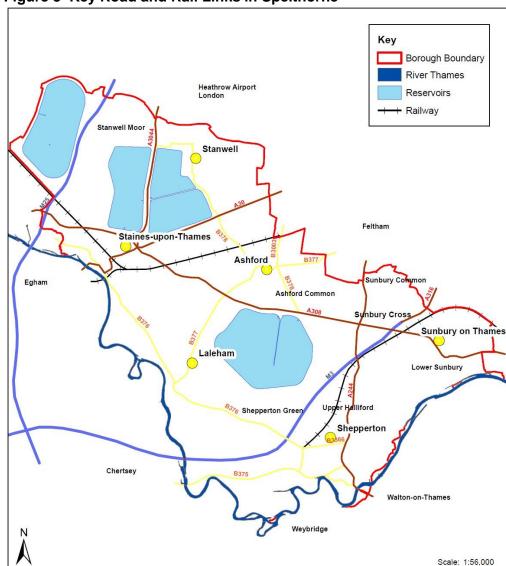


Figure 3 Key Road and Rail Links in Spelthorne

- 3.3 Spelthorne is well connected to the national motorway network but congestion is a problem both in parts of the Borough and the wider area, particularly into London. The M3 motorway passes through the southern section of the Borough and links London via the A316 with Southampton and beyond, with Junction 1 of the M3 at Sunbury Cross.
- 3.4 The M25 motorway is an orbital route around London and passes through the northwest of the Borough, less than a mile from Staines Town Centre. From the M25 there is quick access to the M4 motorway (London to South Wales) and the M40 motorway (London to the Midlands).
- 3.5 The A30 passes through the northern part of the Borough with a bypass round Staines Town Centre, linking with the M25 at Junction 13. The A30 provides a dual carriageway link into London.
- 3.6 The A308 is a dual carriageway which links to the A30 just north of Staines and travels due east to Sunbury Cross. It then continues as a single carriageway to Kingston.
- 3.7 There are bridging points over the River Thames at Staines, Chertsey and Walton as well as the bridges for the M3 and M25.

3.8 The A3044 (Stanwell Moor Road) and B3003 (Clockhouse Lane) provide access from within the Borough respectively to the west and east sides of Heathrow Airport, which lies immediately the north. There is also access to the airport from the M25 (Terminal 5 spur at Junction 14b) and the A30 at Hatton Cross.

Rail

- 3.9 There are two rail lines serving Spelthorne. The Staines to Waterloo line provides access to London in 32 minutes on fast services. Ashford is also on the Staines to Waterloo line. From Staines trains continue to either Reading, Weybridge or Windsor. From Weybridge there are trains to Woking, Southampton, Portsmouth and Exeter.
- 3.10 The Shepperton to Waterloo branch line is separate from Staines to Waterloo line. It also has stations at Upper Halliford, Sunbury and Kempton Park. The Shepperton line goes to Waterloo via Kingston.
- 3.11 Staines is the fourth busiest station in Surrey. The total "entry" and "exit" figures for all Spelthorne stations for 2014/15, 2018/19 and 2019/20 are shown below. It shows that Staines and Ashford passenger use had grown slighltly between 2014/15 and 2018/19 whilst the other four stations passenger use at decreased, All six stations decreased in 2019/20 compared to 2018/19 which will be the first sign of the impact of travel due to covid. Figures by station are not yet available for 2020/21 but for Great Britain passenger numbers were 77.7% down and represents the lowest level of annual passenger usage since before 1872.
- 3.12 Staines station was the 221st and Ashford 588th busiest stations out of 2567 in 2019/20 which puts them in the top quartile

Figure 4 Usage of railways stations in Spelthorne

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	Pas						
Station	2014/15	2018/19	2019/20	Most used staion rank			
Staines	2,881,160	2,867,034	2,678,088	221			
Ashford	1,043,988	1,076,006	986,432	588			
Sunbury	436,480	409,878	381,432	1049			
Shepperton	442,564	392,426	358,762	1086			
Upper Halliford	134,534	129,378	117,876	1657			
Kempton Park	71,498	52,822	45,670	2025			

Source: Office of Rail and Road

- 3.13 In July 2016 the council voted to fully support a local campaign for Spelthorne to be absorbed into the Transport for London Zone 6 area and access to a Oyster card, which would provide cheaper and more accessible rail travel to and from London. There is support for this from residents and stakeholders both in and out of Spelthorne including Heathrow Airport, Shepperton Studios and Thorpe Park. Discussions on this are still ongoing.
- 3.14 Spelthorne has excellent transport connectivity however has suffered with problems around congestion. Despite the high proportion of Spelthorne residents employed by Heathrow (pre covid), there is no current direct access by rail meaning travel to work patterns are mainly made by road. If Crossrail 2 goes ahead then this will also have negative implications for the borough as current plans will lead to a loss of rail services to London Waterloo and therefore the council will need to effectively lobby against this. Currently Crossrail 2 has effectively been mothballed for the short to medium term due to the lack of funding available. The scheme would likely be restarted in its current state depending on available funding

Bus Routes

- 3.15 Spelthorne has a relatively dense network of bus services and benefits from a number of services in London terminating at Staines and Sunbury. There are 32 bus routes that operate a service in or that passes through Spelthorne including the Hospital Hopper that connects Ashford Hospital and St Peters Hospital
- 3.16 Staines Town Centre has a bus station at the southern entrance to the Elmsleigh Centre. A number of bus services terminate in the town. Services go to London, Berkshire, the rest of Surrey and Heathrow.

Heathrow Access

- 3.17 Heathrow has direct links to it via spur roads from both the M4 and the M25 which are respectively on the north and west side of the airport. There are also links on the south and east side from the nearby A30 trunk road. Access to the airport from Spelthorne is via Stanwell Moor Road to the south-west corner of the airport from which access to all terminals, including the cargo terminal, can be gained.
- 3.18 Existing rail links to Heathrow comprise the "overground" to London Paddington with dedicated Heathrow Express services. The Piccadilly line underground service also extends to all passenger terminals.
- 3.19 However, direct access for residents who literally live a few hundred yards away from the perimeter fence remains difficult as it does for any residents living in Spelthorne. Discussions are on-going with government departments, Surrey County Council and others in respect of southern access to Heathrow. There have been a number of options presented. The Spelthorne solution is a lightrail option that would travel from Staines-upon-Thames town centre to Heathrow in 10 minutes.
- 3.20 It is likely to be many years before work starts on the agreed solution, so this will not be elaborated on within this document, except to say that the Spelthorne preferred option will bring with it many economic advantages and other solutions including one that by-passes Spelthorne offer no economic reward.

Travel to work

3.21 The graph below shows details from the 2011 Census on the mode of travel Spelthorne residents use to get to work. Please note this is the latest available information.

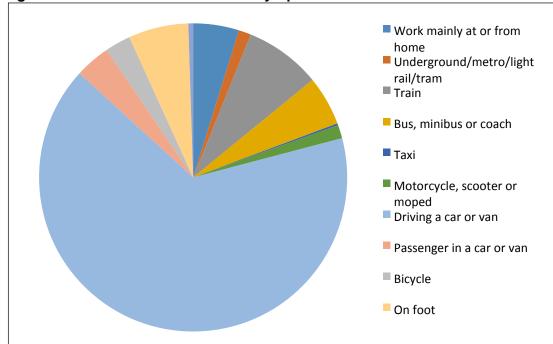


Figure 70: Method of travel to work by Spelthorne residents

ONS Travel to Work Areas/Spelthorne Functional Economic Area Analysis 2016

Travel to work patterns

3.22 The ONS 2011 Travel to Work Areas shows Spelthorne focussed more towards South West London and the eastern area of the Thames Valley. Based on the analysis on travel to work areas and commuting data in the joint Spelthorne & Runnymede Strategic Housing Market Assessment it is clear that notable flows from Spelthorne to London, and especially Heathrow, can be identified. The greatest commuter flows to London Boroughs from Spelthorne are to Hounslow (13.5 %,) Hillingdon (10.2%) and Richmond-upon-Thames (5.1%) but with notable flows also to Elmbridge (4.3 %,) Runnymede (10.2 %,) Slough (3.4%) and Windsor & Maidenhead (1.7 %.)

4 COVID-19: Economic Impact on Spelthorne Jobs and Busineses

Background

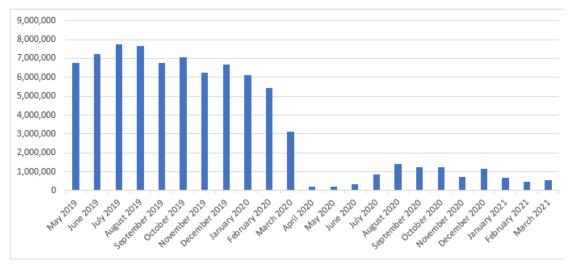
- 4.1 From midnight on the 23 March 2020 the government required as many people to stay at home wherever possible and to only make essential journeys. All non-essential businesses and workplaces were required to close, in addition to the earlier closure of schools and the leisure and hospitality sectors. Social distancing was introduced for everyone, and for the most vulnerable to the infection, a shielding programme was activated. These 'lockdown' measures were put in place until it was determined that the reproduction rate of the virus had fallen to a level to suppress the virus, save lives and protect the NHS.
- 4.2 As the UK moved to a position allowing pubs and restaurants to open and the 2-metre social-distancing rule relaxed, the economy slowly and nervously returned in slow steps towards 'normality'. However, the subsequent lockdown (December to March 2021) deepened the financial impact on many retailers with both winners and losers emerging. The majority of the rules were ended on July 19th 2021 but the impact is still effecting how people go about there daily lives.

Heathrow

- 4.3 Heathrow Airport Limited is the major employment location for residents within the Borough, so a strategically important employer. Heathrow, like the whole of UK aviation, has been severely impacted by the COVID-19 pandemic. Before the pandemic, Heathrow was part of an expanding and successful industry employing approximately 114,000 people in the local area (either directly employed by HAL, working 'on airport' or in the local supply chain). Nationally it was contributing more than £16 billion of economic output. A third runway was being planned to serve the increasing demand for the airport. The pandemic has put the future of the runway into question with the CEO (John Holland Kaye) telling the UK Transport Select Committee that "whether the third runway will be needed will have to see how things turn out over the next few years. If we are successful in rebuilding the UK economy, we will need that in 10 to 15 years' time. If not, I think we are all in a different world."
- 4.4 Figure 3 & 4 show how COVID-19 has impacted on passenger numbers and cargo tonnage. Due to covid passenger numbers have drastically reduced from 80.9 million passengers in 2019 to 22.1 million passengers in 2020 which is a 72.7% drop in numbers, this includes fewer than 4 million passengers on North American routes compared with nearly 19 million in 2019. Cargo volumes in 2020 were down 28%.

Figure 5. Passenger numbers May 2019 to March 2021

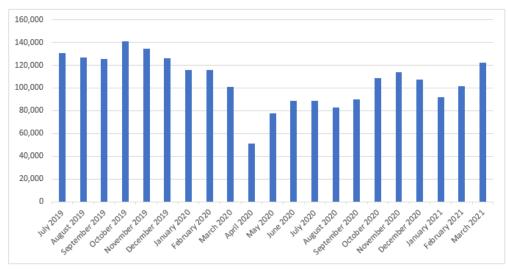
Passenger numbers



Source: Heathrow.com traffic statistics April 2021

Figure 6: Cargo numbers July 2019 to March 2021

Heathrow cargo by tonnage



Source: Heathrow.com traffic statistics April 2021

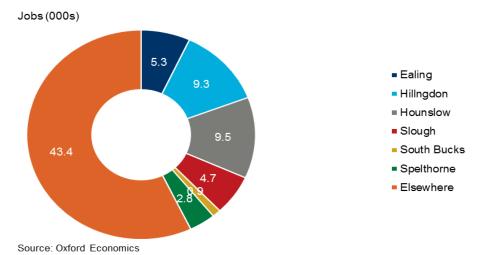
4.5 In May 2020 the green, amber and red coding system was introduced which meant passenger numbers could start increasing and COVID- 19 permitting, the passenger numbers will reach pre COVID numbers in 2023. The amber coding has since been removed as this was causing confusion for the travel industry and the public. Travellers from the majority of Europe and Ameica no longer neeed to self isolate when arriving in the UK.

Impact on Heathrow Jobs

- 4.6 An Oxford Economics report commissioned by Heathrow in 2020 estimated that workplace-based employment reliant on Heathrow would fall by 21,300 jobs in 2020. It indicated job losses would be concentrated in the transportation & storage sector, particularly in air transport activity.
- 4.7 The balance of evidence suggested that male, older, full-time, and less well-qualified workers were most vulnerable. However, the report indicated job losses would not be confined to those matching these characteristics alone: many jobs were expected to be lost in the distribution, hotels & catering sector which will affect younger workers, and those more likely to work part time. Job losses in Spelthorne connected to Heathrow were expected to reach 1,500 in 2021 with a total of 16,000 job losses across Hillingdon, Hounslow, Spelthorne, Ealing, Slough and South Bucks. By September 2021 these were the 'hard to fill' vacancies where the supply of jobs outsripped demand.
- 4.8 Pre pandemic, 5,800 of our residents were in Heathrow related employment, 10.6% of the Spelthorne workforce, and the airport as a whole is not expected to return to 2019 levels until 2023 at the earliest. It is estimated that about 45% of our residents working at Heathrow live in Stanwell and Ashford, leaving them more exposed to the volatilities around the aviation industry. Any recovery in this sector is likely to take years rather than months unless there is a significant change in circumstances, as the prevalence of new variants and high levels of deaths and infections nationally and globally will impact on passenger travel in particular.

According to Heathrow in 2019 there were 76,000 on-airport jobs generated by 400 companies. Approximately 32,600 jobs, or 43%, are taken up by residents from the boroughs listed in the graph below.

Figure 7: Heathrow jobs by location



4.9 In general, local residents are understood to be mostly employed in lower value-added occupations.

Employment is highest in: -

- passenger services (6,400 jobs);
- catering & retail (5,200);
- apron, ramp, drivers & baggage (4,300); and
- security & access control (4,300)⁸
- 4.10 Direct-off airport employment, along with ONS BRES data we estimate off-airport employment equates to 12,900 jobs in 2019, across the study area. More than two-thirds of off-airport jobs are located in Hillingdon (9,100 jobs), followed by Hounslow (1,600), Ealing and Spelthorne (both 700). Heathrow therefore supported an estimated 88,900 direct jobs⁹.
- 4.11 Central government intervened by giving business the option to furlough staff as an alternative to redundancy or indeed closure of the business. This has been a costly but necessary process with 9.6m people furloughed (August 2020) and landed the government with an expected deficit of £300bn in the last financial year. But it has reduced the potential for high unemployment levels at this time. In the March 2021 budget, the Chancellor announced that the furlough scheme will be extended to 30th September 2021. After this it was expected that we will see a sharp rise in unemployment as businesses will have to start paying wages of staff and many may choose to make redundancies instead. In the three months to March 2021, there were 253,000 redundancies made in the United Kingdom, decreasing from the 308,000 redundancies made in the three months to January 2021. In September 2021 the number of payroll employees showed another monthly increase, up 207,000 to a record 29.2 million in September 2021, returning to pre-coronavirus (COVID-19) pandemic (February 2020) levels.¹⁰
- 4.12 The number of job vacancies in July to September 2021 within the UK was a record high of 1,102,000, an increase of 318,000 from its pre-pandemic (January to March 2020) level. This will no doubt be attributed to the UK leaving the E.U and workers returning to their home countries.

⁸ FN Oxford Economocs Sept 2020

⁹ FN Oxford Economocs Sept 2020

¹⁰ https://www.statista.com/statistics

- 4.13 Should the borrowing continue because the economy does not bounce back, there is likely to be tax rises to help repay the debt, as already has been seen with the increase payments on national insurance by employer and employee to support healthcare. People may have less money in their pocket to spend, and production of goods and services may well fall as a result. Lower tax collection rates and fewer jobs may well leave the country in a more precarious position moving forwards.
- 4.14 This chart shows the total unemployment rates from February 2020, just before the pandemic to January 2021. Spelthorne unemployment rate has increased from 1.7% to 5.6%, Surrey from 1.2% to 4.0%, South East 2.1% to 5.1% and GB from 3.0% to 6.2%

4.15 Figure 8: Unemployment levels

Date	Spelthorne	Surrey	Great Britain	South East
February 2020	1.7	1.2	3.0	2.1
March 2020	1.7	1.2	3.1	2.2
April 2020	3.2	2.4	5.1	3.9
May 2020	5.3	4.0	6.4	5.3
June 2020	5.1	3.8	6.2	5.1
July 2020	5.2	3.9	6.4	5.2
August 2020	5.5	4.1	6.5	5.4
September 2020	5.6	4.1	6.4	5.3
October 2020	5.5	3.9	6.2	5.1
November 2020	5.7	4.0	6.3	5.2
December 2020	5.7	4.0	6.2	5.1
January 2021	5.6	4.0	6.2	5.1

Source: Nomis

This table shows how the COVID-19 pandemic has affected the unemployment rate in the 13 Wards in Spelthorne from February 2020 to January 2021. The number of unemployed has increased by 328% from 1,050 to 3,450. The worst affected wards by number of claimants are Stanwell North with an increase of 275 followed by Staines 255, Ashford North & Stanwell South 245, Sunbury Common 240 and Ashford Common and Ashford Town both with 200 extra unemployed.

Figure 9: Unemployment by ward

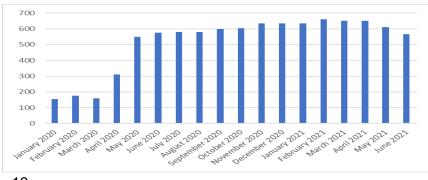
Area	Feb- 20	Mar- 20	Apr- 20	May- 20	Jun- 20	Jul- 20	Aug- 20	Sep- 20	Oct- 20	Nov- 20	Dec- 20	Jan- 21
Spelthorne	1,050	1,040	1,985	3,240	3,125	3,230	3,360	3,450	3,370	3,485	3,490	3,450
Ashford Common	70	65	135	220	200	225	230	250	240	260	265	270
Ashford East	70	70	140	230	220	230	225	220	210	200	200	205
Ashford North & Stanwell South	125	115	205	315	310	315	350	355	350	375	365	370
Ashford Town	70	85	130	220	215	230	235	255	260	275	280	270
Halliford & Sunbury West	55	55	120	195	170	170	190	190	175	195	185	190
Laleham & Shepperton Green	80	80	165	265	270	275	265	275	270	280	285	270
Riverside & Laleham	55	55	95	150	135	145	160	165	160	155	155	150
Shepperton Town	30	30	80	155	150	150	160	155	140	160	155	150
Staines	95	95	170	275	285	275	300	315	320	325	335	350
Staines South	80	70	135	250	245	240	245	245	240	240	250	245
Stanwell North	155	150	275	400	390	410	420	415	420	435	440	430
Sunbury Common	130	125	230	380	350	375	385	405	380	395	390	370
Sunbury East	35	40	110	190	185	190	190	205	200	195	180	185

Source: Nomis

5 The pandemic and its impact on different age groups

- 5.1 **Age 16 24:** In January 2020 there were 155 young people claiming benefits. In March 2020 Covid lockdown restrictions were introduced which had a detrimentel effect to the employment market. Claiments for this age group peaked in February 2021 at 660 a 425.8% increase. This figure has started to decrease since February 2021, the relaxing of lockdown restrictions, increased foreign travel and the end of the furlough scheme will affect this figure in the short and long term
- 5.2 Apprentices were a key vehicle to obtain employment for the young people, but the pandemic has brought an end to many of those opportunities as businesses furlough staff or making redundancies. The increased level of unemployment for this age group in Spelthorne as of June 2021 was 8.8% compared to Surrey 6.1%, the South East 6.4% and Great Britain 7.7%

5.3 Figure 10 Claiment Count in Spelthorne 16-24 year olds



- Figure 10 shows that in January 2020 there were 155 (2.34%) young people unemployed and as the year progressed to January 2021 this number increased to 635 (9.59%). This has started to reduce, dropping to 565 in June 2021.
- 5.4 Apprentices were a key vehicle to obtain employment for the young people, but Covid has brought an end to many of those opportunities as businesses furlough staff or make redundancies.
- 5.5 Figure 11 shows the percentage of unemployment for this age group in Spelthorne compared to Surrey, the Soust East and Great Britain. The unemployment percentage is reducing in all of theses areas with Spelthorne reducing the slowest, this will be due to how reliant Spelthorne is on employment at Heathrow Airport and businesses connected to this industry

Figure 11: Percentage comparison of unemployment for 16 to 24 year olds in Spelthorne with Surrey, the Soust East and Great Britain

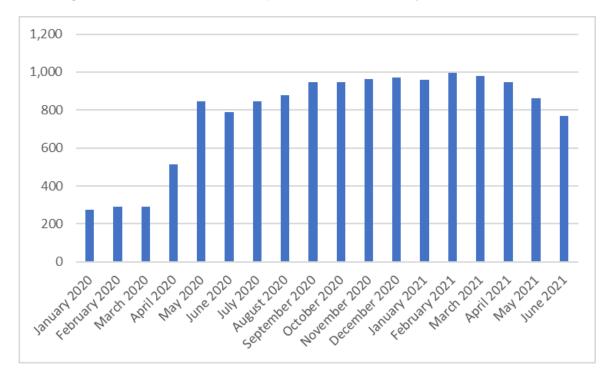
	Jan-20	Jan-21	Jun-21
Spelthorne	2.3	9.6	8.8
Surrey	1.5	6.1	4.7
South East	2.9	7.8	6.4
Great Britain	4.1	9.2	7.7

Source: Nomis July 2021

The over 50 population are often a cohort that attracts greater difficulties in obtaining employment once a job has been lost. This is despite the Equalities Act 2010 which expressly prohibits bias based upon age.

