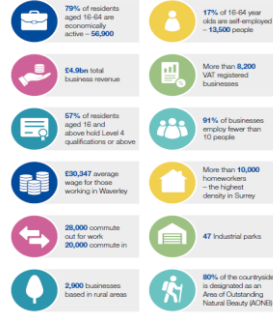




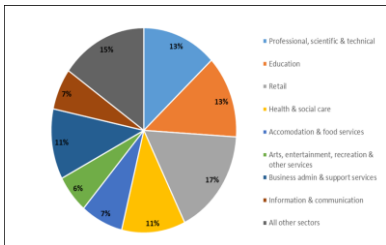
Economic Development and Community Wellbeing – Covid 19

Economic summary – pre Covid

Waverley by numbers



Key employment sectors pre-Covid



Source: NOMIS BRES 2017

- Professional
- Education
- Retail
- Health
- Business administration



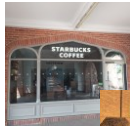
High residential wages but lower workplace wages than Surrey



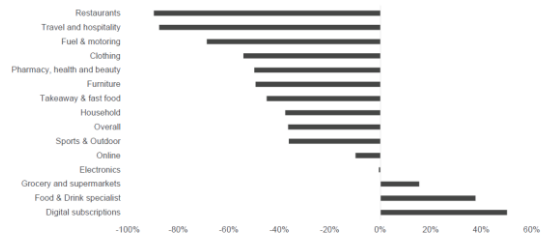
Source: NOMIS 2019



Impact of Covid-19...



Consumer spending in April 2020 by category, % change year-on-year



Source: Barclaycard - Consumer Spending May 2020



Intelligence – loss of income

Just a few examples:-

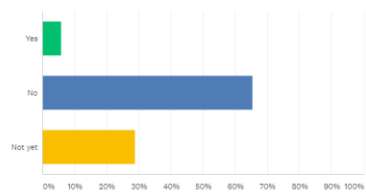
- Farnham Maltings - loss £430,000
- Events company, Haslemere – loss of £800,000 in eventbooking for 2020
- Haslemere Hall – returned 3,000 tickets
- Cranleigh Lions - £50,000 for local community
- Godalming TC - £64,000 from events and hall hire
- Farnham food festival - £250,000 for stall holders, not local businesses
- UCA – loss of £500,000 in summer schools
- Family business Churt – loss of £30,000 a week.



WBC business survey

Have you made any redundancies?

Answered: 52 Skipped: 1



Spring 2020



Wellbeing and the economy

People on Universal Credit in Waverley – June 2020
 Not in employment – 3042
 In employment - 1982
 Total – 5024

...Before the pandemic was c500

Unemployment until March 2020 was 2% with the average in the SE 3.1% and the UK 3.9% (Nomis)



Economic development key performance indicators

March- August 2020



Employment support

- Working with partners – EM3 FUSE service/ DWP
- Farnham Job Club
- New Rotary led Godalming Job Club
- Apprentices through WTS
- New website for redundancy, skills and training information



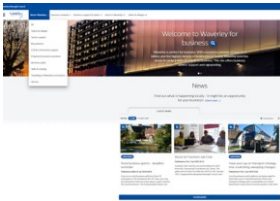
Encourage people to start their own business

- Business support provider – Enterprise South First remodelling free offer. Seminars online.
- Advice online on "Starting your own business" book.
- Advise Farnham Maltings on creative network/hub
- Promote flexible working space available



Business website

www.businesswaverley.co.uk



- Covid hub
- Signposting
- Events
- Resource hub
- Inward investment information
- Greening up ideas
- Free business directory
- Towns and villages
- Business case studies
- Skills and training information
- CSR support

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Support the Visitor Economy

- Online webinars on visitor management
- Work with partners such as Visit Surrey/ Surrey Hills Enterprises/ VisitBritain/ VisitEngland/ Farnham Visitors' Forum.
- Support Haslemere's Rail to Ramble initiative
- Capture growth of domestic tourism, appreciating local offer and health benefits
- Support local supply chains and local business/ employment

Waverley
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Catherine Knight
Economic Development
Manager

Zac Ellwood
Head of Planning and
Economic Development



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