

Waverley – a great place to do business



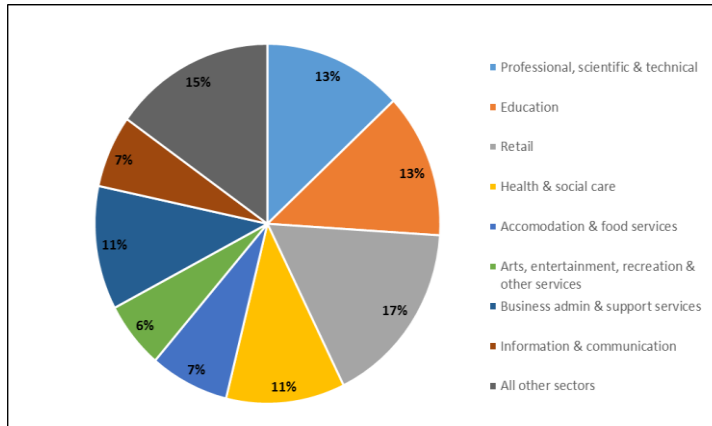
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Business in Waverley

- Waverley has one of the highest business densities in Surrey with 8,200 VAT registered enterprises (ONS 2017)
- Total business turnover in Waverley was over £4.9bn in 2017, with micro and small businesses contributing 61% of the total (ONS 2017).
- 91% of businesses in the borough have less than 10 employees
- Waverley has 47 business parks

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Waverley workplace employment by sector



(source: ONS 2016)

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Economic Development Strategy 2018-2032

Economic development vision for Waverley is:
'A successful place where local businesses can grow and flourish. Where all our rural and urban communities have access to sustainable, high quality employment. Where everyone living and working in Waverley can share in its beautiful natural environment and economic prosperity'.

This vision will be achieved via six themes.

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Economic Development Strategy - six themes

1. Encourage sustainable business and employment growth in both urban and rural areas
2. Provide high quality business and employment support
3. Support healthy town and village centres
4. Encourage a successful visitor economy that is right for Waverley
5. Expand links with, and support for, the education sector
6. Support the right housing developments in Waverley

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Work with key partners

Enterprise M3 Local Enterprise Partnership/ Growth Hub

Four Chambers of Commerce

Surrey Chamber of Commerce

Business South

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Business improvement district for Waverley x4

Businesses get together, decide what **additional improvements** they want to make, how to **manage** and **deliver** those improvements and what it will **cost** them.

This all goes into a **business plan** which is **voted** on by all those who would have to **pay**.

Four chambers working in parallel 2019+

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Retail vacancy rates

Town	No. of retail premises 2019	Vacancy rate spring 2019	Vacancy rate spring 2018
Farnham	243	3%	2%
Milford	24	0%	4%
Farncombe	41	0%	3%
Godalming	204	7%	5%
Haslemere	120	3%	3%
Bramley	29	3%	3%
Wey Hill	73	3%	4%
Cranleigh	112	9%	5%

National average 8.9% (BRC 2018)



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Encourage the Visitor Economy

- Work with partners such as VisitBritain/ VisitEngland/ Farnborough International
- Support tourism businesses



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Protecting community services

Team also takes the lead for consultations on changes to:

- Post offices
- Bus services
- Ticket offices
- Payphones etc.

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