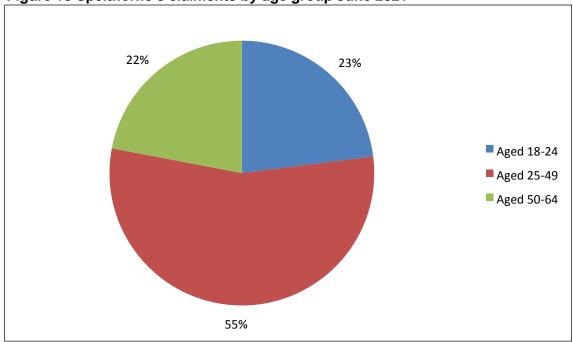
5.6 In January 2020 there were 275 (1.5%) people in this age group who were claiming benefits to 960 (4.8%) by January 2021. Research has suggested that most people who may lose their jobs at Heathrow are likely to be from this age group and be low skilled. Low skill sets decrease the opportunity of future employment as there will be a smaller job pool to apply for, additionally these will nearly always be at the lower end of the pay scale in terms of financial renumeration. In January 2020 there were 275 over 50' unemployed. In March 2020 Covid lockdown restrictions were introduced which had a detrementel effect to the employment market. Unemployment for this age group peaked in February 2021 at 995 a 361.8% increase. This figure has started to decrease since February 2021, the relaxing of lockdown restrictions, increased foreign travel and the end of the furlough scheme will affect this figure in the short and long term.

5.7 Figure 12 Claiment Count in Spelthorne for over 50 year olds



Source: Nomis July 2021

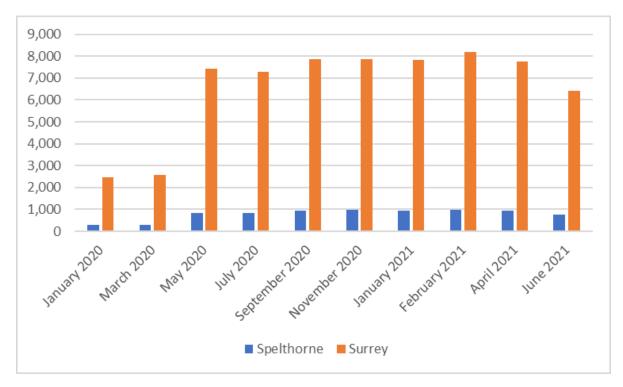
5.8 Figure 13 Spelthorne's claiments by age group June 2021



Source: Nomis July 2021

Although figure 13 shows that more than 50% of people unemployed are in the 25-49 age group this represents a gap of 24 years, more concerning is the 23% with the 18-24 age group that only have far less people to be counted in this calculation.

5.9 Figure 14 Claiment Count in Spelthorne for over 50 year olds compared to Surrey



Source: Nomis July 2021

5.10 Level of furloughing across Surrey Districts and Boroughs

Figure 15 shows research carried out by Arup using data from the Wave 4 of the Office of National Statistics (ONS) Business Impact of Coronavirus Survey (20th April 3rd May 2020) which included sector-by-sector breakdown of the proportion of the workforce that has been furloughed. This does not include data from the businesses that have stopped trading. This has then been multiplied by the % of jobs in each sector within each Borough to estimate the overall proportion of the workforce which has been furloughed. It is worth noting that our near neighbours in Feltham have an estimated furlough rate of almost 38% with 23,500 residents. The total for Hounslow is estimated at 42,500, these figures are important as they will also be competing for jobs that would be attractive to Spelthorne residents.

Figure 15: Estimated Impact of number of persons on Furlough

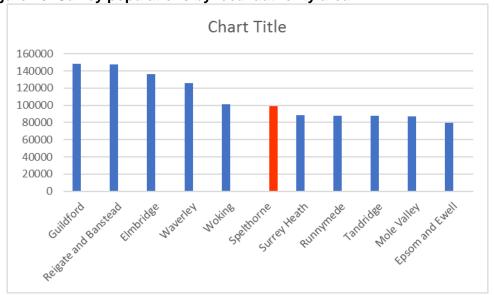
Spelthorne	27%
Woking	26%
Elmbridge	26%
Tandridge	26%
Surrey Heath	25%
Waverley	24%
Runnymede	23%
Guildford	23%
Epsom and Ewell	23%
Mole Valley	23%
Reigate and Banstead	21%

- 5.11 The working population of the borough is 57,700 according to NOMIS and with predicted 27% furloughing means that 15,500 residents are not working and on a reduced income.
- 5.12 As of April 14, 2021, approximately 11.5 million jobs, from 1.3 million different employers were furloughed in the United Kingdom as part of the government's job retention scheme.

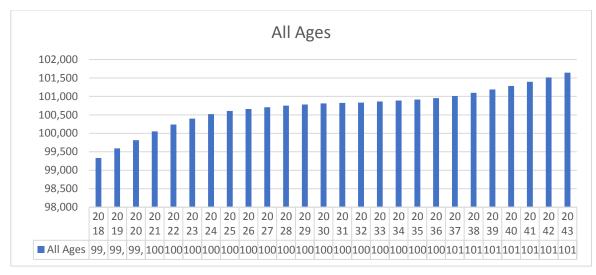
6 Population / Employment within Spelthorne

6.1 According to the Office for National Statistics Population Estimates as of April 2019, the population of Spelthorne stood at an estimated 99,925 constituting a 1% rise from 2016 when the LEA was last compiled. Within Surrey, Spelthorne is the 6th largest of the 11 boroughs/districts which was also the case in 2016.

6.2 Figure 16: Surrey populations by local authority area



6.3 Figure 17 Spelthorne Population Projections to 2043



- 7 Source: Population projections local authority 2019
- 6.4 Figure 17 Shows the predicted population growth rate up to 2043, this rate is slower than previously predicted
- 6.5 The ONS Population projections report shows there has been and will continue to be an overall ageing of the Spelthorne population and this trend looks set to continue into the 2030s. Table 18 shows the this by age group. The stand out numbers are that the over 65 age group will increase from 18.6% in 2018 to 24.2% in 2041 and the core working age, 16 to 64 decreases from 61.7% to 58.3%. The increasing over 65 age group will impact on areas like health and social care.

6.6 Table 18: Projected Population in Spelthorne by age

	Total Projected Population (Spelthorne)	0 - 15	16 - 24	25 - 49	50 - 64	65+
2018	99,334	19.7	8.7	33.4	19.6	18.6
2021	100,052	19.9	8.5	32.6	20.2	18.9
2031	100,824	18.1	10.0	30.1	20.0	21.8
2041	101,394	17.4	9.0	29.6	19.7	24.2

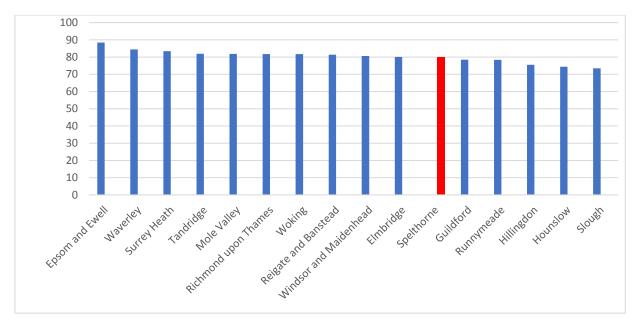
7 Source; Nomis/ONS Population projections - local authority 2019

6.7 The above chart shows that a number of factors will need to be taken into consideration by local authorities, this includes the level of provision of social support and health. Additionally, nearly 25% of the people spending money in the borough will have different needs and requirements, so businesses will need to adapt in order to best access this growing market whilst others shrink or remain almost static.

Economically Active Population

6.8 In economic terms, the proportion of the population who are economically active is important and will have a bearing on the extent to which businesses are able to recruit locally and the amount of disposable income. In comparison to the other adjoining authorities and Surrey, Spelthorne has the 5th highest proportion of economically active people. Figure 19 shows the number of people economically active

6.9 Figure 19 Percentage of economically active in employment



Source ONS Subnational population projections for England:2018-base

Figure 20 shows the total unemployment rates from February 2020, just before covid-19 affected the country to January 2021.

Spelthorne have moved from 1.7% to 5.6%, Surrey from 1.2% to 4.0%, South East 2.1% to 5.1% and GB from 3.0% to 6.2%

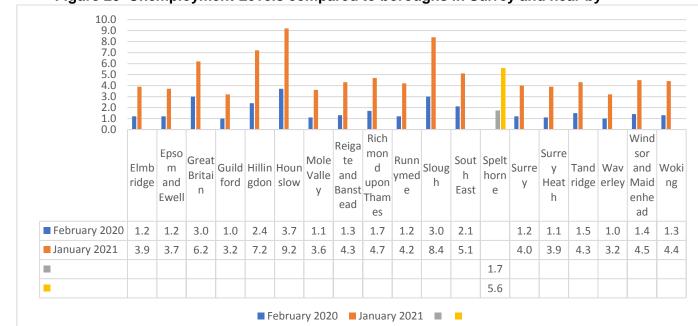


Figure 20 Unemployment Levels compared to boroughs in Surrey and near by

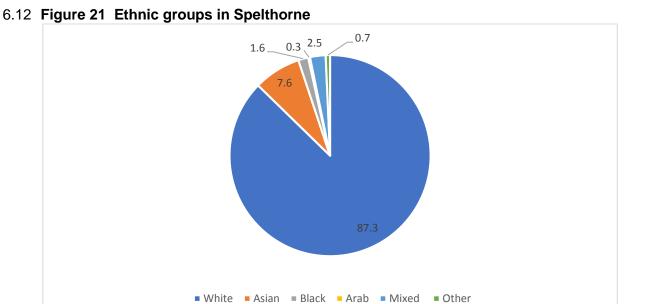
Source: Nomis January 2021

6.10 As of December 2020 there were 7000 residents of working age that did not want a job¹¹. Inevitably some of those of working age will either be retired, looking after family, sick or disabled, students or inactive for other reasons. As a result the percentage in work will never get close to 100%. It should be noted that "does not want a job" is not necessarily an indication of "idleness." For example a person may not want a job as they have to care for a family member.

Ethnic Diversity

6.11 Spelthorne has a greater degree of ethnic diversity than any other Surrey borough, in the 2011 Census 81% of the population described themselves as "White British." although nearly 86% were born in the UK. Figure 21 provides a breakdown of the ethnic groups that people identified themselves as belonging to. By comparison, most other Surrey districts are less diverse but the other adjoining authorities are more diverse. It should be noted that this data comes from the 2011 Census. The 2014 ONS Population Projections estimates that there will be a year on year net rise of 1000 international migrants which may see these figures rise. This may not be realised now as the UK has now left the EU and have 'taken control of the country's borders.

¹¹ Nomis December 2020



Source: City Populatiomn

7 Business Sectors

- 7.1 One of the most prevalent industries in Spelthorne is transportation, with double the number of businesses situated in the borough compared to the next highest density in Surrey boroughs, so cargo and logistics are an important employer.
- 7.2 In the latest available figures provided by the National Online Manpower Information System (NOMIS) (2018), There are estimated to be 3,500 people working in the Transport & Storage sector in Spelthorne which is 9.2% of our working population compared to 4.5% in the South East and 4.9% nationally. Given that these businesses are often closely tied to the fortunes of Heathrow airport, it is likely that there will be a significant loss of jobs within this sector. It is worth noting that in both Hillingdon and Hounslow, they have the largest number of businesses in this sector compared to the other boroughs in London and the whole of the south east.
- 7.3 This provides for a very high level of supply where the demand is very weak. It has also been reported that trading conditions have been extremely challenging and have seen other businesses squeezing margins by reducing prices in order to obtain some of the limited demand for this service.
- 7.4 On 21st May 2020 one of the largest transport and logistics companies based in Spelthorne reported a loss of 85% of their ground handling business within a few weeks with only a few flights running and about 70% of the cargo. Therefore, by 1st April 2020 they furloughed 1200 staff in the UK, of which 55% was in Spelthorne. They also consolidated their business from 7 warehouses to 3 at London Heathrow and closed a warehouse in London Gatwick.

7.5 **BP**

In 2020 the company announced around 2,000 redundancies in the UK with 15% or 300 job losses taking place by the end of the year. These are expected to mainly affect office jobs, so Sunbury could take a significant hit. The number of employees that are resident in Spelthorne is not known, but the majority are expected to be the lower paid jobs such as cleaning and catering.

7.6 **Businesses in the borough**

There are 7673 businesses in Spelthorne, Table 12 shows the split by ward

Figure 22: Businesses in the Borough by ward

Area	Number of Businesses	% of Businesses
Ashford Common	497	6.5
Ashford East	402	5.2
Ashford North & Stanwell South	422	5.5
Ashford Town	1329	17.3
Halliford & Sunbury West	363	4.7
Laleham & Shepperton Green	522	6.8
Riverside & Laleham	278	3.6
Shepperton Town	736	9.6
Staines	1101	14.3
Staines South	396	5.1
Stanwell North	494	6.4
Sunbury Common	499	6.5
Sunbury East	634	8.2

Source: Fame May 2021

7.7 In May 2021 a survey was conducted with the businesses that were in receipt of Additional Restrictions Grant (ARG), we found that the construction services sector did not seem to be as severely hit during the pandemic. In fact, several of the businesses we spoke to have seen some growth due to the demand in the home improvement sector during lockdown

7.8 Figure 23 shows the response from businesses regarding business confidence in the borough

"On the basis that all Covid-19 restrictions will have been lifted, what is your level of confidence for your business succeeding over the next 12 months?"

Figure 23

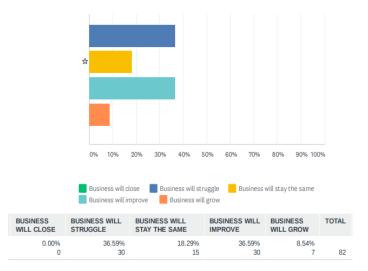
None said their business will close

30% said their business would struggle

15% said busines would stay the same

30% said business would improve

7% thought their business would grow



This was a very small scale survey so is not a representative samle and as such there should not be too much read into it, nevertheless, it is interesting that out of the 15 respondents, note 1 thought there was a liklihood that their business would close.

8.0 Retail Performance

8.1 In a November 2016 study by PropertyWeek.com³² identified the top 100 retail locations in the UK that represent significant opportunities for investment with Staines-uponThames coming in 20th position. In there 2020 report Staines-uponThames dropped out of the Top 100. This is partially due to a change of methodology due to COVID. The methodology still included headroom for future investment, residential catchment size, population growth, competition and catchment demographics and tourism potential.

The new elements included the below factors: -

- How mobile a location's population is compared with pre-lockdown levels was the main driver in the rankings, with a higher weighting than all other variables.
- The amount a location previously relied on the worker population or tourists was also taken into account
- The propensity of each location's population to shop online. This segments the population into groups based on life stage, affluence and attitudes.
- Variables on retail mix places with a strong independent often score strongly, reflecting the shift in consumer behaviour towards localism.

In this area, Staines Town Centre has very few independent retailers and this could be an area where the council could encourage and entice such retailers.

Staines

8.2 In terms of shops, leisure and hospitality, the town centre is home principally to the larger chains rather than independents. That being said, a handful of closures in the Elmsleigh Shopping Centre both during and pre-pandemic (such as Thomas Cook, Ernest Jones, Topshop, Monsoon, Ponden Home) have created openings for emerging independent retailers such as Ximiso, MBitz and Blue Inc., with other lettings in the pipeline including Tesco Metro which opens in 2021. Larger store

- closures in the town centre generally, such as Debenhams and Decathlon, may be regarded as opportunities to reimagine and reinvigorate those two ends of the town centre; whilst the relocation of Marks & Spencer from the High Street to its new premises in Two Rivers facilitated a state of the art fit-out to launch the new M&S Foodhall.
- 8.3 During the past year, the pandemic era has seen some changes in trends: It is clear that people still have an appetite for shopping as a pastime, and this has been borne out since the release of lockdown. In Elmsleigh, although actual shopper numbers are down compared with 2019, basket-spend over the past month has been on a par with pre-pandemic levels overall, showing that whilst people may be going out less frequently, they are still keen to go out shopping. In the High Street a notable trend is being seen towards increased pavement seating around our hospitality outlets: whilst this clearly arises from the need for social distancing and more space, the positive side impact is that the pavement café trend creating a more vibrant shopping experience for the visitor.

8.4 Table 24 shows the visitor numbers to the Elmsleigh Centre

Weekly Visitor Numbers Since 12th April 2021



Source: Elmsleigh Centre Weekly visitor numbers weeks 15 – 20 during 2021

8.5 Market: The market traders have reported a slow return of trade. Many of them rely on the office workers for their trade, and until they return to working in the town the future of some of the traders is in the balance. The Farmers Market has decided it is no longer viable to operate in Staines as footfall has been too low to sustain the market with traders choosing to go to busier towns.

Ashford

8.6 With 2,650 registered businessesthis town, although smaller geographically than Staines-upon-Thames, has a much larger and diverse business community in terms of number and type of businesses. The high street is dominated by independent

- retailers although these are predominantly hair & beauty, takeaways, and estate agents, which gives the impression there is not a good mix.
- 8.7 Businesses that have been lost include during COVID-19 have included charity shops, a kitchen showroom and a gym. On the flip side there have been a number of new shops opening including TUT Restaurant, Best Western Supermarket, Chai Café, Pizza Parlour, Ice Cream Parlour, Sushi 2 Me and refurbishment of Armstrong's Hairdressers.
- 8.8 It is too early to tell the full impact, however at the moment the business gains on the high street have outnumbered the losses. The Local Restriction Support Grants (LRSG) and Adiitional Restrictions Grants (ARG) have been a lifeline for these businesses, and many have reported that they would not have survived without the grant money. The speed of recovery of trade for the non-essential retailers will determine their ability to remain open as cashflow is now one of the biggest concerns.

