

## Additional Restriction Grant (ARG) business support proposals 2021-22

### 1. Targeted support for key sectors

Retail/ hospitality/ town centre			
As the town centres reopen fully gaps and opportunities will lead to further projects.			
Project	Indicative Cost	Benefit and impact	Action plan priority/ time period
Creation of e commerce platform to support independent stores.  Click It Local Extended by six months/ one year	£15,000 for six months  £30,000 for one year.  £5,000	£7,500 spend in first six months Dec-Feb resulted in <ul style="list-style-type: none"> <li>• 36 stores online. Target exceed 45 by April 21.</li> <li>• £12,000 revenue generated to date.</li> <li>• Average spend £42 (high)</li> </ul> £4,500 advertising spend. Marketing to increase customers to increase orders and businesses to increase offer.	9  Qtr 2-4
Empty shop front improvements – vinyl covering for a few key stores	£ 8,000 (4x high street areas)	<ul style="list-style-type: none"> <li>• Decrease perception of decline in high streets</li> <li>• Partnership working with town/ parish councils/ chambers</li> <li>• Difficult to quantify</li> </ul>	Qtr 1
Support of Business Improvement Districts (BIDs) in four town/ village centres	£35,000 for civica software required and ballot costs	<ul style="list-style-type: none"> <li>• WBC has invested £15,000 feasibility study 2019.</li> <li>• Support from chambers and business community.</li> <li>• Will bring in private sector investment in the public realm.</li> <li>• Suggested additional income generated for high streets identified.</li> </ul>	Qtr 3/4
Joint procurement project support to reduce costs	Tbc	Help decrease baseline costs (waste, electricity, printing) for cross section businesses on our high streets via joint procurement, making areas more attractive for businesses to remain or move into.	Qtr 1/2
Retail/ town centre revival activities, once town centres reopen fully.	£60,000	<ul style="list-style-type: none"> <li>• Co-ordinated events/ activities/ town centre business support to aid returning to our towns and increase managed footfall to high street centres.</li> <li>• Support 500 businesses.</li> </ul>	Qtr 2/3/4

		<ul style="list-style-type: none"> <li>• Audit each town centre offer.</li> <li>• Promotion of the support available.</li> </ul>	
<b>Tourism/ visitor economy/ events</b>			
<u>Destination marketing</u> to support visitor economy with Visit England, Tourism South East/ Visit Surrey. Raise awareness of Waverley as a place to visit. Includes iconic photography of Waverley, promotional video, membership of Visit Surrey and research on the value of the sector and impact of campaign.	£25,000	<ul style="list-style-type: none"> <li>• Support 5,000 jobs</li> <li>• Support hospitality industry</li> <li>• Support inward investment in hotels/ leisure</li> <li>• ROI</li> <li>• Develop brand and imagery for Waverley to attract domestic tourism</li> <li>• Support business tourism and local venues</li> </ul>	Qtr 1-4
Selling hybrid meeting event training to support larger venues.  Webinars on hybrid events/ sales for businesses.	£1000	<ul style="list-style-type: none"> <li>• 10 x venue businesses</li> <li>• Support 250 jobs</li>   <li>• Open to all venues and corporate businesses.</li> </ul>	Qtr 1
<b>Leisure</b>			
Marketing of leisure sector.	£15,000	<ul style="list-style-type: none"> <li>• High profile open days in summer to increase membership and business revenue.</li> <li>• Raise awareness to the older population, grey pound.</li> <li>• Support local employment (2500, 2018-19).</li> <li>• Support a venue/ health and wellbeing working group.</li> </ul>	Qtr 2/3
Other projects and initiatives to be identified in conjunction with the business community - £TBC			

## 2. Business diversification and start up

With several sectors such as events and aviation closed for 12 months, these businesses and employees need guidance and support to pivot and realign their business, or start a new business. We can also support businesses by creating clusters of expertise. ie. Green/ craft/ gaming.

Project	Indicative Cost	Benefits and impact	Action plan priority/ timings
<p>One to one sector specific advice targeting green growth and developing peer to peer networks.</p> <p>Training not previously offered by the service. Clockwork- Digital marketing training x15 businesses</p>	<p>£15,000</p> <p>£4,500</p>	<p>Interventions by Business South and EM3 LEP. 20 businesses reached.</p> <p>Creating an exclusive environment to learn, connect and share. We know group participants find great value in Action Groups.</p> <p>Feedback received: 100% would recommend the training</p> <p>Impact:</p> <ul style="list-style-type: none"> <li>- <i>more customers in shop and online purchases.</i></li> <li>- <i>more interaction on social media, more enquiries</i></li> </ul>	<p>Qtr 1-4</p> <p>8 Qtr 1</p>
<p>Support a new Rocketdesk hub, a gaming hub in Godalming. An expansion from Guildford.</p>	<p>£30,000 start up support</p>	<p>In Guildford with £50,000 investment:- Rocketdesk's current facility on the Surrey Research Park has a capacity of 50 desks. Founded in 2016, supported 225 individual professionals and lead to the formation of 117 new companies. Companies based within Rocketdesk have raised £6M in investment capital over the last 18 months.</p> <p>Based on 25 desks:-</p> <ul style="list-style-type: none"> <li>• 100 jobs to Godalming.</li> <li>• 30 new companies to Godalming</li> <li>• Establish gaming cluster</li> </ul>	<p>Qtr 2+</p>
<p>Support/ develop film sector.</p> <ul style="list-style-type: none"> <li>- supply chain promotion</li> <li>- work with Creative England</li> <li>- work with UCA /students</li> <li>- Create website portal and database of venues and skills</li> </ul>	<p>£25,000</p>	<ul style="list-style-type: none"> <li>• Increase value of filming to local economy by £1 million.</li> <li>• Value £20,000 per day advertising/ tv.</li> <li>• £40,000 feature films plus job security and film tourism potential</li> </ul>	<p>Qtr 2+</p>