Sunbury

8.9 With 1496 businesses in Sunbury this town is split between the busy Sunbury Cross Junction and lower Sunbury parade on the Avenue and Thames Street. Businesses are reporting similar situation as the other towns with a large impact on footfall. There have not as yet been too many losses of retail businesses and there has been a new bakery store open on Thames street with reports of strong trade despite their out of the way location.

Shepperton

- 8.10 With 1258 businesses in Shepperton & Laleham combined, Shepperton Town has a traditional High Street. Whilst we do not have footfall counters to provide year on year figures, the anecdotal evidence is that footfall was catastrophically affected during the lockdown periods.
- 8.11 On a positive note, many businesses were able to take advantage of online trading, click & collect and home delivery services. Adversely, some (eg Blue, a female clothing store) were left in a situation whereby they had new stock that they were unable to sell and, although not perishable, that they would not be able to sell at a later date due to weather and then fashion movements. Currently Shepperton is performing well with the majority of businesses re-opening on schedule.
- 8.12 A new bakery (Cavan Bakery) has recently opened and this will join JAMZ Café & Bakery which opened in 2020 during the pandemic. New commercial units are being fitted in the old HSC bank building, forming a new mixed development site

9.0 Business Births & Deaths

9.1 It is hypothesised that due to the increased rate of unemployment due to Covid a large number of people have decided to to start their own business. From January 1st to May 27th 2021 1461 businesses started (births) and 929 closed (deaths) resulting in a net overall <u>increase of 532 businesses</u>. In our four main towns from January 2020 there have been 404 more business births than deaths compared to 63 more deaths than births in 2019.

9.2 Table 25 Business Births

Business Births	2019	2020	2021 up to 27th May
Shepperton	87	127	60
Ashford	253	369	147
Sunbury	112	156	87
Staines	133	198	81
Total	585	850	375

Source: Fame May 2021

9.3 Table 26: Business Deaths

Business Deaths	2019	2020	2021 up to 27th May
Shepperton	154	116	61
Ashford	240	221	108
Sunbury	125	104	68
Staines	129	98	45
Total	648	539	282

Source: Fame May 2021

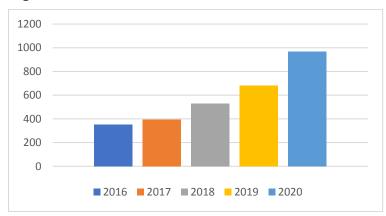
9.4 Table 27 Business Births compared to Deaths

Business Plus or Minus	2019	2020	2021 up to 27th May
Shepperton	-67	11	-1
Ashford	13	148	39
Sunbury	-13	52	19
Staines	4	100	36
Total	-63	311	93

Source: Fame May 2021

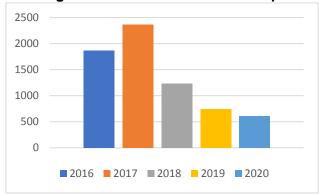
9.5 The above chart provides a very positive message with a gain of 311 businesses in 2020 and a further 93 new businesses to May 2021

Figure 28 Number of business births 2016 - 2020



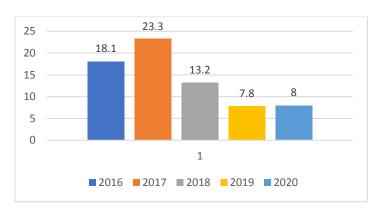
9.6 This takes data from the time of the last economic assessment and over the period of the delivery of the economic strategy and shows a sustained period of business growth. It also underpins the confidence in the borough to start a business with steady growth of new businesses in the borough rising from under 400 a year to almost 1,000 in the space of 4 years.

9.7 Figure 29 Business 'deaths" in Spelthorne 2016-20



9.8 2017 was the start of the current economic strategy, and this chart gives a vivid picture in relation to the decrease of failed businesses in the borough. This does not suggest that the strategy was responsible for this, but it is likely it played some part in this performance.

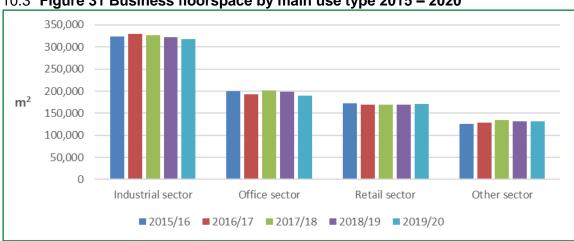
9.9 Figure 30: Business deaths in Spelthorne as a share of the Surrey total



This shows the percentage of business deaths in Spelthorne compared to Surrey. The percentage has decreased from a high of 23.3% in 2017 to 8% during the height of the pandemic in 2020, and in 2021 to the end of April 7.9%.

10. Business and Enterprise

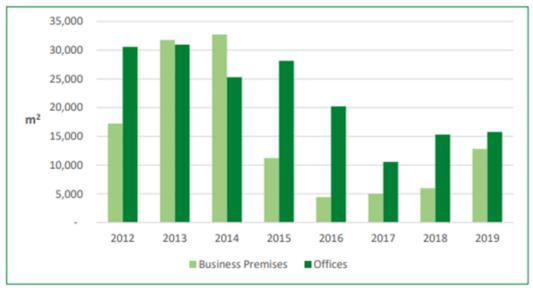
- 10.1 Spelthorne has a significant amount of business space and a wide range of other facilities providing significant levels of employment.
- 10.2 The main business space categories are industry and warehousing, offices and retail. The amount of floorspace in Spelthorne in these categories amounts to a total of approximately 820,000 sqm across all sectors as at July 2019.



10.3 Figure 31 Business floorspace by main use type 2015 – 2020

Source: VOA data July 2020.

- 10.4 Figure 31 uses the latest Valuation Office Agency (VOA) Non-domestic rating: business floorspace statistics published on the www.gov.uk website. These indicate a current total business floorspace of 810,000 sgm across all sectors
- 10.5 Much of the business floorspace is located either within the existing town centres of Staines, Ashford, Sunbury and Shepperton or major industrial estates/employment areas, as shown in Figure 1.
- 10.6 The annual surveys of available premises were not carried out in 2020 due to the restrictions of the Covid19 pandemic. The figures up to 2019 are published here for information. The availability of the data relating to premises which are being marketed does not allow a clear distinction to be made between industrial and warehouse premises. For this reason, the available commercial premises are broken down into just two categories, offices (B1) and business premises (industry B2 and warehousing B8). The annual survey does not record vacant premises which are not being marketed at the time of the survey.
- 10.7 Figure 32: Available Commercial Floorspace in Spelthorne April 2010–April 2019



Source: In house monitoring

- 10.8 The current state of the property market has brought forward more residential development on sites previously in commercial use. Due to change of use regulations a number of offices in Spelthorne have been and continue to be convereted into residential units this is through 'Permitted Development Rights' which was brought in by the government to make most use of empty office space to create additional housing which is in short supply. This helps achive the governments new homes target of 603 homes per annum for Spelthorne.
- 10.9 Table 33: Completed floorspace developed by employment type 1 April 2019 31 March 2020

	Gross floor space in m²	Losses in floor space in m ²	Net gain in floor space in m ²
Offices (B1a)	102	4,693	-4,591
Research & Development (B1b)	0	0	0
Light Industry (B1c)	0	614	-614
Industrial (B2)	272	0	272
Warehousing/storage (B8)	0	0	0
Mixed B1/B2/B8	0	0	0

^{3.6} Source: In house monitoring (Tables A2/1 & A2/3)

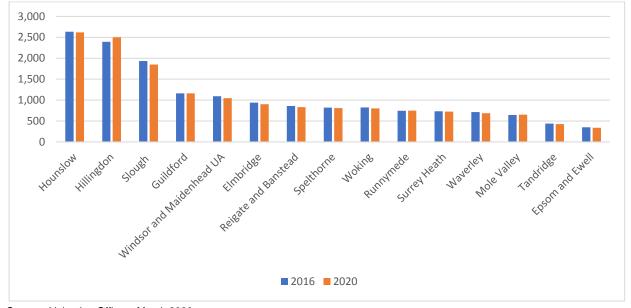
- 10.10 Whilst Spelthorne has a large amount of business floorspace there is also a significant amount of space immediately adjoining the Borough at Heathrow Airport, Poyle/Colnbrook and the Causeway area of Staines in the Borough of Runnymede. Following a series of local government boundary changes in the 1990s the areas of Poyle/Colnbrook, part of the Causeway in Staines, the Cargo Terminal at Heathrow Airport, half of Terminal 4 and part of the site of what is now Terminal 5 were transferred respectively to Slough, Runnymede and Hillingdon. The total business floorspace (excluding Terminal 4) amounted to 365,000m² which is almost as much as all industrial/warehouse floorspace now in Spelthorne. These 'transferred' areas nevertheless remain readily accessible to residents in the Borough
- 10.11 Comparison of overall business floorspace with other local authority areas

Despite Spelthorne being geographically smaller than the majority of authorities in Surrey it is the 4th largest for business space which was also the case in the last LEA report produced in 2016.

10.12Table 24 compares the total amount of business floorspace with all adjoining and other Surrey authorities in 2016 when the last LEA was published compared to March 2020 which is the latest available information . .

^{3.6} N.B. Losses refer to any loss of floorspace arising during the monitoring year and does not necessarily relate to the loss on a site where completed development is recorded during the year.

10.13 Table 34 Comparison of total business floorspace by hectare



Source: Valuation Office - March 2020

- 10.14However, the above comparison takes no account of the relative physical size of Spelthorne and therefore the density of business floorspace provision. Of all the comparison authorities only Slough and Epsom & Ewell have a smaller geographical area than Spelthorne. Figure 4 therefore makes a comparison of the amount of business floorspace per hectare for each authority. In this comparison Spelthorne has more floorspace per hectare than any other Surrey authority and only Hillingdon, Hounslow and Slough have a greater density.
- 10.15The annual surveys of available premises were not carried out in 2020 due to the restrictions of the Covid19 pandemic. The figure up to 2019 are published here for information. The availability of the data relating to premises which are being marketed does not allow a clear distinction to be made between industrial and warehouse premises. For this reason, the available commercial premises are broken down into just two categories, offices (B1) and business premises (industry B2 and warehousing B8). The annual survey does not record vacant premises which are not being marketed at the time of the survey.

10.16 Figure 35: Available Commercial Floorspace (Square Metres) in Spelthorne April 2010–April 2019



Source: In house monitoring

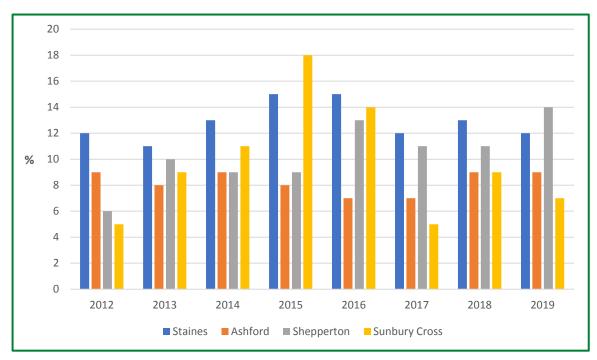
- 10.17The current state of the property market has brought forward more residential development on sites previously in commercial use but which are no longer suitable for that purpose. No commercial sites within the designated employment areas have been lost to non-employment uses apart from vacant offices being converted to residential under the "prior approval" regime. Three schemes completed this year, providing 113 dwellings, have resulted in the loss of some 5,506m² of B1a office floorspace, whilst further schemes involving the creation of 307 dwellings and the loss of just over 15,881m² of office floorspace have either commenced or are outstanding. During 2020 and 2021 the loss of office space across the borough has been keenly felt, particularly in Staines-upon-Thames.
- 10.18 The number of commercial completions has increased slightly this year but the market remains slow at present. The redevelopment of the former Majestic House site, now known as Charter Square, is still under construction with a larger proportion of the scheme providing residential units in place of office floorspace as originally proposed. There remain a number of other major schemes in the pipeline, including the Centrica site in London Road Staines. Details of all outstanding commercial permissions are set out in Appendix 2 Table A2/4.
- 10.19 There has been very little new retail development activity throughout the Borough. The redevelopment of retail units on the north side of the High Street (at 90-106), just west of the Iron Bridge with a 155 bed hotel and over 1,435m² of ground floor retail units was completed in July 2018. There has been no further progress on the two alternative schemes to provide additional retail floorspace for the Phase 3 extension to the Elmsleigh Centre in Staines which had previously been agreed in principle. Neither scheme looks likely to proceed in its current form.

10.20Table 36: Completed retail, office & leisure development - 1 April 2019 - 31 March 2020

	Total gross floorspace (m²) Whole Borough	Total gross floor space (m²) In town centres only
Retail (A1)	0	0
Financial & Professional Services (A2)	0	0
Restaurants, Cafes etc (A3/A4/A5)	304	177
Office (B1a)	102	0
Leisure (D2)	0	0

Source: In house monitoring

10.21 Table 37: Vacancy rates in larger shopping centres



Source: In house monitoring (Appendix 3 Table A3/2)

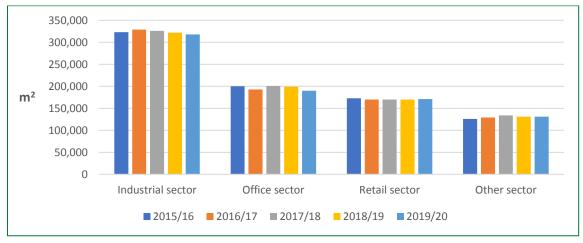
10.22 Figure 38 Types of businesses situated within Spelthorne

10.22 Figure 38 Types of businesses situated within Speithorne	
Number of Busineses by Category	
Specialised construction activities	776
Computer programming, consultancy and related services	562
Retail trade	543
Real estate activities	510
Wholedsale trade	483
Other personal service activities	458
Activities of head offices; management consultancy activities	445
Transport	368
Office administrative, office support and other business support	319
Food and beverage service activities	312
Construction of buildings	298
Human health activities	266
Maunfacturing	228
Other professional, scientific and technical activies	209
Education	205
Services to buildings and landscape activities	159
Warehousing and support activities for transportation	156
Architectural and engineering activities; technical testing and analysis	142
Motion picture, video, programming & broadcasting	133
Sports activities and amusement and recreation activities	132
Financial and insurance services	118
Legal and accounting activities	118
Employment activities	90
Creative, arts and entertainment activities	80
Information service activities	73
Social work activities without accommodation	61
Water collection & treatment, sewage & waste	56
Civil engineering	53
Postal and courier activities	52
Activities of membership organisations	52
Residential care activities	50
Security and investigation activities	49
Advertising and market research	48
Repair and installation of machinery and eq	45
Travel agency, tour operator and other reservations	45
Accommodation	44
Publishing activities	36
Telecommunications	35
Activities auxiliary to financial services and insurance activities	35
Rental and leasing activities	33

Extraction of crude petroleum and natural gas	32
Repair of computers and personal and household goods	30
Mining support service activities	27
Public administration and defence; compulsory social security	23
Scientific research and development	12
Activities of households as employers of domestic personnel	12
Veterinary activities	10
Libraries, archives, museums and other cultural activities	9
Forestry and logging	7
Electricity, gas, steam and air conditioning supply	7
Undifferentiated goods and services-producing activities of private households for own use	5
Other mining and quarrying	2
Crop and animal production, hunting and related service activities	3
Fishing and aquaculture	1
Mining of metal ores	1
Gambling and betting activities	1

Source Fame May 2021

10.23 Figure 39 Shows the split of floorspace from 2015/16 to 2019/20

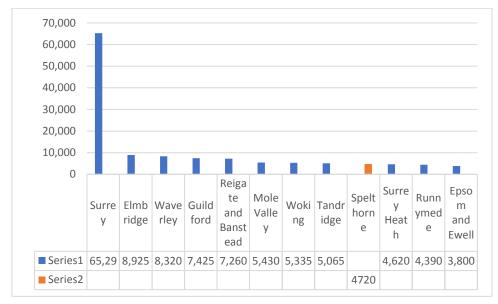


Source: AMR 2021

10.24 Types and size of businesses in Spelthorne

The previous paragraphs have considered the amount of 'business rated' floorspace in the Borough on the basis of four broad activity categories. Figure 9 categories the VAT/PAYE registered businesses in Spelthorne using the national Standard Industrial Classification (UK SIC 2007) by Broad Industry Group.

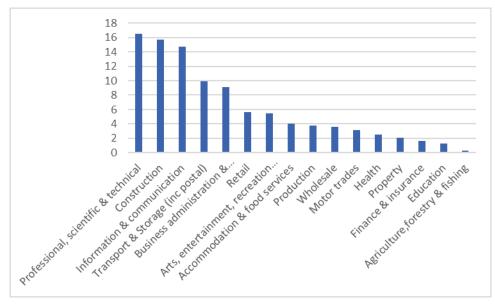
10.25 Figure 40 VAT and/or PAYE based enterprises in Surrey



ONS March 2020

The above chart shows the number of VAT and/or PAYE based enterprises by broad industry group. Spelthorne have 4,720 businesses which is 8th in Surrey, the highest being Elmbridge on 8,925 and the lowest Epsom and Ewell with 3,800

10.26 Figure 41: Percentage of VAT and/or PAYE based enterprises by broad industry group in Spelthorne

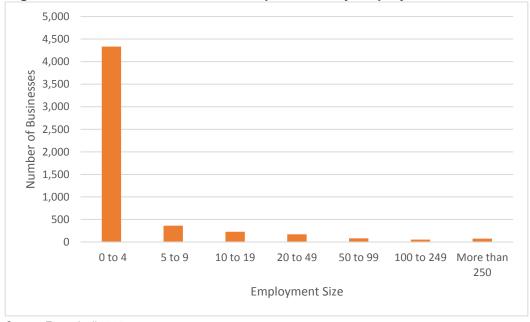


ONS March 2020

- 10.27The greatest number of Spelthorne's 4720 businesses are in the 'professional, scientific & technical', 'information & communication', 'transport & storage' and 'construction' groups which was the same in the 2016 LEA. These represent 56.8% of all businesses, an increase from 52% in 2016 and from 46% in 2013.
- 10.28 Whilst the highest proportion of businesses in Spelthorne are 'professional, scientific & technical' at 16.5%, this is a much lower percentage than in most comparison authorities. Only Slough has a lower proportion of people employed

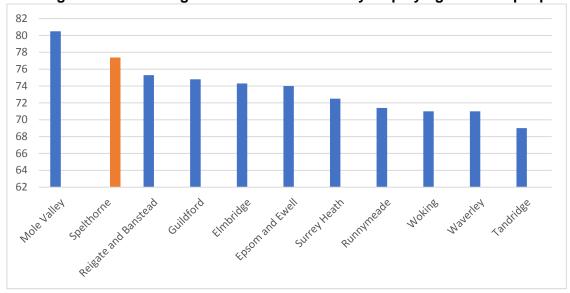
- in this industry group. The next lowest percentage in the rest of Surrey for this group is Runnymede at 19.2%.
- 10.29When comparing Spelthorne with all adjoining/Surrey authorities the proportion in
- 10.30'transport and storage' is significantly greater than the majority 9.9%; with only Slough having a higher figure on 11.8% the next closest is Hounslow 6.4%. The highest in the rest of Surrey is Runnymede at 4.3%. This high figure for Spelthorne reflects the proximity of Heathrow Airport and in particular the location of the airport's cargo centre on its south side. There is a particular concentration of air freight businesses in the Borough, the significance of any large industry sector in one area is that if that sector suffers a decline in demand, the impact on jobs is also at risk; this has been demonstrated with the impact of COVID-19 on the industry.
- 10.31 Relative to most other authorities, Spelthorne has a high proportion of 'construction' businesses and more in percentage terms 15.7% than any adjoining or Surrey authority apart from Tanbridge 17.7%, Hillingdon 16.7% and Reigate and Banstead 16.3%
- 10.32 Figures 42 shows the number of businesses by employment size in Spelthorne and figure 43 shows the number of businesses employing less than 10 people in the other boroughs in Surrey. They show that a significant proportion of Spelthorne's businesses are small with 81.7% having between 1 and 4 employees and 92.7% employing less than 20 people. The 0 to 4 employees percentage has grown from 76% at the 2016 LEA. In Surrey Spelthorne has the second highest amount of businesses employing less than 10 people. This does give the borough the opportunity to support and nuture the small businesses and as they expand to keep them in the borough which will help with investment and employment opportunities.

10.33 Figure 42 Number of businesses in Spelthorne by employment size



Source: Fame April 2021

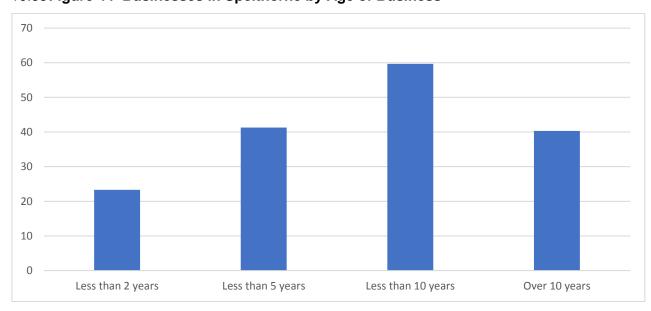
10.34 Figure 43: Percentage of businesses in Surrey employing under 10 people



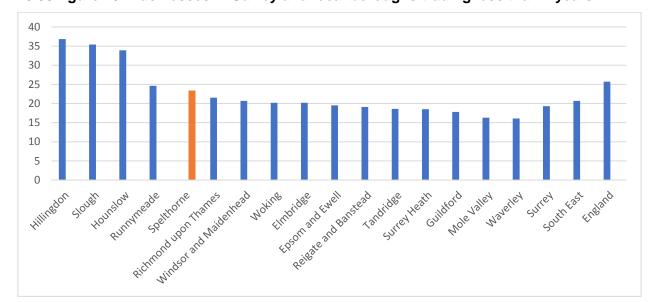
Source: Fame April 2021

Figure 34 Published information on the age of businesses shows a broad spread between those that have operated for less than two years (23.3%) to those that have operated for more than 10 years (40.3%). Figure XX shows that four of our neighboring boroughs have a higher percentage of businesses trading less than two years but in Surrey we have the second highest percentage. This shows that businesses still have confidence to open new businesses in Spelthorne. The benefits of our Business Incubator will further strengthen this situation.

10.35 Figure 44 Businesses in Spelthorne by Age of Business



Source: Fame April 2021



10.36 Figure 45: Businesses in Surrey and local boroughs trading less than 2 years

Source: Fame April 2021

11 Support for Small Businesses

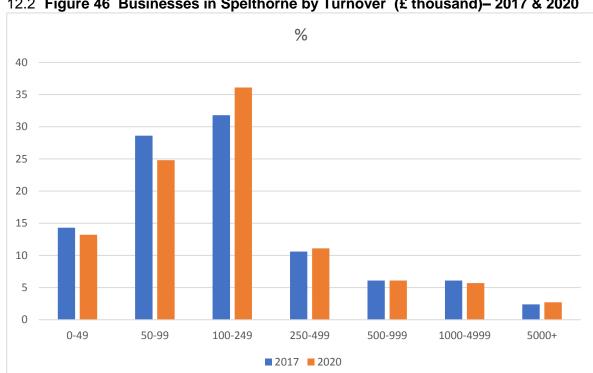
- 11.1 The latest EM3 Commercial Property Study that was produced in 2016 highlighted the need for more specialised, flexible workspaces including business Incubators, Accelerator spaces and Co-working spaces (IACs) in order for small businesses to grow, particularly those in the 4 key sectors.
- 11.2 IACs are business premises where serviced space is available for small businesses. These generally provide space with limited up-front costs and a range of facilities that are particularly suitable for start-up businesses. Most of this space is in office buildings. When the EM3 Commercial Property Study was produced there was no incubator space in Spelthorne, this key point has been addressed with the opening of Spelthornes Business Hub based in Sunbury upon Thames in June 2021, flexi office space is also available in the borough at various locations including The Powerhouse in Ashford and Centurian House in Staines.
- 11.3 The government allocated local authorities funding to give to businesses to help them through the pandemic, the amount allocated to September 2021 exceeded £50m. One of the grants was called Additional Restrictions Grant (ARG) where each area could provide business support on a discretionary basis. This allowed local authorities to utilise this funding (£2.9m for Spelthorne) to help businesses in a way which local conditions were best served. Spelthorne took a view that there would be 2 key phases.
 - **Phase 1**. this was based upon 'Business Survival' and as such opened 4 windows of opportunity over 12 months for businesses to apply for funding up to the value of £10 which would then be transferred directly into the business bank account for that business to use in the best way they felt fit, which would also include their own personal situation including debts and liabilities.

Phase 2 was 'Recovery', this targeted the funds to help businesses in 3 distinct ways.

- 1. To improve performance and productivity: Businesses were invited to apply for funding that would be used to purchase replacement or new equipment to make their business more competitive and grow. This allowed applications up to £20,000 with only 10% of this coming from the business.
- 2. People Skills: Improve the skills and abilities of our business owners by the provision of professional business support and training. Professional business advisors available free of charge to businesses who needed support connected with running the business i.e. finance, HR, growth etcetera.
- 3. Make best use of Technology: To make the best use of digital technology so that they can compete on-line / utilising social media to access new customers far and wide in addition to the traditional bricks and mortar. This comprised of the provision of free training on how to make best use of social media over 5 weeks; also free support to get businesses on-line via a dedicated website.
- 11.4 The Spelthorne Business Forum is also an integral source of support for businesses, it is delivered by the council on behalf of businesses and has grown to nearly 1,000 members over 16 years. This not only offer a wide range of networking opportunities for new businesses but also to a free business directory and presentations.
- 11.5 The Council also organises an annual Spelthorne Business Awards event to celebrate some of the fabulous businesses within the borough and collaborates with the MP Kwasi Kwarteng in the annual Business Plan Competition for budding new businesses.

12 Business Turnover

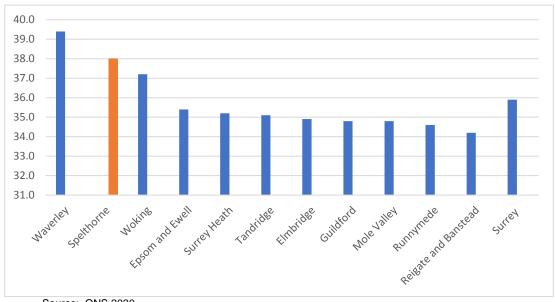
12.1 Figure 36 provides information on the number of businesses by turnover. Some 38% of businesses in Spelthorne have a turnover less than £100,000 per annum compared to 42.9% in 2017. Businesses with turnover between £100,000 and £249,999 has grown from 31.8% to 36.1% which indicates that businesses in the borough are growing their turnover



12.2 Figure 46 Businesses in Spelthorne by Turnover (£ thousand) – 2017 & 2020

Source: ONS 2020

12.3 Figure 47 Businesses under £100,000 in Surrey boroughs



Source: ONS 2020

13 **Economic Performance**

13.1 There are various measures which can be used to create a more general 'picture' of how a particular area is performing economically, one of which is the UK Competitiveness Index. This uses 10 sets of data to produce an overall score of relative economic competitiveness for local authorities. The data sets are:

- Economic activity rates
- Business start-ups per 1,000 population
- Business per 1,000 population
- Education
- Percentage of knowledge based businesses
- Gross Valued Added (GVA)
- Productivity output per Hour Worked
- Employment rates
- Gross weekly pay
- Unemployment rates
- 13.2 Table 48 shows the national rank for 2011, 2020 and 2021 for Spelthorne, the adjoining authorities and the rest of Surrey. The lower the number the more competitive an area is. Surrey boroughs have 6 in the top 10 (out of 379) and 10 in the top 23. Spelthorne is the lowest in Surrey ranked 51st, this still puts Spelthorne in the top 20% of boroughs in the UK and a steady improvement from 68th in 2011.

13.3 Figure 48 Relative Competitiveness¹⁶

	2011	2020	2021
Authority	UK rank of 379	UK rank of 379	UK rank of 379
Spelthorne	68	60	51
Adjoining authorities:			
Elmbridge	2	7	3
Runnymede	42	32	17
Slough	102	127	127
Windsor & Maidenhead	19	8	18
Hillingdon	144	166	115
Hounslow	163	124	86
Richmond	40	12	7
Surrey authorities:			
Epsom & Ewell	21	4	4
Guildford	16	17	10
Mole Valley	1	9	11
Reigate & Banstead	12	25	19
Surrey Heath	30	18	9
Tandridge	8	22	23
Waverley	4	4	2
Woking	7	6	5

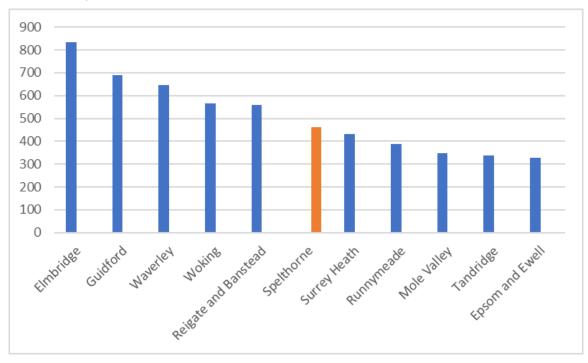
¹⁶ UK Competitiveness Index 2013 & 2019

13.4 It should be noted that the top performing region of the UK is London with the South East in second place. Therefore, whilst Spelthorne's scores are not as

good as in adjoining areas it is still in the top quartile nationally. Detailed examination of the factors making up the 'Index' show that the single issue contributing most to the Borough's lower ranking is educational attainment and specifically the relatively low percentage of residents with a degree or equivalent. Compared to the 18 adjoining / boroughs in Surrey Spelthorne ranked 15th out of 16¹². NVQ4 or higher improved in the borough in 2020 with 50% now achieving this.

- 13.5 Computer Software and Hardware companies. The National Planning Policy Framework (NPPF) requires local authorities to "plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high tech industries." It is therefore relevant to explore whether any particular clusters or networks of knowledge driven, creative or high tech industries are present in the borough.
- 13.6 Figures 49 Shows the number and percentage of Computer Software and Hardware companies in Spelthorne compared to the rest of Surrey. Surrey has 5592 Computer Software and Hardware companies with 462 (8.2%) being in Spelthorne. One aim of the recently opened Business Hub is to attract tech companies to the borough. High tech, digital, immersive companies often offer good salaries and the potential to grow and expand as the world edges towards the adoption of artificial intelligence (AI) to advance science, technology, pharmasuticals, vaccines and much more.

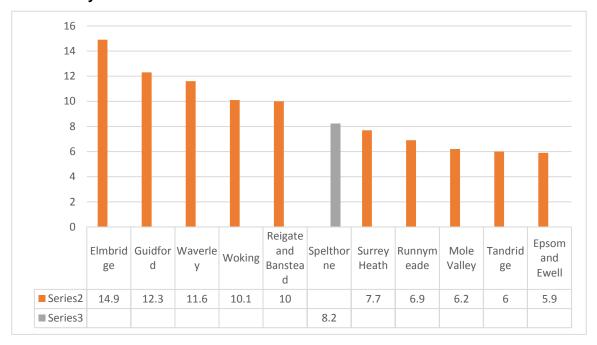
13.7 Figure 49 Number of Computer Software and Hardware companies in Surrey



Source: Fame July 2021

¹² Nomis

13.8 Figure 50 Percentage of Computer Software and Hardware companies in Surrey



Source: Fame July 2021

- 13.9 Spelthorne is part of the Enterprise M3 Local Enterprise Partnership stretching from Spelthorne in the north through to Winchester in the south. The M3 area is home to the primary Sci / Tech corridor in the UK, a status gained through its combination of industrial strengths, cutting edge research and high performing universities.¹³
- 13.10The study identifies 4 key priority sectors: ICT & digital, professional and financial services, pharmaceuticals and aerospace and defence. The Upper M3 area is deemed to be a key cluster in 3 of these: ICT & digital, professional and financial services and pharmaceuticals.

Companies House SIC Code Analysis

13.11 Figure 51 shows us the total number of company registrations across Spelthorne and Surrey from 2017 to 2020. The results show that Spelthorne is below the average per borough but the percentage gap is reducing from 75.9% in 2017 to 93.6% in 2020. What it also shows is that Ashford is consistently incorporating significantly more new businesses than any other town in the borough.

13.12 Figure 51: Total companies incorporated in Spelthorne and Surrey 2017-2020

Surrey	Spelthorne	Surrey	Spelthorne	Surrey	Spelthorne	Surrey	Spelthorne
2020	2020	2019	2019	2018	2018	2017	2017
11358		8106		6272		5720	
1032	966	736	670	570	528	520	395
average		average		average		average	
per		per		per		per	

¹³ Enterprise M3 Commercial Property Study 2016

borough		borough		borough		borough	
	Ashford - 368	l .	Ashford – 256		Ashford -194		Ashford - 158
	Shepperton &		Shepperton &		Shepperton &		Shepperton &
	Laleham - 163		Laleham - 111		Laleham - 80		Laleham -
	Staines - 197		Staines - 134		Staines - 117		Staines - 82
	Stanwell - 84		Stanwel - 58		Stanwell - 34		Stanwell - 22
	Halliford &		Halliford &		Halliford &		Halliford &
	Sunbury - 156		Sunbury - 113		Sunbury - 103		Sunbury - 62

Source: Fame May 2021

This shows that Ashford Town has the largest percentage of businesses in Spelthorne with 17.3% followed bt Staines,14.3%. Riverside & Laleham has the fewest with 3.6%

13.13 Figure 52: Businesses by ward

Area	Number of Businesses	% of Businesses
Spelthorne	7673	100
Ashford Common	497	6.5
Ashford East	402	5.2
Ashford North & Stanwell South	422	5.5
Ashford Town	1329	17.3
Halliford & Sunbury West	363	4.7
Laleham & Shepperton Green	522	6.8
Riverside & Laleham	278	3.6
Shepperton Town	736	9.6
Staines	1101	14.3
Staines South	396	5.1
Stanwell North	494	6.4
Sunbury Common	499	6.5
Sunbury East	634	8.2

13.14Table 53 shows the number of transportation and storage companies incorporated in Spelthorne from 2018 to May 29th 2021 and the percentage compared to Surrey. The categories included are land transport and transport via pipelines, water and air transport, warehousing and support activities for transportation and postal and courier activities. These categories have been consistently stronger than Surrey as a whole This is largely due to the proximity of Heathrow Airport and the motorway network.

13.15 Figure 53: Transportation and storage companies incorporated

13.131 igule 33. Transportation and storage c	ompanies incorporated			
New Businesses	Spelthorne	Surrey	Spelthorne	
	Jan 1st to	Jan 1st to		
	May 29th	May 29th		ĺ
TRANSPORTATION AND STORAGE	2021	2021	2020	
Total	35	130	79	
% of Surrey	26.9		21.9	

Source; Fame May 2021

13.16 Figure 54 shows the type and number of businesses in Spelthorne. There are 56 different categories in operation in the borough. The top 10 categories accounts for 59.2% of all businesses in the borough and the top 15 categories 74.2%

This also shows the percentage of businesses by category compared to Surrey. The top two categories by % are Transport (land, air & sea) at 19.6% and Warehousing and support activities for transportation 17.9% which reflects Spelthornes location to Heathrow airport and also our reliance to this sector as well as the access to various motorways.

13.17 Figure 54: Type and number of businesses in Spelthorne and Surrey

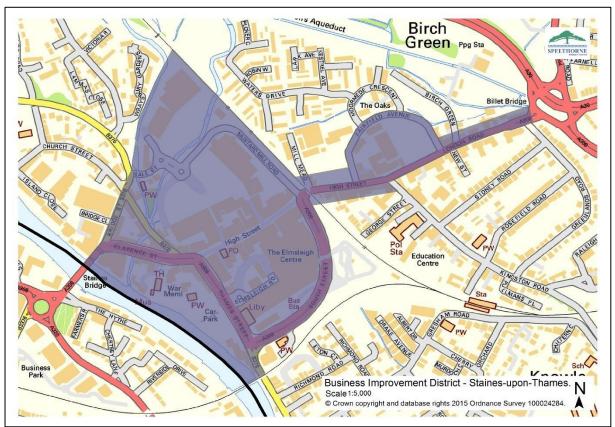
Top 20 Spelthorne Businesses by Category compared to Surrey			
Category	Spelthorne	Surrey	%
Specialised construction activities	776	7203	10.8
Computer programming, consultancy and related services	562	7436	7.6
Retail trade	543	6947	7.8
Real estate activities	510	8865	5.8
Other personal service activities	458	5381	8.5
Activities of head offices; management consultancy activities	445	9584	4.6
Transport (land, air & sea)	368	1884	19.6
Office administrative, office support and other business support	317	6008	5.3
Food and beverage service activities	312	3970	7.9
Construction of buildings	298	4813	6.2
Wholesale trade	271	3261	8.3
Human health activities	266	4377	6.1
Manfacturing	210	3139	6.7
Other professional, scientific and technical activities	209	4055	5.2
Education	205	3046	6.7
Services to buildings and landscape activities	159	2170	7.3
Warehousing and support activities for transportation	156	870	17.9
Architectural and engineering activities; technical testing and analysis	142	2382	6.0
Motion picture, video, programming & broadcasting	133	1727	7.7
Sports activities and amusement and recreation activities	132	2184	6.0

14 Staines-upon-Thames BID

14.1 Visit Staines Business Improvement District¹⁴ (BID) was established in 2017. BIDs are business-led initiatives, taking advantage of government legislation that gives local business the power to raise their own funds through a levy on their business rates. This can then be spent on their business priorities as identified in the BID Proposal to improve their trading environment on things such as events, town rangers, Christmas lights etc. A BID term is 5 years after which a new ballot must take place. The new ballot will be in 2022, due to the effect covid has has on the high street and the closure of a number of main contributors to the BID including Debenhams there is no guarantee that the

¹⁴ www.visitstaines.co.uk

- new ballot will be successful. In October 2021 the BID Board decided to slightly increase the area the BID covers, thereby taking in additional heriditaments.
- 14.2 The business rates levy has been set at 0.75% for businesses in serviced accommodation (Two Rivers, Elmsleigh Shopping Centre's) and 1.5% for all other businesses. The BID area can been seen in the map below. The BID area is for the most part retail only, however there are some non-retail businesses also included.
- 14.3 Figure 55: Staines-upon-Thames Business Improvement District



Source: Spelthorne Borough Council

3.91

- 14.4 The Staines-upon-Thames BID aim was provide £1.6 million of new investment for over 300 business over the 5 year term. It has currently invested £1.1m based on the BID levy collected so far
- 14.5 .The BID board identified the following as their key objectives:
 - Create a strong collective business voice in the town
 - · Increase footfall and boost trade
 - Improve the economic opportunities and the trading environment for businesses in Staines-upon-Thames
 - Create a new brand and identity for Staines-upon-Thames
 - Market Staines-upon-Thames to a local, regional and national audience through high profile marketing campaigns, multi-channel media advertising, year round events, festivals and markets
 - · Capitalise on the heritage and location of Staines-upon-Thames
 - Increase awareness of businesses and town centre events by marketing to residents and employees

- Supply businesses with useful data on town centre performance e.g. footfall, car park and dwell time figures
- Make the town more welcoming, attractive and safer

All of the objectives have been addressed with further activities to attract people to the town to continue.