Marketing and PR of business support advice. On and off line. Communications strategy.	£15,000	<ul style="list-style-type: none"> <li>• Increase reach of communication to 95% of target businesses.</li> <li>• Develop engagement with website and resources.</li> <li>• Imagery of business owner diversity to support and attract range of customers and new business.</li> <li>• Increase value of existing Enterprise Business First contract.</li> </ul>	Qtr 1-4
Other projects and initiatives to be identified in conjunction with the business community - £TBC			

### 3. Digital Connectivity

Project	Indicative Cost	Benefits and impact	Action plan priority/ timings
<p>Opportunity using EM3 fibre spine Basingstoke to Guildford. Fibre spine spurs feasibility studies - Farnham and Cranleigh.</p> <p>To inform business case plans for construction (late summer 2021).</p> <p>(Route of spine covers Godalming and Elstead. Haslemere too distant from main spine.)</p>	£40,000	<ul style="list-style-type: none"> <li>• Significant productivity enhancements</li> <li>• Innovate new business models and open new market opportunities</li> <li>• Encourage new business start-ups and existing business relocations</li> <li>• Create a specialist economic and employment eco-system of feeder businesses</li> <li>• Develop skills to drive higher employment opportunities</li> <li>• New working practises</li> <li>• Teleworking stimulus in rural and urban environments</li> <li>• Increase the value of existing and new housing stock</li> <li>• Delivers “digital by default’ objectives of government</li> <li>• Sustain communities by providing rural SMEs and SOHO workers with reliable access to high capacity and low latency cloud-based application services</li> <li>• Provide a scalable backhaul network capacity to de-risk and improve the ROI models of all 4G and 5G MNO lead or government funded 4G, 5G and IoT enhancements</li> <li>• Smart city and smart home initiatives and secondary benefits in reducing emissions by smart management, smart transport systems and smart energy</li> </ul>	<p>Qtr 1</p> <p>End April 2021</p>

		<ul style="list-style-type: none"> <li>• Increase manufacturing productivity through Industry 4.0 and IoT</li> <li>• Tele-healthcare</li> <li>• Environmental benefits</li> <li>• Social inclusion by addressing the digital divide.</li> </ul>	
Other projects and initiatives to be identified in conjunction with the business community - £TBC			

#### 4. Business intelligence

Project	Indicative Cost	Benefits and impact	Action plan priority/ timings
Monthly Business Intelligence Reports using local business analysis, regional and national comparisons.	£12,000	<p>1. Benefits of Monthly Business Intelligence Reports</p> <p>Clarity on the following issues.</p> <ul style="list-style-type: none"> <li>• How Waverley Borough Council can best support the creation, survival and growth of its businesses and workforce.</li> <li>• The interventions that will best deliver this support</li> <li>• How the available resources and expertise should be focused and prioritised.</li> <li>• The case can be made to for proposed resource expenditure.</li> </ul> <p>What Business Intelligence Delivered</p> <ol style="list-style-type: none"> <li>a. Bulletins on new initiatives approaches and schemes to addressing major challenges such as carbon reduction and changing work patterns.</li> <li>b. Interpretation of how new approaches adopted could benefit Waverley's businesses.</li> <li>c. In-depth analysis of the businesses making up Waverley's key sectors, highlighting key characteristics, trends and comparative performance.</li> <li>d. Intelligence on the types of interventions likely to have the highest impact on Waverley's businesses.</li> </ol>	<p>6/7</p> <p>Qtr 1-4</p>
Other projects and initiatives to be identified in conjunction with the business community - £TBC			



### Impact Evidence and Business Intelligence Findings

- [ONS report on the impact on tourism sector](#). This sector indicates 11% employment in Waverley.
- The Tourism Alliance also indicates that tourism comprises of six of the 10 worst impacted sectors of the UK economy. A Tourism Recovery Plan is being developed by the Department for Digital Culture Media and Sport (DCMS) and is expected to include a review of Destination Management Organisations.
- <https://www.ons.gov.uk/economy/grossdomesticproductgdp/articles/coronavirusandtheimpactonoutputintheukeconomy/november2020>
- **Wholesale and retail trade** Retail fell by 3.8% during November 2020 (see [Retail sales, Great Britain: November 2020](#)), with output 2.8% above February 2020 levels for the industry.
- **Accommodation and food and beverage services** - This sector decreased by 44.0% in November 2020 following a fall of 13.8% in October. This resulted in output in the latest month being 63.6% weaker than the February 2020 level.
- <https://www.bbc.co.uk/news/business-55625246>
- **Retailers suffered their worst annual sales performance on record in 2020, driven by slump in demand for fashion and homeware products, figures show.**
- While food sales growth rose 5.4% on 2019, non-food fell about 5%, the British Retail Consortium (BRC) said. It meant an overall fall of 0.3% in a year dominated by the Covid-19 impact, the worst annual change since the BRC began collating the figures in 1995
- <https://www.local.gov.uk/impact-covid-19-culture-leisure-tourism-and-sport>
- <https://www.pwc.co.uk/services/economics/insights/uk-economic-update-covid-19.html>

### Business intelligence findings:

#### Survey findings 2021

##### Hospitality – most respondents requested:

- Access to finance
- Free training
- Safe return to work advice

##### Retail – most respondents requested:

- Tackle empty shops
- Free training
- Access to finance

##### Venues, hotels and accommodation – most respondents requested

- Access to finance

##### Arts, entertainment & events – most respondents requested:

- Free training
- Free business advice
- Networking
- Mentoring

##### Leisure – respondents requested:

- Continued rate relief
- Business diversification advice