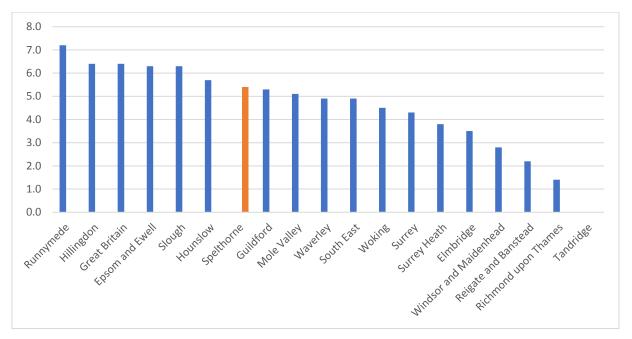
15 Skills and Qualifications

- 15.1 The latest Spelthorne Business Survey has once again shown evidence that some businesses have experienced a shortfall in the necessary qualifications and experience when seeking to recruit.
- 15.2 Figure 56 shows that there has been continued significant improvement since the last economic assessment in 2016 when only 37.8% of our residents had obtained NVQ4+ compared to 47.7% average across Surrey. The latest data available in 2020 now shows that instead of being significantly behind the Surrey average, Spelthorne now has a slightly higher than Surrey average with NVQ4+, with residents at 54% compared to Surrey's 53.4%.
- 15.3 Figure 56 Qualifications of Spelthorne Residents compared to the Surrey average 16 to 64 years old 2016 and 2020



Nomis to December 2020

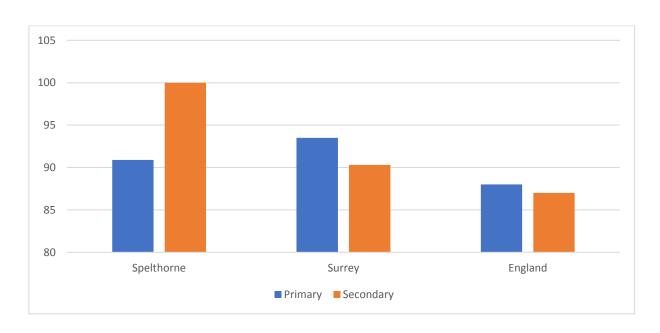
15.4 Figure 57 Comparison of 16-64 year olds with no qualifications



Nomis to December 2020

- 15.5 Improvements have been made in all areas with the exception of those residents without any qualifications where it has risen slightly from 4.9% to 5.2%. This puts Spelthorne as the local authority area with the second most residents without qualifications in Surrey, but well below the Great Britain average as can be seen by Figure 57
- 15.6 Figure 58 shows the percentage of primary and secondary schools deemed "good or "outstanding" in Spelthorne in relation to Surrey and England. The results show improvement on the level of performance from the 2016 LEA, with Spelthorne schools continuing to fair better than the level for England. (Please note that not all schools had available data on the ofstead or Gov UK sites)

15.7 Figure 58 Percentage of Spelthorne Schools deemed good or outstanding



15.8 The above data in Figure 58 is likely to be a key reason why qualifications are improving within Spelthorne as the quality of the eduction provided, particularly at secondary level as measured by Ofsted is exceptional compared to Surrey and G.B.

16. Quality of Life - Health and Wellbeing

- 16.1 The county of Surrey is one of the least deprived in the country and its population generally enjoys good health and wellbeing. In Spelthorne, many of the Borough's residents also enjoy good health compared with other areas, but there are small pockets of deprivation in specific wards. Significant problems also persist in the population which can lead to ill health, particularly obesity, smoking and physical inactivity, which are important causes of early death and ill health.
- 16.2 In April 2016 the council adopted its Health and Wellbeing Strategy. The following tables give a snapshot of Spelthorne in comparison with the rest of the South East and England.

16.3 Table 59 Data Summary for England, South East and Spelthorne

	England	South East	Spelthorne
Total number of carers (2011 census, please note that this is the latest information available)	5,430,016 (10.2%)	108,433 (9.6)	9,844 (10.3%)
Admission episodes for alcohol related conditions per 100,000 (2018/19) ¹	664	525* (this figure might be 10% higher due to recoring issues)	665
Smoking Prevalence (2019) ¹	7.8%	12.2%	13.9%
Excess winter deaths (2018-19)	15.1%	14.3%	22.1%
Excess weight in adults - the percentage of adults classified as overweight or obese (2018-19) 1	62.3%	60.9%	56.8%
Obese children (year 6 2019/20) 1	en (year 6 2019/20) ¹ 21.0%		18.0%
Homelessness acceptances – per thousand households (2017-18) ¹	0.8	0.7	0.1
Percentage of physically active adults – those achieving 150 minutes of at least moderate intensity activity per week (2018-19) ¹	67.2%	70.2%	62.2%

Source: Public Health Profiles 2020 (Public Health England)

16.4 Table 60 Surrey and Spelthorne Comparison Table

	Surrey	Spelthorne	Comments
Life expectancy ¹⁵	84 years for women 80.5 years for men	84.2 years women 80.9 years men	The life expectancy varies greatly from the most deprived areas compared to the least deprived
Bed and Breakfast / Temporary accommodation	Numbers not available	76 Households in B&B and 32 Households in temporary accommodation arranged by local authority	Numbers as of 28 th July 2021

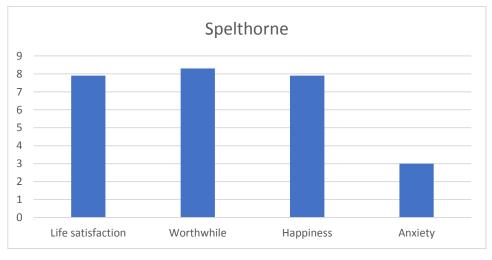
16.5 Figure 61: Levels of Personal Wellbeing Spelthorne

Spelthorne came out as the "happiest place to live in Surrey"

The ONS broke down the average ratings of four factors, the score is out of 10. Life satisfaction scored 7.9, the feeling that the things done in life are worthwhile 8.3, happiness 7.9 and anxiety 3.0. The latest data covers the period between April 2019 and March 2020, which does include the run-up to the first lockdown period.

Using these measures, Spelthorne came out on top across the county.

16.6 Figure 62: Levels of personal wellbeing in Spelthorne

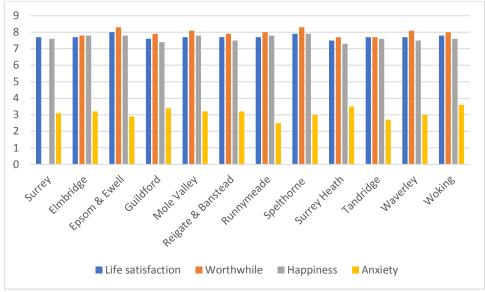


Source ONS March 2020

¹⁵ Public Health Profiles 2017-19 (Public Health England)

Figure 62 shows the personal wellbeing levels across Surrey and the adjoining authorities. Spelthorne outperforms the Surrey average in all four factors which indicates that although the borough has higher levels of unemployment than the rest of Surrey, people are happy with their personal well-being which suggests Spelthorne is a great place to live.





Source: ONS March 2020

- 16.8 The **UK Prosperity Index**¹⁶published in August 2021 shows Spelthorne moving from 75th place in 2011 to 63rd in 2020 then 56th place in 2021 compared to 379 other local authority areas in the UK. This suggests that Spelthorne is continuing to improve as a destination to live, work and run a business. Under the various measures, Spelthorne performs worst under 'natural environment' at 360th place and best under 'living conditions' where we are placed in 13th position.
- 16.9 An important factor in attracting people and businesses to live and set up their business is the offer available in relation to health, entertainment and facilities. The table below shows that Spelthorne currently falls behind for indoor sports facilities in Surrey, for squash courts, indoor bowls rinks and indoor tennis courts and are worst in Surrey for sports hall courts and 9th for swimming pool lanes. Spelthorne has the most gym stations in Surrey (1,036) this is an increase of 37% (756) since 2016 compared to the rest of Surrey that saw an increase of 1% (121). A new leisure centre at Knowle Greeen has been approved and will make available modern state of the art facilities when completed in the next 2 or 3 years.
- 16.10This indicates that the public and private sector could explore opportunities to bridge the gap, and if seen as financially viable enhance the current offer. Staines town has little more than a cinema as entertainment to attract people to its night time economy and would for instance benefit hugely by an indoor bowls rink.

¹⁶ https://li.com/reports/uk-prosperity-index-2021/

16.11 Table 64 Indoor sports and leisure facilities

	COMMUNITY CENTRES	SPORTS HALL COURTS	SWIMMING POOL LANES	SQUASH	GYM STATIONS	INDOOR BOWLS RINKS	INDOOR TENNIS COURTS
Elmbridge	7	69	60	25	1,012	4	6
Epsom & Ewell	2	55	34	16	701	1	2
Guildford	11	111	51	13	797	б	4
Mole Valley	3	57	32	13	359	4	0
Reigate & Banstead	3	68	45	13	565	б	0
Runnymede	4	57	17	8	596	б	4
Spelthorne	4	40	21	7	1,036	0	0
Surrey Heath	5	36	12	9	644	6	0
Tandridge	6	47	35	11	341	0	3
Waverley	2	107	67	14	937	0	3
Woking	4	28	18	12	739	0	10
SURREY	49	674	392	140	7,727	33	32

Source: Surrey County Council and Sport England Active Places April 2017

Table 64 shows the figures across Surrey for outdoor sports provision. Spelthorne lags behind Surrey with no athletics tracks and the lowest number of golf courses and 10th for tennis courts. The lack of these facilities further hampers the boroughs ability to be competitive compared to other destinations and may lose out on inward investment. The fact that Spelthorne is a small borough and much of the above can be located within a few miles of the Spelthorne boundary does mitigate the overall threat.

16.12Table 65 Outdoor sports and leisure facilities Outdoor sports and recreation

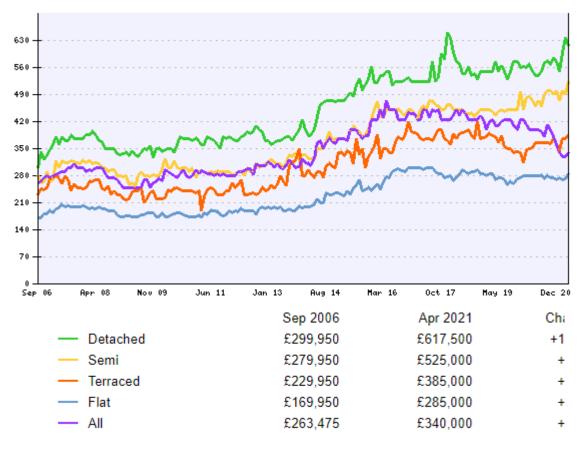
	GRASS PITCHES	ARTIFICIAL GRASS PITCH	TENNIS COURTS	ATHLETIC TRACKS LANES	GOLFCLUBS
Elmbridge	298	17	111	12	8
Epsom & Ewell	149	9	48	6	3
Guildford	209	12	40	12	10
Mole Valley	137	5	33	0	7
Reigate & Banstead	182	14	49	6	8
Runnymede	142	16	72	12	7
Spelthorne	99	12	31	0	2
Surrey Heath	165	11	24	0	6
Tandridge	205	9	52	0	13
Waverley	241	25	99	12	12
Woking	100	11	54	10	11
SURREY	1,927	141	613	70	87

Source: Surrey County Council and Sport England Active Places April 2017

Housing Affordability

- 16.13The relative cost of housing can have a bearing on the extent to which those on lower incomes can afford to live in an area. In turn this can have an impact on local labour supply. Housing is an important factor within economics, particularly inward investment opportunities. If salaries are not sufficient to purchase or rent a property, then this may cause significant problems recruiting talent and a business owner may select somewhere more affordable.
- 16.14 Figure 66 illustrates that housing costs are high in Spelthorne. In December 2020 the median value of a semi-detached house was £525,000, an increase of 16.6% since the 2016 assessment.
- 16.15In terms of the rented sector again costs are high. As of March 2021 the median rent for a home in Spelthorne was £1,049 pcm¹⁷.

16.16 Figure 66 Median annual house prices in Spelthorne by type of dwelling (£000's)



Source: home.co.uk

- 16.17In comparison with most adjoining authorities and Surrey, house prices in Spelthorne are lower. Only Slough's semi detached house prices are lower than Spelthorne's. In absolute terms the cost of property in relation to incomes means that without substantial additional financial assistance first time Spelthorne buyers on average incomes have no realistic chance of purchasing a property.
- 16.18The cost of housing across the UK has become one of the defining issues for the Government. The housing crisis in London is particularly acute, however this does provide investment opportunities for adjoining boroughs such as Spelthorne, with

¹⁷ Home.co.uk

- businesses looking for cheaper areas nearby to London to base themselves and their staff.
- 16.19 In 2019 a study compiled by comparison website TotallyMoney.com ranked the top London commuter towns to buy a home. Each location was scored out of 40 based on 4 available metrics:
- 16.20 House price, commuting time, season ticket prices and life satisfaction.
- 16.21 Table 67 shows that Staines-upon-Thames ranked 18th which was the second best location in Surrey only beaten by Walton on Thames that was 17th. The only other Surrey town in the top 25 was Epsom at 22nd. The only borough that is near to Spelthorne and not in Surrey that came in the top 25 was Slough at 21st.
- 16.22 Table 67: Top 25 London Commuter towns

Rank	Town	County	Commute Time	Av. House	Season Ticket	Life
			(mins)	Price	Price	Satisfaction
1	Cheshunt	Hertfordshire	26	£384,248	£2,288	7.92
2	Waltham Cross	Hertfordshire	28	£390,612	£2,028	7.92
3	High Wycombe	Buckinghamshire	30	£331,092	£3,668	7.95
4	Hatfield	Hertfordshire	25	£344,459	£2,808	7.83
5	Gravesend	Kent	23	£284,497	£3,616	7.76
6	Broxbourne	Hertfordshire	32	£408,915	£2,848	7.92
7	Watford	Hertfordshire	19	£416,680	£3,204	7.76
8	Basingstoke	Hampshire	44	£320,082	£4,604	8.09
9	Overton	Hampshire	55	£215,395	£4,740	8.09
10	Hemel Hempstead	Hertfordshire	26	£361,817	£3,832	7.79
11	Harlow	Essex	34	£297,226	£2,288	7.7
12	Didcot	Oxfordshire	43	£311,060	£5,528	8.06
13	Purfleet	Essex	33	£214,907	£2,448	7.59
14	Rayleigh	Essex	44	£378,427	£4,028	8
15	Potters Bar	Hertfordshire	18	£510,539	£2,220	7.65
16	Ebbsfleet	Kent	18	£339,462	£4,816	7.7
17	Walton-on- Thames	Surrey	29	£574,314	£3,036	7.9
18	Staines	Middlesex	35	£296,258	£3,024	7.71
19	Maidenhead	Berkshire	21	£517,804	£3,188	7.75

20	Hitchin	Hertfordshire	30	£407,644	£4,068	7.82
21	Slough	Berkshire	21	£354,900	£2,712	7.55
22	Epsom	Surrey	36	£519,224	£2,340	7.85
23	Princes Risborough	Buckinghamshire	39	£461,332	£3,788	7.95
24	Leighton Buzzard	Bedfordshire	32	£300,289	£4,600	7.77
25	Baldock	Hertfordshire	39	£312,815	£4,448	7.82

Source: www.totallymoney.com/commuter-hotspots

17. Deprivation

- 17.1 Since the 1970s the Government has calculated local measures of deprivation in England. The latest release of data was in 2019. This is used to create an Index of Multiple Deprivation as a composite overall measure of deprivation. It is of note that some data sources on education and business are either the same or similar to some measures used in the Index of Competitiveness which is considered earlier in this report.
- 17.2 The Index of Multiple Deprivation uses 39 separate indictors organised across seven key groupings of data:
 - Income
 - Employment
 - · Health and disability
 - · Education skills and training
 - Barriers to housing and services
 - Crime
 - Living environment
- 17.3 From this data an overall "score" is derived and each local authority area is ranked according to its degree of deprivation. This provides a broad indication of relative deprivation. However, within each authority area there will be variations with deprived localities in generally well off areas and vice versa.
- 17.4 The index covers 326 local authorities in England. Within the Index a rank of 1 is the most deprived and 326 the least deprived. Spelthorne was 233rd in the 2019 index, placing it in the second least deprived quartile.
- 17.5 The table below sets out the rank of Spelthorne and authorities in Surrey and close byin rank order and grouped according to which quartile they lie nationally. 1st quartile being the best and 4th the worst

17.6 Table 68 Index of Multiple Deprivation 2019

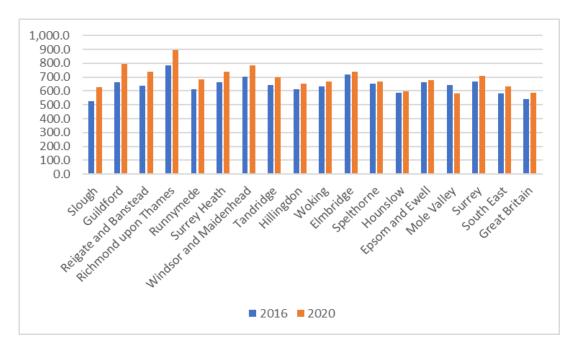
Local Authority	Rank
1 st Quartile	
Waverley	313
Elmbridge	310
Surrey Heath	309
Windsor and Maidenhead	304
Epsom and Ewell	299
Richmond upon Thames	297
Guildford	296
Mole Valley	294
Woking	283
Reigate and Banstead	276
Tandridge	258
Runnymede	256
2nd Quartile	
Spelthorne	201
3 rd Quartile	
Hillingdon	151
Hounslow	95
4 th Quartile	
Slough	73

Source: DCLG- Index of Multiple Deprivation 2019

Incomes

- 17.7 Figure 69 shows the average earnings in pounds for employees living in the area who are on adults rates of pay and whose pay was not affected by absence. Figures for earnings come from the Annual Survey of Hours and Earnings (ASHE). The ASHE is based on a 1 per cent sample of employees.
- 17.8 The average salary in Surrey for a resident in a borough ranges from £30.3k in Mole Valley to £41.2k in Guildford. Spelthorne was 9th lowest in Surrey on £34.7k but was above the average for the South East (£32.5k) and Great Britain (30.5k). The average salary for Surrey was £36.8k

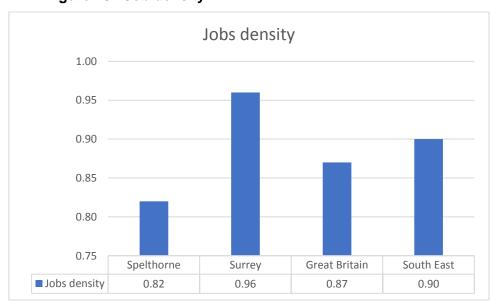
17.9 Figure 69: Weekly full time pay across Surrey and the adjoining boroughs and districts for 2020 compared to 2016



Source: Nomis December 2020

- 17.10 The table below shows that there are more people who live in the borough and work (50,484) than there are people currently working in the borough (41,367). Therefore Spelthorne is a significant net exporter of labour, with more people commuting out of the borough.
- 17.11 This is linked by the number of jobs available within the borough. With a score of 0.82 this means that there are only 82 jobs available for every 100 residents aged between 16 and 64. Spelthorne has a disproportionate amount of people employed at Heathrow outside the borough, so this is not a serious concern. Surrey on the other hand has a significant number of jobs available across the county for its residents.

17.12 Figure 70: Job density



18 Superfast Broadband

- 18.1 Superfast Broadband is classed as download speeds of more than 24mbps (megabits per second.)
- 18.2 Superfast Broadband is now a core requirement for most sectors, particularly the ICT/Digital sectors which are dependent on high upstream and downstream bandwidths for file sharing with clients and collaborators.
- 18.3 Superfast Surrey is a partnership between Surrey County Council, BT and BDUK (Broadband delivery UK) with the aim of extending the fibre broadband network to homes and businesses across Surrey. (www.superfastsurrey.org.uk). However they have so far not "rolled out" into Spelthorne.
- 18.4 Spelthorne has above average broadband speeds¹⁸with an average download speed of 81.1 Mbps compared the southeast average of 71.6 Mbps and the UK at 72.9.
- 18.5 The speed and reliability of broadband is becoming increasingly critical to the infrastructure of successful locations. Businesses, including sole traders increasing rely upon access to good broadband speeds. In 2019 meetings took place with Openreach and Spelthorne Council met to discuss fibre to the premises (FTTP) and as a result announced that (FTTP) would be fitted throughout Sunbury as a starting poine and then other locations in Spelthorne. Most towns in the country have fibre running underneath the road or footpath, but only goeas as far as the cabinet. The last and shortest journey from the cabinet to the house / office is by fibre and copper, this has a dramatic effect on speeds, slowing broadband considerably. The full fibre option will give upload and download speeds of the same rate and initially will give up to 1GB speeds (1,000MB), this compares to current superfast speeds of around 60MB

19 Natural Environment

- 19.1 This section briefly outlines the key environmental characteristics of the Borough which provide the physical setting for business activity in Spelthorne.
- 19.2 Spelthorne lies within the first area of open countryside as one moves out from London. It is separated from the urban area of London by designated Green Belt land. Some 65% of the Borough is designated as Green Belt and this amount of open land enhances the attractiveness of the Borough.
- 19.3 The Borough has a 12 mile frontage to the River Thames with the towpath for much of that length on the Spelthorne bank. There are several historic Thames side villages such as Laleham, Shepperton, Lower Halliford and Lower Sunbury which are part of 8 Conservation Areas in the Borough. There are several extensive areas of public open space adjoining/close to the river, including Laleham Park, Dumsey Meadow and Sunbury Park. The Thames itself is a source of tourism both from day trips as well as longer stays either on the water or close by. Tourism is an aspect of the local economy the Council has been keen to expand.
- 19.4 The following map shows the key environmental features.

¹⁸ https://commonslibrary.parliament.uk/constituency-data-broadband-coverage-and-speeds/65

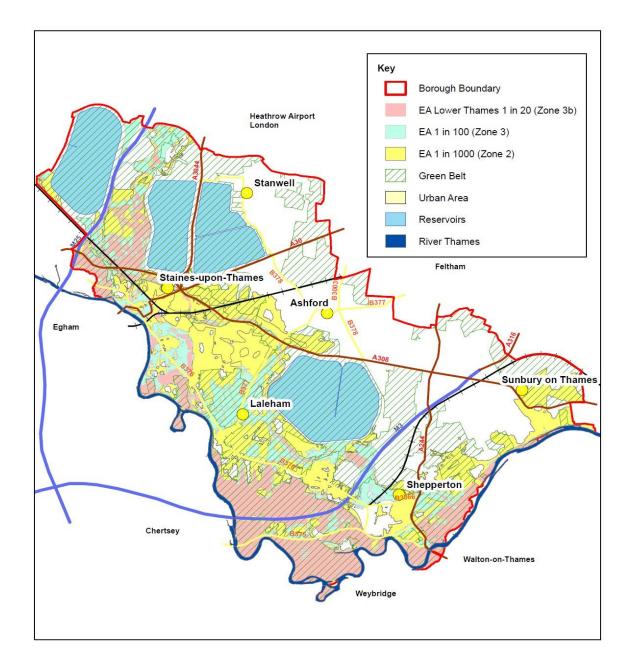


Figure 71: Key environmental features in the Borough

5.38

- 19.5 There are areas at flood risk from the Rivers Thames and Colne with some 7% of the Borough at risk. The larger part of this flood risk area is undeveloped open land and part of the natural floodplain.
- 19.6 The Environment Agency has prepared a Lower Thames Flood Risk Management Strategy for managing future flood risk. It involves an engineered component, which includes three diversion channels between Datchet and Shepperton and improvement to areas at Sunbury, Molesey and Teddington. It is also proposed that the Desborough Cut near Shepperton will be widened to accept greater volumes of water. However, funding and the delivery timetable are still to be resolved.
- 19.7 There are some significant areas of the Borough which are of national and international importance for nature conservation. The most notable is the South West London Water Bodes Special Protection Area.
- 19.8 There are a number of sites designated as

19.9 Sites of Special Scientific Interest (SSSI) and some 26 sites designated locally as Sites of Nature Conservation Importance (SNCI). Some include extensive areas of former mineral workings, a few of which have received national awards for restoration.

Town Centres

- 19.10Town centres are vital to the vitality of places. They are favoured by many professional service firms and investors because of their transport connections and amenities which in turn attract a wealthier, highly skilled and often younger demographic to the workforce. Local authorities have a key role to play in shaping their town centres.
- 19.11 The Council has invested in its town centres and continues to do so to provide attractive shopping and business environments. It is within these areas that by far the greatest proportion of the retail and related service uses in the Borough are located. They are important economic centres.
- 19.12In 2002 the Council completed two major enhancement schemes in Staines Town Centre. Following the completion of the Two Rivers Shopping Centre the Council pedestrianised the High Street to provide a traffic-free zone and also completed a scheme to enhance a large park alongside the River Thames called Memorial Gardens. The achievements were recognised by three national awards.
- 19.13The Council is looking to continue the enhancement of the town centre including opportunities to increase the contribution of the River Thames to the attractiveness of the town centre as a whole. In 2021 a new jetty was built by Spelthorne Council which now allows river buses to set up regular journeys picking up and dropping off passengers in Staines-upon-Thames.
- 19.14The Council is currently working on an emerging Local Plan which contains the overall vision and framework for future development in the area, addressing needs and opportunities in relation to housing, the economy, community facilities and infrastructure as well as providing a basis for conserving and enhancing the natural and historic environment, mitigating and adapting to climate change, and achieving well designed places. A survey was sent to residents and businesses in Spelthorne in 2021 to get there views. The emerging Local Plan will set out how the local area will develop over at least the next 15 years and once adopted, will replace the 2009 Development Plan. The next stage of the Spelthorne Local Plan is the consultation on the Publication Local Plan which is estimated to take place from February to March 2022

Secondary Town Centres

- 19.15 Spelthorne Borough Council previously won funding from Surrey County Council to regenerate secondary shopping centres in the borough. The Town Centre Revitalisation Scheme allocated up to £3 million to the counties boroughs and districts, with individual proposals of up to £0.35 million requiring match funding of at least 50%. The 4 year investment programme was used to revitalise secondary shopping areas which are vital to local communities. The scheme invested in the following sites:
 - Clare Road, Stanwell
 - Edinburgh Drive, Staines-upon-Thames
 - · Groveley Road, Sunbury-on-Thames
 - · Woodlands Parade, Ashford

20 Business Organisations in Spelthorne and the Wider Area

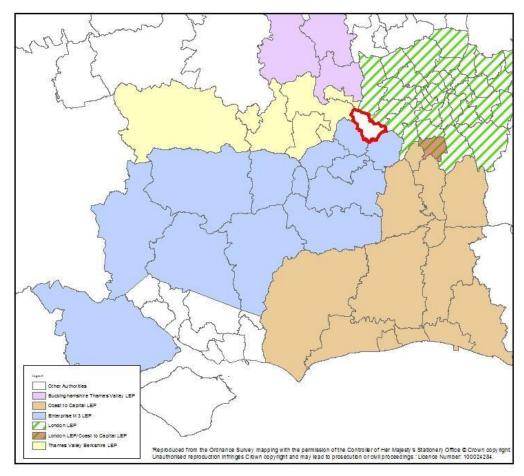
Spelthorne Business Forum

- 20.1 In Spelthorne the lead organisation for business networking and support is the Spelthorne Business Forum (SBF). It is a partnership whose aims are to provide help and support in the Borough.
- 20.2 SBF's main objectives are to:
 - Provide networking and information sharing opportunities for local businesses and business stakeholders
 - Develop Links with local schools to match skills with business needs
 - Identify and represent issues which affect local businesses across the borough of Spelthorne.
 - Act as a consultation forum and contribute to local business related decision making wherever possible
 - Seek to promote individual businesses via email, social media (Twitter, LinkedIn) where appropriate.
 - Seek to develop links with other business groups to maximise scope for business activity.
- 20.3 The SBF is a non-statutory partnership. It supports the delivery of Spelthorne Council's Economic Development Strategy. SBF currently has a membership of over 1000 businesses.
- 20.4 In addition to the SBF there are a number of other local business organisations and those seeking to promote local business as part of their wider aim. These include: Ashford Wide and Staines Village Residents and Traders Association.
- 20.5 There are also other Surrey-wide organisations who are members or are connected with the SBF including Surrey Chambers of Commerce and the Federation of Small Businesses.

Organisations covering a wider area

- 20.6 The key business organisations in the wider area are Local Enterprise Partnerships (LEPs). These were established by the Government from autumn 2010 to replace a previous structure of Regional Development Agencies. LEPs are being increasingly used by the Government as the bodies to deliver local economic growth and to which to devolve funding to support this national priority.
- 20.7 Spelthorne is a member of the M3 LEP (EM3) which covers West Surrey and a large part of Hampshire. All of the London local authorities are in a single LEP. East Surrey authorities are part of the Coast to Capital LEP (C2C). The following map shows the geographic extent of LEPs in this part of the South East.

20.8 Figure 72: Local Enterprise Partnerships



- 20.9 The Surrey County Council economic development team work in partnership between the County Council and 11 districts and the private sector to stimulate growth across the county. SCC provides a unified voice for Surrey and champions the county with the Government.
- 20.10 Surrey County Council seeks to position Surrey as a world class economy and shape

'a county where knowledge, creativity and innovation drive economic growth to bring prosperity and quality of life for all'. Specifically it seeks to foster 'smart economic growth' which brings innovation and jobs but also maintains the things that make Surrey an attractive location to live and work. It also assists in representing Surrey in the EM3 and C2C LEPs – a role that is welcomed by both of these bodies.

¹⁹ www.surreycc.gov.uk

21 Sustainability

- 21.1 Tackling climate change continues to be an important priority for the council. The climate change agreement in Paris in December 2015 agreed to limit global temperature increases to 1.5 degrees and the need to achieve zero net global carbon emissions by the second half of this century to achieve this commitment. As such the Council set out it's aspirations in its Sustainability Strategy and Energy and Water Policy in 2015 and also declared a Climate Emergency towards the end of 2020.
- 21.2 Figure 73 shows the potential impact local authorities can make on emissions and the green agenda

Figure 73 How local authorities control and influence emissions



Source: Government Climate Change Committee Local Authorities and the Sixth Carbon Budget report December 2020

- 21.3 In 2020 the council launched a dedicated member task group with the sole aim of tackling climate change as quickly as possible by developing a strategy and action plan.
- 21.4 The Council has already progressed a large number of measures to address climate change including:
 - Council offices have reduced its energy usage by almost 40 per cent, this has
 included the introduction of low energy lighting and light sensors to reduce electricity
 consumption.
 - Solar PV installed on 2 of our Day Centres and the White House Depot
 - Single-use plastics policy
 - Stopped cutting large areas of grass to encouraging biodiversity through lowering grass cutting frequencies in certain open spaces
 - 2 diesel vans replaced with electric vans in our fleet
 - 2 electric pool cars and 2 electric pool bicycles introduced at Knowle Green for business travel use
 - 53 electrical vehicle charging points across the Borough with plans to introduce at least another 30 in the immediate future

- Sustainable housing strategy to include electrical vehicle charging points for new housing and commercial developments
- Paperless Council meetings
- Over 1000 trees planted in Spelthorne in the last year
- £1.2million spent making homes in the Borough more energy efficient with funding awarded for new boilers and insulation upgrades.
- Installation of solar panels for the housing development in the West Wing of the Council Offices and the boroughs community centres
- Weekly collections of food waste, textiles and small electricals mean that these items are diverted from landfill.
- Hosting of the annual School Eco-conference
- Supporting action on Fuel Poverty through the ECO scheme (funded externally)
 the latest figures show 3,062 energy efficiency measures have been installed in fuel
 poor households since the start of the scheme (the highest install rate in Surrey)
- The borough has secured significant funding through the Green Homes Grant Local Authority Delivery Scheme to further support households improve the energy rating of their homes, this is in the process of being delivered.
- Green/Sustainable category has been added to the Spelthorne Business Awards
- Energy & Water Efficiency Policy 2015-2021 Had a target to reduce emissions from energy use by 12.5% over the life of the policy. An 18% reduction was achieved

21.5 Future Plans:

- A Carbon Action Plan is currently being developed and will form the basis for much
 of the future work. Along with tying in with the Surrey County Council Climate
 Change Strategy (for which one of the ambitions is the Industry & Green Economy
 which will focus on the transition to clean growth through the decarbonisation of all
 major sectors and investment in the development of clean technologies and
 industries that create jobs and improve the quality of life of our residents)
- LoCase Surrey will be running a programme called LoCASE that aims to help businesses become more competitive and profitable while protecting the environment and encouraging low carbon solutions. The programme should be launched in 2021.
- Continue to collaborate with the Greater South East Energy Hub (part of the EM3 LEP) on funding opportunities and projects
- Transitioning our fleet of vehicles to electric/alternative fuel.
- Increasing local renewable energy generation and heat networks.
- Increasing electric vehicle charging opportunities in the Borough, this will come from a mixture of Borough, County and private sector.
- Environmental Health with Surrey County Council have been looking at initiatives for encouraging taxis to go electric.
- New Passivhaus Leisure Centre.
- Further initiatives to improve the energy efficiency of private and social housing.
- Develop a Sustainable/Environmental Procurement Policy
- In 2023 a review of the refuse collection fleet will take place with the aim to convert to electric or hydrogen 50% of the fleet, depending on the best technology available and in 2027 to replace the remaining fleet of vehicles with electric or hydrogen.
- 21.6 At Surrey level a Climate Change Strategy has been developed which provides a joint framework for collaborative action on climate change across Surrey's local authorities and other partners to achieve the goal of net zero by 2050. A Climate Change Officers Group has been set up formed of Borough & District Officers and chaired by Surrey to help deliver the strategy objectives.



Economic Development Committee



29th September 2022

Title	Draft Town Centres Strategy
Purpose of the report	To note
Report Author	Andy Willmott - Town Centre Manager
Ward(s) Affected	All Wards
Exempt	No
Exemption Reason	N/A
Corporate Priority	Community
	Recovery
	Environment
	Service delivery
Recommendations	Committee is asked to:
	Note and critique the report for it to return to the Committee on 12 th January 2023 for a decision to approve.
Reason for Recommendation	Not applicable

1. Summary of the report

- 1.1 This report seeks to provide a new strategy for the town centres of Ashford, Shepperton and Sunbury as well as the shopping parades spread throughout the borough. The action plan has been designed in collaboration with local businesses through feedback obtained during a survey carried out in July 2022.
- 1.2 The report and Action Plan is in draft format, so the Economic Development Committee are able to comment on the content before it is presented for adoption on 12th January 2023 at the next meeting of the Committee. The strategy will then run for the next 12 months
- 1.3 The delivery of the action plan will be challenging as there is only one Town Centre Manager (TCM). It is important for the retailers and businesses and in particular the business forums that they are able to see for themselves the support that is planned by the council so they can engage and look forward to future developments.

2. Key issues

2.1 This is the first strategy of its type that the council has developed to help the retail and business community.

2.2 In April 2022 the Business Improvement District commenced a new 5 years term which through the levy will generate an additional £300k+ a year to promote Staines-upon-Thames. This will help strengthen the economy of the town. It is important that the council also demonstrates active support for the other towns and shopping parades in the borough so that they are not left behind.

3. Options analysis and proposal

3.1 Detail the pros and cons of the options available and which one is being proposed. Include the risk assessment.

4. Financial implications

- 4.1 The TCM is currently on a temporary contract which is funded by the Business Rates Retention Fund (BRRF); in addition to this, there is £5k allocated for the TCM to utilise to deliver the strategy for each of the three towns.
- 4.2 The delivery of the strategy and associated funding will not affect the councils annual budget as the BRRF is held within the reserves and ring-fenced for economic development activities.

5. Risk considerations

5.1 Consult with Audit team (<u>G.Audit@spelthorne.gov.uk</u>) and detail any risk implications arising from the report and how these will be mitigated.

6. Legal considerations

6.1 Consult **in every case** with Legal Team (<u>G.legal@spelthorne.gov.uk</u>) and either refer to issues raised elsewhere in your report or detail them here.

7. Other considerations

7.1 Detail any other considerations to be taken into account.

8. Equality and Diversity

8.1 Detail how the recommended proposals will impact equality and diversity and mitigation measures being taken.

9. Sustainability/Climate Change Implications

9.1 Detail how the proposal will support/impact sustainability/climate change issues.

10. Timetable for implementation

10.1 Set out a timetable, if required, showing when the proposal in the report will be implemented.

11. Contact

11.1 Please provide a contact name and email address for queries relating to this paper. This does not need to be the report author and can be a team address if appropriate.

Background papers: (These are unpublished papers upon which you have relied in preparing this report). If none state, **There are none.**

Appendices:

List as Appendix A, B etc with a short description of each. The name of the document you send to Committees should be identical to how you list it here.



Town Centres & Parades Strategy

2023 - 2024

Foreword

The pandemic over the last two years have been incredibly challenging for everyone within our communities. Whilst there have undoubtedly been some people within the business community who have seen their business sectors do very well, across the board there have been many that have suffered. Spelthorne Borough Council has been very active and highly visible in providing a huge range of support for businesses, including the administration and distribution of mandated and discretionary grants.

But the long-term effects of the pandemic, coupled with new challenges such as the energy crisis and the highest inflation levels for 40 years presents new problems. We now need to better understand the current health and confidence of our town centres, and retail parade businesses so we can better target support where it is most needed as this will ensure we use limited resources and funding effectively.

Whilst the Council cannot control every aspect of our town centres and parades, we can ensure that we work collaboratively with our businesses and other stakeholders to sustain and build upon the well-being of our communities. I believe this Action Plan will help us to achieve this.

Councillor Sinead Mooney Chairman Economic Development Committee

Introduction:

This Town Centre Strategy covers the towns of Ashford, Shepperton, Sunbury and Retail Parades throughout the borough.

In order to sustain the vitality and viability of our town centres, we will work with the business community in each town centre to improve the commercial well-being of that town based on the following principles:

- Involving and communicating with all stakeholders
- **Promoting** the towns as attractive sustainable environments, and by taking and creating opportunities to draw attention to local achievements and attractions
- Working with other Council departments and agencies who provide services within the town to provide an efficient and consistent response

Scope of the Action Plan

Whilst the exact mix of businesses and public areas in our town centres is determined by several external stakeholders including Surrey County Council, landlords and businesses, Spelthorne Borough Council plays an active role in influencing several factors that will help the well-being of our town centre communities. This includes working to make improvements to the public realm, accessibility, amenities, activities and continued support for, and engagement with, our business community will all help to do this.

As such, this Action Plan is designed to identify small scale active interventions and incremental improvements that we can adapt and develop as needed in future years. It also takes account of the resources available, as this covers three towns, all shopping parades and will be delivered almost solely by the Town Centre Manager, with support from the Economic Development Team when required.

For instance, where appropriate, encouragement will be given to restaurants and cafes to embrace an al fresco style approach to eating and drinking by obtaining appropriate consent to locate removable tables and chairs on the path adjacent to premises. This will provide those businesses with the opportunity for increased income, whilst also providing an outdoor environment for those that would prefer it and fostering a 'café culture' image in our town centres.

Survey of Businesses 2022

Throughout June and July 2022, a survey was undertaken with the businesses within our town centres and retail parades to better understand the current challenges and opportunities faced by our business communities.

The returned survey results, coupled with SWOT analyses and face-to-face consultations, have provided the evidence for a series of actions and interventions that will help to sustain and improve the commercial well-being of our town centres and parades. Many of the issues identified by businesses in the survey were common to all areas, so the Action Plan reflects this. Where there are town specific requirements, such as with regards to activities/events, the strong feedback was to offer help and add value to the areas that have existing activities and to investigate new, where they do not. The survey results also provide a baseline from which we will be able to measure the impact the support and interventions outlined in the Action Plan have had.

Ashford

Ashford is situated in the north of Spelthorne and the main shopping/town centre area of Ashford, comprises the businesses in Woodthorpe Road, Station Approach, Station Road, Church Road, New Parade, Church Parade & Fir Tree Place.

The High Street/Town Centre area of Ashford comprises approx. 162 units/businesses and is a busy commercial sector with a good selection of retail stores which are mainly independent although there are clusters within the retail sector along the high street including nail bars and hairdressers / barbers.

Ashford is a vibrant and busy commuter town with a traditional High Street layout with a train station at one end that runs regular service to London. Most of the retailers are small independents with a wide variety of shops that serve most everyday needs. There is a wide variety of speciality food shops and eateries, coupled with traditional food offerings.

The main areas of business concern highlighted in the survey were: -

- 1. Parking either customer or business
- 2. Cleanliness/attraction of town centre
- 3. Promotion of town
- 4. Support on issues such as energy costs, rates and rent

Shepperton

The riverside village of Shepperton is known the world over as the home of Shepperton Studios, a major employer in the area.

the main shopping/village centre area of Shepperton comprises the businesses in High Street with some ancillary areas such as Araby Corner, Old Chorlton Road, Station Approach and Green Lane.

Most of the businesses are retail with a limited number of non-retail businesses spread throughout. The town benefits from a petrol station, which also includes a small M&S convenience store, on the High Street.

Shepperton High Street has the look and feel of an old-fashioned 'village'. There is a strong business community within the village and a strong sense of community and pride in the village in general.

The main areas of business concern highlighted in the survey were: -

- 1. Cleanliness/attraction of town centre
- 2. Promotion of town/footfall
- 3. Support on issues such as energy costs, rates and rent

Sunbury

There are two distinct areas of Sunbury, Sunbury Cross and Lower Sunbury.

The Sunbury Cross area comprises approx. 47 units/businesses including a shopping centre, which has a few well-known national brands including an M&S Food Hall.

The opposite side of the main road (The Parade) has a good selection of small independent retailers as well as some known brands such as Greggs, Papa Johns & William Hill as well as a small number of non-retail businesses.

Lower Sunbury has the advantage of its position close to the Thames and is home to several attractive 'riverside' pubs as well as the 'gem' of the Walled Garden. Sunbury Park is central to the area. It is a very attractive and inviting place and has the feel of a quaint village.

The retail areas are mainly spread over the 3 roads; The Avenue, Thames Street and Green Street, which can make the different areas feel disconnected. The units are all small / independent and there is a good relationship between the retailers especially in The Avenue where there is a thriving 'business community'.

The main areas of business concern highlighted in the survey were: -

- 1. Cleanliness/safety of retail area
- 2. Promotion of town/footfall
- 3. Support on issues such as energy costs and better communication of business support

Parades around the Borough

The process of engaging on a regular basis with the business situated on the smaller parades around the borough is in its early stages but is proving to be extremely useful. There are some very common issues that a number of 'straight line' parades face and, therefore, we can work on some immediate actions to help address these.

For instance, there is a great opportunity for some economies of scale solutions around waste and recycling collections for these small collections of businesses.

The pressures on our Town Centres and Parade businesses are huge; having managed to survive the effects of the pandemic, they are now facing significant costs increases related to the impact of the energy crisis and the highest inflation for 40 years. In addition to increasing costs, the spending of their customers is reducing as cutbacks must be made as the cost-of-living spirals. Additional support will be provided through the TCM with regular and consistent engagement with businesses; this is where they will also be signposted to support mechanisms and grants available to help their businesses through the latest crisis.

Below is a detailed Action Plan that sets out the key areas of support over the next 12 months that have taken cognisance of the survey results from businesses and are designed to help each of the towns become stronger and attract additional footfall.

The governance for this strategy will be through the Economic Development Committee who will receive an update in relation to achievements and issues at each of the meetings throughout the year, the regular updates are suggested as this is a strategy delivered over just 12 months.

Given the turbulent nature of the economy, a 6-month review of the plan will take place to ensure we are reacting to any new developments.

Town Centres and Parades Action Plan

Ref	Action	Implementation	
			RAG
A1	Provide a voice for the 3 main towns outside of Staines and bring together a thriving business community.	 a) Develop a new business forum in each town - Ashford, Shepperton and Sunbury; updates are shared through newsletter, TCM visits, website, and social media b) Make available £1,000 for each forum to help kickstart activities. 	
		Timescale: a. By spring 2023 b. By spring 2023	
		Measure of Success	
		a) Minimum of 5 people attend each forum.b) Activities are identified and agreed to help promote each town	
	Introduce a Borough wide retail forum	Identify guest speaker(s) to present and take Q&A's. Designed to showcase best practice, highlight industry trends, national benchmarks and provide networking opportunities.	
		Timescale:	
		At least once a year starting 2023	
		Measures of Success	
		At least 20 retailers attending – identifying issues and potential solutions. A feedback form will be used post event and at least 7/10 satisfaction will be achieved	

A2 Provide support and a voice for the shopping parades throughout Spelthorne a) Monthly visit to each parade will take place. Regular communication will ensure the full range of council services and available support is promoted effectively. b) Explore the introduction of WhatsApp groups for the various parades to help improve communications. Use of the specific 'business' WhatsApp platform will be investigated Timescale: a. January 2023 onwards b. Commence January 2023 Measure of Success a) Concerns of retailers will be identified and worked on; information and details of any relevant support / grants available will be circulated. To receive at least 1 unsolicited emails/phone calls per month requesting advice, support or raising an issue. b) WhatsApp communication system installed at those parades that are keen. A3 Improve the communications and access to information within the town centres b) WhatsApp communication system installed at those parades that are keen. a) Quarterly town centre newsletter highlighting what is going on, actions, activities, best practice and potential services for businesses b) Deliver monthly Meet the TCM Retail Surgeries within each of the 3 towns Timescale: a) January 2023 onwards b) Immediate effect — monthly Measures of Success a) Feedback provided via the new Business Forums b) Attendance figures at the surgeries will show popularity or not required.	Ref	Action	Implementation
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on; information and details of any relevant support / grants available will be circulated. To receive at least 1 unsolicited emails/phone calls per month requesting advice, support or raising an issue. b) WhatsApp communication system installed at those parades that are keen. a) Quarterly town centre newsletter highlighting what is going on, actions, activities, best practice and potential services for businesses b) Deliver monthly Meet the TCM Retail Surgeries within each of the 3 towns Timescale: a) January 2023 onwards b) Immediate effect – monthly Measures of Success a) Feedback provided via the new Business Forums b) Attendance figures at the surgeries will show			Measure of Success
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a) Quarterly town centre newsletter highlighting what is going on, actions, activities, best practice and potential services for businesses b) Deliver monthly Meet the TCM Retail Surgeries within each of the 3 towns Timescale: a) January 2023 onwards b) Immediate effect – monthly Measures of Success a) Feedback provided via the new Business Forums b) Attendance figures at the surgeries will show			
b) Deliver monthly Meet the TCM Retail Surgeries within each of the 3 towns Timescale: a) January 2023 onwards b) Immediate effect – monthly Measures of Success a) Feedback provided via the new Business Forums b) Attendance figures at the surgeries will show	А3	communications and access to	is going on, actions, activities, best practice and
 a) January 2023 onwards b) Immediate effect – monthly Measures of Success a) Feedback provided via the new Business Forums b) Attendance figures at the surgeries will show 		the town centres	,
b) Immediate effect – monthly Measures of Success a) Feedback provided via the new Business Forums b) Attendance figures at the surgeries will show			Timescale:
Measures of Success a) Feedback provided via the new Business Forums b) Attendance figures at the surgeries will show			a) January 2023 onwards
a) Feedback provided via the new Business Forumsb) Attendance figures at the surgeries will show			b) Immediate effect – monthly
			,

Ref	Action	Implementation
A4	To make our towns more accessible and inviting to visitors	a) Engage with local restaurants / café's pubs to make our town centres more accessible by the promotion of free use of shops/cafes toilet facilities for non-customers. We will produce a large logo on door/window to signal involvement in the new scheme and availability to the public. This will be promoted via social media and both SBC and SBF websites
		Timescale:
		a. January 2023
		Measure of Success a) Minimum of 2 outlets per town being part of scheme
A5	Help make our towns more attractive to visitors and investment.	a) Introduce a community clean up with businesses and promote the businesses engaged via social media, newsletter, bulletin. Timescale: a. From Spring 2023
		Measure of Success
		a) Minimum of two clean-ups per year in each town
A6	Promote enhanced connectivity between retailers, councillors and	Councillor walkabout: Introduce a town centre / parade walkabouts with local councillors and joint visits with other offices from SBC Timeframe
	SBC	Commence Spring 2023
		Measure of Success Feedback from councillors and retailers will be positive and result in an even better service for our retailers.
A7	Promote the SBC waste collection service	Collaborate with Spelthorne Direct Services to help increase the take up of our waste and recycling service by retailers/businesses in town centres and parades.
		Timescale
		January 2023 onwards
		Measure of success
		Identifiable cost savings for all businesses and increase the number of new contracts with SDS through the TCM by at least 6 per year

Ref	Action	Implementation	

Ref	Action	Implementation
		RAG
A8	Help businesses become more cost effective and energy efficient and promote a greener environment within the Borough.	Promote energy audits to help businesses focus on areas where greatest savings can be made.
		b) Actively promote the Green Initiative Fund and LoCASE
		c) Deliver a Greener Business Event Designed to showcase all the options and benefits available for businesses to be greener, best practice, savings, alternative technologies and any grant support available.
		Timescale
		a) January 2023 onwards
		b) September 2022
		c) Before June 2023
		Measure of Success
		 a) Minimum of 15 audits with tangible savings identified. After 1 year the amount saved will be collated and used to encourage other businesses to participate. b) Spelthorne will be in the top 4 local authorities in Surrey where businesses have applied for funding. LoCASE funding ends in March 2023 c) 30 businesses attending – minimum average of 7/10 feedback
A9	Increase footfall for retailers in town centres.	Explore with retailers, SBC colleagues (especially the Neighbourhood Services/Parking team) and Surrey County Council the possibility of

Ref	Action	Implementation
		introducing parking meters at shopping parades whilst retaining "1st hour free" element.
		Timescale:
		Spring 2023
		Measure of Success Implementation of measures to improve parking availability that retailers endorse
A10	National store liaison	Liaise with national stores to access any local discretionary budgets they have as part of their corporate social responsibility (CSR) to work with the business community
		Timescale:
		Annually
		Measure of Success
		At least 2 businesses a year to contribute towards a good cause or town centre activity.
A11	Support businesses during the festive season	a) Collaborate with businesses in each town to assist with their Christmas promotions. Current energy costs may impact on light displays so alternative ideas will also be considered.
		b) Organise themed social media campaigns in the run-up to Christmas – "elf on the shelf" - to promote town centre offering.
		Timeframe
		a. Annually b. Beginning November 2022
		Measure of Success
		a) Feedback from businesses
		post-Christmas b) Feedback from businesses post-Christmas

Ref	Action	Implementation
A12	Promote national campaigns for retailers and make best use of associated publicity to support retailers.	To actively encourage and engage retailers with national campaigns, such as Small Business Saturday. Ensure all "tools" are available to local business and arrange complementary activities and promotions to coincide. Timescale: a) Annually Measure of Success Feedback from businesses
A13	Develop better communications and relationships with key parties within the retail sector.	a) Create database of landlords and commercial agents responsible for units in town centres and parades b) Working with council colleagues to understand and engage with the commercial decision makers and property owners in our town centres. c) Create a specific 'welcome pack' for new businesses / retailers and commercial agents highlighting the support new businesses to the borough will receive. Timescale: a) Summer 2023 b) Summer 2023 c) Summer 2023 C) Summer 2023 Weasure of Success New businesses coming to the borough feel welcomed, and better engagement with property owners and the promotion of Spelthorne services will result in a more informed and joined-up business community.

Actions: Consolidating and growing current actions

Ref	Action		Implementation	RAG			
A14	Raise awareness of support available, particularly the services provided via the ARG and any other support through the Levelling Up Fund. The ARG funding is now closed but part of the ARG funding was used to identify these areas of business support that could be	·	Promote free professional business advice to Spelthorne businesses and residents via the business support procured via the Additional Restrictions Grant (ARG) for all businesses as well as new-start businesses and people thinking of starting a business.				
		The ARG funding is now closed but part of the ARG funding was used to identify these areas of business	The ARG funding is	The ARG funding is	(b)	Signpost businesses to the availability of 9 training sessions on 'Social Media for Business' over the next 2 years	
			c)	Identify businesses that would obtain significant benefit from having their own website which would be free of charge to businesses.			
	delivered over a longer period of time.	d)	Identify businesses that would benefit most from free or discounted 1 year membership to the Federation of Small Businesses. This would mainly be businesses that are evidencing growth and taking on staff.				
		e)	Provide support for businesses to help reduce costs of running a business, especially energy costs.				
		Timeso	cale:				
		a)	By February 2023				
		b)	By August 2024				
		c)	By April 2023				
		d)	By August 2023				
		e)	By June 2023				
			re of Success Positive feedback collected over the delivery period including possible case studies				
		b)	Positive feedback after each course with at least an average of 7 out of 10 in satisfaction.				
		c)	Positive feedback as well as evidence from google analytics				
		d)	Feedback from a dip sample of those who benefitted from this support.				
		e)	Positive feedback with physical evidence of savings for our businesses.				
A15	Social media support for retail business	support with soo Timefra Starting Measur At least	conomic Development Team will provide 1-1 and guidance for businesses not confident cial media. ame g in 2023 re of Success t 5 retail businesses will be supported, and ck will be at least a score of 7 out of 10.				

Ref	Action	Implementation	RAG
A16	Delivering 'what works' and identifying new methods of support	Work with stakeholders to help facilitate and add value to existing activities and investigate new where appropriate.	
	Зирроп	b) Ashford Continue to support existing business group, Ashford Wide, with their activities.	
		c) Lower Sunbury Continue to support existing business group with Christmas Fair	
		d) Sunbury Cross Build on Christmas tree and lights from 2021 – investigate with Shopping Centre to have Christmas attraction	
		e) Shepperton Launch a regular monthly artisan market to showcase the town and attract footfall. Investigate holding an irregular 'brocante' and / or vegan market to attract new clientele.	
		Timescale:	
		a) Ongoing	
		b) Oct/Nov 2022	
		c) Oct/Nov 2022	
		d) October 2023	

Economic Development Committee 29 September 2022



Title	Quarter 1 (30 June 2022) Revenue Monitoring report	
Purpose of the report	To note	
Report Author	Paul Taylor Chief Accountant	
Ward(s) Affected	All Wards	
Exempt	No	
Corporate Priority	Community Affordable housing Recovery Environment Service delivery	
Recommendations	The Committee is asked to note the £96,000 projected overspend on revenue expenditure for the Economic Development Committee against its Budget as at 30 June 2022, as set out in 2.1(e) of the attached report and appendix C5, which was discussed at the Corporate Policy & Resources Committee meeting on 12 September 2022.	

1. Summary of the report

- 1.1 This report seeks to update members of the Economic Development Committee on the forecast revenue performance against the approved cost centre budgets within their portfolio, as at 30 June 2022.
- 1.2 Officers will be available to answer questions on the Committee's revenue outturn report at the meeting.

2. Contact

2.1 Paul Taylor p.taylor@spelthorne.gov.uk

Background papers - None



Corporate Policy & Resources Committee

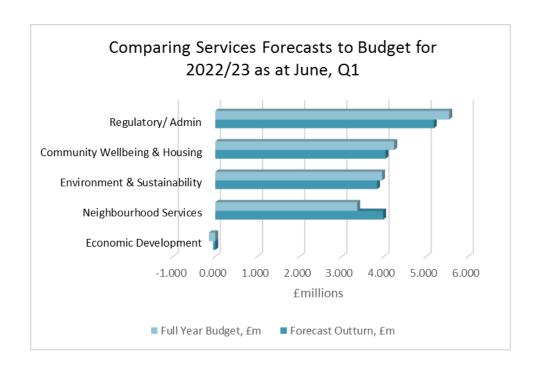


12 September 2022

Title	Q1 Revenue Monitoring Report as at 30 June 2022
Purpose of the report	To note
Report Author	Anna Russell
	Deputy Chief Accountant
Ward(s) Affected	All Wards
Exempt	No
Corporate Priority	Community
	Affordable housing
	Recovery
	Environment
	Service delivery
Recommendations	Committee is asked to note the Quarter 1 position for 2021/22 as at 30 June 2022
Reason for Recommendation	Not applicable

1. Summary of the report

- 1.1 This report provides a summary of the Quarter 1 (Q1) for the financial year 2022/23 as at 30 June 2022, which is a net £69k deficit.
- 1.2 The purpose of this report is to produce reasonable forecasts for the year. However, a range of issues such as post-COVID effects, the cost-of-living crisis and global crises are expected to impact on the budget. The COVID-19 pandemic created a dynamic environment requiring frequent reassessment of plans and projections. The current cost-of-living crisis in the UK has seen steep price increases across fuel, utilities, food and other goods, resulting in successive uplifts in the Bank of England interest rate; all of which are expected to continue to increase significantly over the coming months. International and global crises, such as Ukraine and climate change, are adding to uncertainty and inflationary pressures. Such issues give context to the council's circumstances and will be considered as far as practical, noting that detailed consideration is outside the scope of this report.
- 1.3 The services budgets and outturn are shown in the chart below. Key variances are detailed by committee in the next section, 2.



2. Committee commentary

2.1 The following tables identify significant (greater than £20,000) differences from budget for services within each Committee.

The (negative) and positive variances indicate:

(negative): favourable = an (underspend) or (over-recovery) of income

positive: adverse = an overspend or under-recovery of income

(a) Regulatory/ Administrative Committee

Service	Variance £'000	Comment
Committee Services	(20)	Underspend expected due to vacant posts, partially covered by overtime.
Corporate Governance	88	Vacant posts are being covered by Agency staff with higher costs
Corporate Management	(220)	Underspend on budgeted COVID-19 expenditure (£200k), and on general subscriptions (£20k).
Information & Comms Technology	(50)	Savings expected due to vacant posts
Legal	(20)	Underspends of (£20k) expected due to vacant posts, partially covered by agency staff.
	(222)	Total cignificant not variances
	(222)	Total significant net variances

Details for the service committee are given in Appendix C1.

(b) Corporate Policy & Resources Committee

Service	Variance £'000	Comment		
Accountancy	(34)	Savings expected due to vacant posts.		
Asset Management Administration	(27)	amount to be recharged to KGE Ltd less than budgeted due to changes in staff time on KGE work and vacancies.		
Customer Services Management & Support	(40)	Underspent due to vacant posts, partially covered by agency staff and additional overtime payments.		
Development Properties	265	Consists of: (1) Forecast overspend of £515k is based on 2021/22 outturn with consideration to high gas and electric costs expected this year and overspends relating to empty and void properties; offset by (2) unbudgeted income of (£250k) NHS contribution towards planning costs for the Oast House development.		
General Property Expenses	(42)	Underspend totalling (£74k) on Consultants, Surveyors and Valuers as more work undertaken by staff in-house. Offset by £22k under-recovery of income relating to: covid relief allowed for tenants; some tenants having left. Budget amended in 2022/23 to reflect lower income.		
Planned Maintenance Programme	(135)	Estate programme maintenance budgets expected to be underspent (£75k) of which (£20k) will be used to fund overspend on the Knowle Green Car Park capital project. Also, expected savings of (£60k) from unused one-off Surveyors budget and Computer Software budget.		
Project Management	(20)	Underspent expected due to vacant posts.		
Unapportionable Central Overheads	(17)	Consists of: (1) Monthly superannuation payments to Surrey County are expected to be (£268k) lower than budgeted based on number of staff in post; offset by (2) Pension Fund payments £251k higher than budgeted.		
	(50)	Total significant net variances		

Details for the service committee are given in Appendix C2.

(c) Community Wellbeing & Housing Committee

Service	Variance £'000	Comment
SPAN (Spelthorne Alarm Network)	(57)	The underspend is the result of SPAN service moving to Mole Valley at the end of September 2022. Staff were transferred 1st July, with (£102k) underspend of the budget for the rest of the year, and corresponding £103k under-recovery of recharged income. In addition, there are underspends of (£57k) forecast on non-employee costs due to the move.
Community Centres	31	Overspends forecast for increases in cost of living.
Spelthorne Family Support	0	Staff underspends of £30k due to vacant post, partially being covered by temporary staff. Remainder of costs are expected to be recharged for work relating to Afghan Refugees. Income is forecast to be under-budget by £22k but is expected to cover costs.
Community Development	38	Increased allocation of Better Neighbourhood grants agreed, for councillors to spend on the Jubilee celebrations.
Homelessness	(90)	Lower numbers in Rent Assure scheme are contributing to lower expenditure and income than budgeted. Demand is slowly increasing
Housing Benefits Admin	(92)	Variance includes: (1) Underspend of (£43k) forecast on vacancies, which are being recruited to; and (2) (£52k) unbudgeted income from additional new burdens grants received from DWP. These grants are ringfenced to Housing Benefits, but the council has no control over if and when the grants are issued.
Housing Benefits Payments	6	Additional expenditure £205k and grant income (£199k) relates to Household support fund scheme, which has been extended into 2022/23.
Leisure Administration	(40)	Unbudgeted income of (£40k) relates to funds from Public Health for covid outreach worker secondment.
Spelthorne Leisure Centre	(32)	Spelthorne's profit share has increased with reference to inflation.
	(236)	Total significant net variances

Details for the service committee are given in Appendix C3.

(d) Neighbourhood Services Committee

Service	Variance £'000	Comment		
Car Parks	589	Under-recovery of £589k as income is forecast to be lower due to slower than expected recovery post COVID-19.		
Neighbourhood Services Management Support	(20)	Savings expected due to vacancies, partially covered by agency staff and overtime.		
Environmental Health Admin	0	Expected to be higher by £128k due to an additional contractor and agency costs to cover vacant posts and EH COVID-19 response Supplement service. Costs to be offset, funded by (£128k) from Surrey County Council.		
Street Cleaning	0	Savings of (£20k) expected due to vacant posts, partially covered by agency staff and overtime. Off-set by fuel costs which are forecast to be £20k higher than budget.		
Spelride	30	Income is forecast to be lower due to slower than expected recovery post COVID-19.		
	599	Total significant net variances		

Details for the service committee are given in Appendix C4.

(e) Economic Development Committee

Service	Variance £'000	Comment
Staines Market	90	Income is forecast to be lower due to slower than expected recovery post COVID-19.
	90	Total significant net variances

Details for the service committee are given in Appendix C5.

(f) Environment & Sustainability

Service	Variance £'000	Comment
Grounds Maintenance	30	Savings of (£20k) expected due to vacant posts, partially being covered by agency staff and overtime This off-sets overspend on fuel costs expected to be £50k higher than budgeted.
Planning Development Control	(90)	Underspends relate to 3 vacant posts.
Planning Policy	21	Consists of: (1) (£28k) Underspend relating to 1 vacant post which is currently on hold until filled as a temporary one-year post); offsetting (2) £49k Overspend associated with Local Plan work, which can be funded from Local Plan reserve set up in 2021/22 from budget underspend.
Refuse Collection	(90)	Higher than budgeted income from green waste bins due to more clients.
	(129)	Total significant net variances

Details for the service committee are given in Appendix C6.

Go to next page for 2.2

2.2 Net Asset Income (Commercial and Regeneration Assets)

The tables below show the latest monitoring position for the acquired assets, and exclude figures relating to developments on properties to be transferred to Knowle Green Estates Ltd. The net income from commercial assets is used to meet additional spend pressures resulting for example from reduced funding from government grant and Surrey County Council.

2.3 Net commercial rental income is forecast to be £1.183m under budget due for example to termination of leases following downturns in commercial tenants' circumstances after COVID-19. The net shortfall is funded by drawdown from sinking funds.

Commercial Assets	Revised Budget £'000	Forecast Outturn £'000	Variance £'000
Rental Income (as per signed lease)	(54,001)	(52,327)	1,674
less: Landlord costs	8,161	7,670	(491)
Net Rental Income receivable	(45,840)	(44,657)	1,183
Loan Interest Payable	22,420	22,420	0
Minimum Revenue Provision	11,067	11,067	0
Sinking Funds - contributions to	6,062	6,062	0
Sinking Funds - release from	(3,767)	(4,950)	(1,183)
Set Asides for specific revenue purposes	455	455	0
Net Income (to fund Revenue budget)	(9,603)	(9,603)	(0)

Regeneration Assets	Revised Budget £'000	Forecast Outturn £'000	Variance £'000
Rental Income (as per signed lease)	(5,245)	(5,114)	131
less: Landlord costs	883	1,415	532
Net Rental Income receivable	(4,363)	(3,700)	663
Loan Interest Payable	747	747	0
Minimum Revenue Provision	900	900	0
Sinking Funds - contributions to	751	751	0
Sinking Funds - release from	(57)	(720)	(663)
Set Asides for specific revenue purposes	675	675	0
Net Income	(1,347)	(1,346)	0

2.4 The Council places a significant amount of the income earned into sinking funds, with £6.812m planned to cover future changes in circumstance, such as capital refurbishments or rent-free periods, and (£4.965m) forecast to be applied during the year, which would increase our sinking funds reserves by £1.847m.

	Balance 31/03/22 £'000	Additions 2022/23 £'000	Applied 2022/23 £'000	Balance 31/03/23 £'000
Proposed Allocation to Reserves	33,623	6,812	(5,669)	34,766

2.5 Retained Business Rates

The payment to or from preceptors for business rates is adjusted according to the balance on the collection fund. The Business Rates Equalisation Reserve is used to cover under-recovery of business rates when required, which is budgeted at £1.929m.

- 2.6 Knowle Green Estates Ltd (KGE Ltd) is a wholly owned company set up to meet the housing needs of residents, including affordable rented and private rented accommodation and key worker homes. The company is still in the early stages of its development, and it would not be appropriate at this time to take on the burden of fixed overhead costs until it becomes more mature. Costs charged to the company by the Council are for staffing support and for debt financing.
- 2.7 The company does not directly employ staff, with staffing services provided by the Council at cost £395k for 2022/23. Debt financing relates to loans representing assets transferred from Spelthorne Borough Council to Knowle Green Estates Ltd. Interest payable for 2022/23 was £821k.
- 2.8 KGE Ltd is forecast to have a net £364k loss by the end of the year, as shown in the summary next.

Knowle Green Estates Ltd	Full year budget 2022/23	Forecast outturn 2022/23
	£'000	£'000
Expenditure	1,097	1,464
Income	(1,100)	(1,100)
Net (Profit)/Loss	(3)	364

2.9 The difference between the budget and the forecast is due to an oversight in the business plan in respect of Benwell phases I and II, which is a timing issue and has no impact on the overall 50-year projections for KGE. In the original projections, the loan (capital and interest) costs for Benwell I were allocated to Benwell II and vice versa. Rental income is not affected.

- 2.10 **Spelthorne Direct Services Ltd** (SDS Ltd) is a wholly owned company set up to trade in commercial waste disposal, with directly employed staff. The company has loans with the council through a loan facility, to help support the company through the first years of trading, which has been affected negatively by COVID-19. The annual interest payable on current loans is £22k, with £16k payable for 2022/23.
- 2.11 SDS Ltd is forecasting a net £11k loss by the end of the year, as shown in the summary below.

Spelthorne Direct Services Ltd	Full year budget 2022/23	Forecast outturn 2022/23
	£'000	£'000
Expenditure	413	324
Income	(355)	(313)
Net (Profit)/Loss	58	11

2.12 The forecast for income is lower than budgeted, with less customers than originally expected. However, forecast costs have also been reduced to reflect this, resulting in a £47k reduction in the overall loss compared to budget.

2.13 **2022/23 Pay Award**

Budget was increased for 2022/23 pay award to allow for a 2% increase across all grades, and 2.5% for grades 1 to 5. This was implemented for staff with effect from 1st April. However, in July, the national employers made a final offer to the Unions of a fixed sum of £1,925 per FTE which would equate to an average increase of 3.7% on Spelthorne grades.

- 2.14 As a fixed sum approach, the national offer is worth most to the staff on the lowest grades. For example, for the lowest SBC scale point it equates to.9.78% and then proportionally decreases as a percentage as you move up the pay scales.
- 2.15 Once the national outcome is known for 2022-23, the Committee will need to consider whether it wishes to recommend to Council increasing our local offer to match the national offer. Doing so would add another £400k to the base budget. The projections in this report have not built in any assumption around this.
- 2.16 This is highlighted as a risk consideration in this report.

3. Financial implications

3.1 As set out within the report and appendices.

4. Risk consideration

- 4.1 Current national negotiations on pay and the broader cost of living pressures could indirectly affect local pay negotiations by potentially requiring a further uplift on top of the pay increase implemented from 1 April 2022 possibly on the scale of £400k for the full year. That impact is being reviewed separately and is outside the scope of this report.
- 4.2 With the current cost of living crisis, there is a significant risk that the net spend position worsen during this financial year. To illustrate this, the budget was prepared in December 2021 on 2% inflation, but recent inflation forecasts are up to 10%, and higher. The impact of spend pressures will be cushioned in the period before existing agreements are uplifted or changed. As a result, an associated risk is that managers will not be able to quantify the impact yet.

5. Legal considerations

5.1 None expected. Legal will be consulted for comments on this report.

6. Other considerations

6.1 There are none.

7. Equality, Diversity and Inclusion

7.1 There are no specific areas to highlight. However, equality, diversity and inclusion (EDI) are central to everything that we do and are woven throughout our Strategic Plans. Equality Impact Assessment will be undertaken where savings proposals are put forward for 2023-24.

8. Sustainability/Climate Change Implications

8.1 This report is intended to inform Councillors and senior management of key financial statistics, thereby facilitating effective management of the Council's resources.

9. Timetable for implementation

9.1 Monthly financial monitoring reports are produced for Management team, and quarterly for Committees.

Background papers: List of carry forward requests for 2022/23 revenue budgets

Appendices:

Appendix A – Revenue 2022-23 Q1 Summary

Appendix B – Revenue 2022-23 Q1 By Committee

Appendix C1 – Revenue 2022-23 Q1 Regulatory Administrative

Appendix C2 – Revenue 2022-23 Q1 Corporate Policy & Resources

Appendix C3 – Revenue 2022-23 Q1 Community Wellbeing & Housing

Appendix C4 – Revenue 2022-23 Q1 Neighbourhood Services

Appendix C5 – Revenue 2022-23 Q1 Economic Development

Appendix C6 – Revenue 2022-23 Q1 Environment & Sustainability

Economic Development

Results to	Budget	Forecast	Variance of	Staffing	Staffing	Comments
30-Jun-22	Revised	Outturn	Forecast from	Budget	Actual	
			Revised Bgt	·		
	£	£	£	FTE	FTE	
			45.555			
Employees	224,000	215,000	(9,000)	4.00	4.00	
Other Expenditure	64,000	63,600	(400)			
Income	0	0	0			
Economic Development	288,000	278,600	(9,400)	4	4	
Employees	0	0	0			
Other Expenditure	131,900	147,300	15,400			
Income	(257,800)	(167,800)	90,000			Income is forecast to be lower due to slower than expected recovery post
y N		, ,				COVID-19.
Staines Market	(125,900)	(20,500)	105,400	0	0	
			0			
Employees Other Expenditure	0		0			
F-	0	(044.000)	0			
Income	(311,300)					
Staines Town Centre Management	(311,300)	(311,300)	0	0	0	
				_	_	
Total Employees	224,000	215,000	(9,000)	4	4	
Total Other Expenditure	195,900	210,900	15,000			
Total Income	(569,100)					
Net Total	(149,200)	(53,200)	96,000	4	4	

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Economic Development Committee



29 September 2022

Title	Surrey Delivery Board – economic development stream			
Purpose of the report	To note			
Report Author	Heather Morgan, Group Head Regeneration and Growth			
Ward(s) Affected	All Wards			
Exempt	No			
Exemption Reason				
Corporate Priority	Recovery			
	Service delivery			
Recommendations	Committee is asked to:			
	Note the progress which has been made to date on collaboration and partnership working between Districts and Boroughs and Surrey County Council			
Reason for Recommendation				

1. Summary of the report

1.1 This report updates the committee on the activity which is currently taking place to look at collaborative opportunities across Districts/Boroughs and County on economic development activities. Progress is being regularly reported to the Surrey Delivery Board, on which the Chief Executive ad Leader sit.

2. Key issues

- 2.1 The information below will also be reported to the Corporate Policy and Resources Committee on 27 September 2022.
- 2.2 Work continues looking at opportunities for aligning economic development activity across Surrey, following a workshop in June 2022 attended by representatives from the borough and district authorities. The key points identified through the workshop included:
 - The need for a county-wide approach.

- An evidence-based approach to interventions required to drive economic development.
- Building on work such as the existing collaboration in East Surrey.
- Developing skills to support employment opportunities.
- The importance of data analysis.
- The development of a Surrey brand.
- 2.3 There has been support to base the approach on collaboration at three levels i.e. County, Borough and District, and clusters. Three clusters were proposed, comprising:
 - East Surrey Mole Valley, Tandridge, Epsom & Ewell and Reigate & Banstead.
 - North West Surrey Spelthorne, Runnymede, Surrey Heath, Woking and Elmbridge.

South West Surrey – Guildford and Waverley.

- 2.4 It is anticipated that any formal agreement on these clusters would need to be formally agreed at a future Surrey Delivery Board.
- 2.5 A follow-up workshop was held on 20 July 2022 involving Borough and District Councils and Surrey County Council, where areas for work going forward were scoped out, identifying any gaps in the proposals across the three levels suggested. A number of areas have been identified between Districts and Boroughs and County where Surrey are best positioned to take the lead including: an overarching Inward Investment Strategy for Surrey (but with niche marketing for districts/boroughs/clusters); spearheading the skills and education agenda alongside higher education to ensure that we deliver what business needs; reinvigorating the visitor economy offer across the County; and a seamless data flow between tiers to ensure that effort is placed where required in order to ensure that 'no-one is left behind'.
- 2.6 A meeting of the North-West Surrey Cluster was held on 23 August 2022 which identified a number of further opportunities for collaborative working on common areas such as: developing a Film business cluster; joint Jobs Fairs and joint Leaders/Chief Executive business events; and working at scale to deliver bespoke outcomes for businesses to address the immediate energy price rise crisis.
- 2.7 The Board has discussed the future of the Local Enterprise Partnerships (LEPs) in the context of SCC's County Deal proposals, and it was clear to the Members that Enterprise M3 would not be able to continue as a legal entity in the event that it no longer receives government funding (for this financial year 2022 23 EM3 LEP has already had its funding cut by 50% which has resulted in a diminished service and reduced staffing levels). The Board were advised that EM3 is keen to continue its role, so if SCC is successful in its bid for a County Deal one option could be the possibility of a straightforward transition of the Surrey related LEPs to Surrey County Council. Hampshire County Council put a report to their Cabinet on 19 July 2022 where it was agreed "to prepare the ground for a pan-Hampshire LEP Integration Plan for January 2023, subject to progressing devolution negotiations with Central Government".

2.8 The Members of the Board have also considered whether there would be a possibility of including the Shared Prosperity Funding (SPF) in the collaborative proposals, but a discussion at a recent meeting of the Surrey Chief Executives' Group noted that the limited funding level did not lend itself to a collaborative project, although it was agreed that the option would be discussed further. A separate report on the SPF Investment Plan was considered by the Corporate Policy and Resources Committee on 11 July 2022, where the full £1m was agreed to be allocated to dedicated Spelthorne projects (including one joint project with Runnymede).

3. Options analysis and proposal

3.1 Option 1

3.2 To note the activity undertaken to date and the next steps. The areas which are suggested to fall within the remit of Surrey have been agreed in principle by the Chief Executives and Leaders at the Surrey Delivery Board which was held in July 2022. This is the recommended option.

Option 2

3.3 To request that officers consider other approaches and areas of potential collaboration and partnership working. All the economic development teams across the districts and boroughs, plus Surrey, have met on a number of occasions to consider how to better define the relationships at different levels, and where collaboration can achieve outcomes which are greater than the sum of its parts. The suggestions going to the Surrey Delivery Board have been developed as a result. Whilst other options could be explored, these would then have to be discussed agreed with all other councils at officer and political level. This would delay bringing forward those opportunities to develop more joined up working. This option is not recommended.

Option 3

3.4 To ask officers to withdraw from the on-going discussions. This would run counter to the decision made by Corporate Policy and Resources Committee on 20 April 2022 that "Spelthorne Borough Council should provide full active engagement in exploring the potential benefits of a future County Deal". This option is not recommended.

4. Financial implications

4.1 As the collaborative work progresses, opportunities may arise to secure savings on commissioning advice, consultancy to support the development of strategies etc. the report itself has no direct financial impacts.

5. Risk considerations

- 5.1 There are inevitable risks around collaboration and joint working unless there is clarity around purpose, outcomes and lines of responsibility. Without this there is a risk of confusion, lack of ownership and people taking different messages out of an on-going conversation.
- 5.2 This can be mitigated through the development of formal partnership arrangements/frameworks or memorandums of understanding. This option is under active consideration.

6. Procurement considerations

6.1 There are no specific procurement matters at this stage. If joint procurement opportunities are progress in the future (say for example on joint evidence bases for economic strategies) then our procurement team will be involved at that stage.

7. Legal considerations

7.1 There are no legal matters which need specific consideration at this stage, but will be advised if any formal partnership arrangements/frameworks or memorandums of understanding between districts/borough and county are developed as the work progresses.

8. Other considerations

8.1 None at this stage.

9. Equality and Diversity

9.1 Detail how the recommended proposals will impact equality and diversity and mitigation measures being taken.

10. Sustainability/Climate Change Implications

10.1 Sustainability for businesses is a key issue, and something that the NW Surrey cluster in particular is looking into (e.g. how we can bring together expertise across the five authorities to roll out across the cluster).

11. Timetable for implementation

11.1 Regular updates are being reported into the Surrey Delivery Board, and tie in more generally with the work being undertaken in connection with the Surrey County Deal.

12. Contact

Heather Morgan h.morgan@spelthorne.gov.uk

Background papers: There are none.

Appendices:



Spelthorne Borough Council Services Committees Forward Plan and Key Decisions

This Forward Plan sets out the decisions which the Service Committees expect to take over the forthcoming months, and identifies those which are **Key Decisions**.

A **Key Decision** is a decision to be taken by the Service Committee, which is either likely to result in significant expenditure or savings or to have significant effects on those living or working in an area comprising two or more wards in the Borough.

Please direct any enquiries about this Plan to CommitteeServices@spelthorne.gov.uk.

Spelthorne Borough Council

Service Committees Forward Plan and Key Decisions for 29 September 2022 to 31 May 2023

Anticipated earliest (or next) date of decision and decision maker	Matter for consideration	Key or non-Key Decision	Decision to be taken in Public or Private	Lead Officer
Economic Development Committee 12 01 2023	Youth Hub	Non-Key Decision	Public	Tracey Carter, Senior Economic Development Officer
Economic Development Committee 12 01 2023	ARG 6 Monthly Review	Non-Key Decision	Public	Keith McGroary, Economic Development Manager

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