



INVEST IN WINCHESTER

WELCOME TO WINCHESTER

Winchester has a dynamic and robust economy which underpins high living standards for its residents and a positive outlook for investors. Ranked top in the Royal Mail UK Happiness Index of 2019 and featuring regularly in best places to live surveys, the city has embarked on an ambitious £360m regeneration programme that promises an optimistic long term outlook for local businesses.

The bustling city centre, famous for its heritage landmarks, unspoilt open spaces and vibrant cultural events programme has seen day-tripper footfall increase dramatically and their spend almost double over the last five years. And with 57% of Wintonians possessing a degree or equivalent qualification, the area's professional services, retail, knowledge and creative industries, land based businesses and public sector organisations are well served – both in terms of customer profile and potential employees. The High Street is flourishing, with vacancy rates low and a 72% growth in retail revenue – derived directly from day-trippers. Winchester has also gained plaudits for the local high quality food and drink offer – this industry is supported by a thriving rural economy across a district that spans 250 square miles and is a gateway to the South Downs National Park.

Winchester City Council has prioritised inward investment and there is tailored support available to businesses who are attracted to what the city and wider district have to offer.

'These days... the town, lush and leafy in its hollow at the start (or end) of the South Downs, regularly cavorts in, if not tops, '10 most prosperous / gorgeous / popular places to live league tables'. It is lovely. Really lovely. In Winchester, all is right with the world.

Tom Dyckhoff, The Guardian 2019.





Laura Taylor, Chief Executive of Winchester City Council

OUR WINCHESTER

As a place to live, work and visit Winchester is second to none. While factors such as low crime rates, high average earnings and life expectancy, good schools and transport links are factored in to recent national accolades, our thriving economy is the bedrock that underpins a positive outlook for the area.

We have a clear ambition for our city.

Once the capital of England, steeped in history and heritage, we are a proud cathedral city with an eye on the future. International business and global brands already call Winchester their home and we have plans to further develop our retail, leisure and business offer to attract new investment, bringing jobs and opportunity to our fabulous city.

Couple this with a highly skilled workforce, two universities, high average earnings and fast, efficient transport links to London and beyond by road or rail, it's no surprise we feature regularly in best places to live surveys.

**Winchester – a great past
and a bold future – join us.**



£360m

between 2017 - 2021

INVESTING IN THE FUTURE – BE A PART OF IT

Winchester City Council is investing heavily in developments that will future-proof the economy and quality of life across the district. Three major regeneration projects are underway to develop the retail offering, provide more space for business and provide residential and leisure space. 8,500 new homes are also being built in developments at Barton Farm, North Whiteley and West of Waterlooville.

OUR REGENERATION PLANS

- Leisure Centre – approx. £35m, completed early 2021, 50m swimming pool, hydrocentre, part of a larger sports and leisure complex
- Station Approach – £130m development, Grade A office space, public realm improvements works, next to Winchester Station on main London line (50 minutes)
- Saxon Gate – 2.3 hectares to be developed, comprehensive mixed use development, including retail and residential, in the city centre.

THE LOCAL ECONOMY

Winchester's successful economy is built upon five main sectors:



Knowledge and
creative industries



Retail



Tourism and
recreation



Public administration
and business services



Land based
industries

The employment rate, at 83.1%, is significantly higher than the national average (73.7%)



Gross weekly earnings of £824 are 27% higher than the UK average (£646)



A high proportion (96.6%) of residents report being in good or fairly good health compared to a national average of 94.6%



Data source: 2016 Halifax Quality of Life Survey

38%

Growth in the total value of tourism to the city economy 2008-2017

£332m

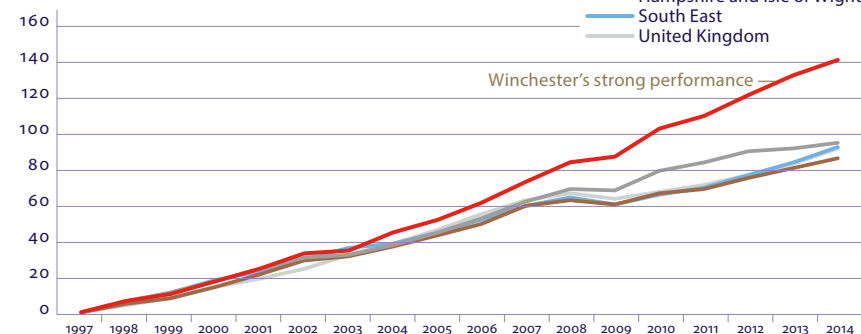
Total value of tourism to the city economy 2017

The Economic Impact of Tourism in Winchester 2017

TOURISM
SOUTH EAST

CACI

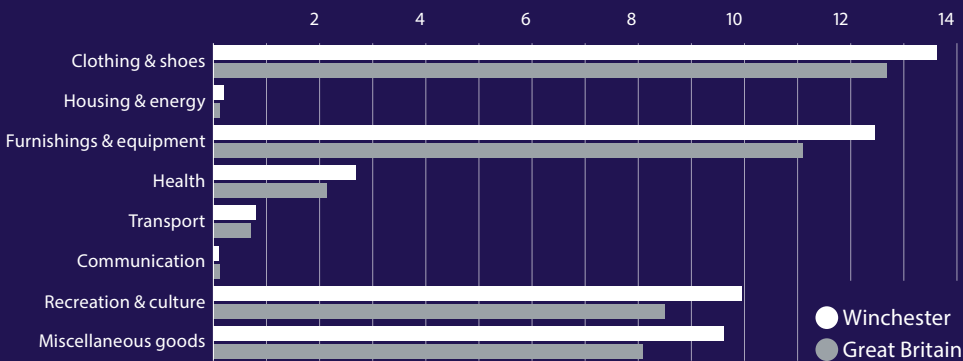
COMPARATIVE CHART OF INCREASE IN GVA %



WINCHESTER'S POPULATION

Winchester has a busy centre of professional services, retailers and public sector organisations. The city is a vibrant social hub for a district that stretches from Micheldever in the north to overlook Portsdown Hill in the south. High average earnings and a flourishing cultural scene mean that local businesses benefit from customers drawn to the city for both leisure and work. Weekly household spend in the district is slightly higher than national averages (see graph right).

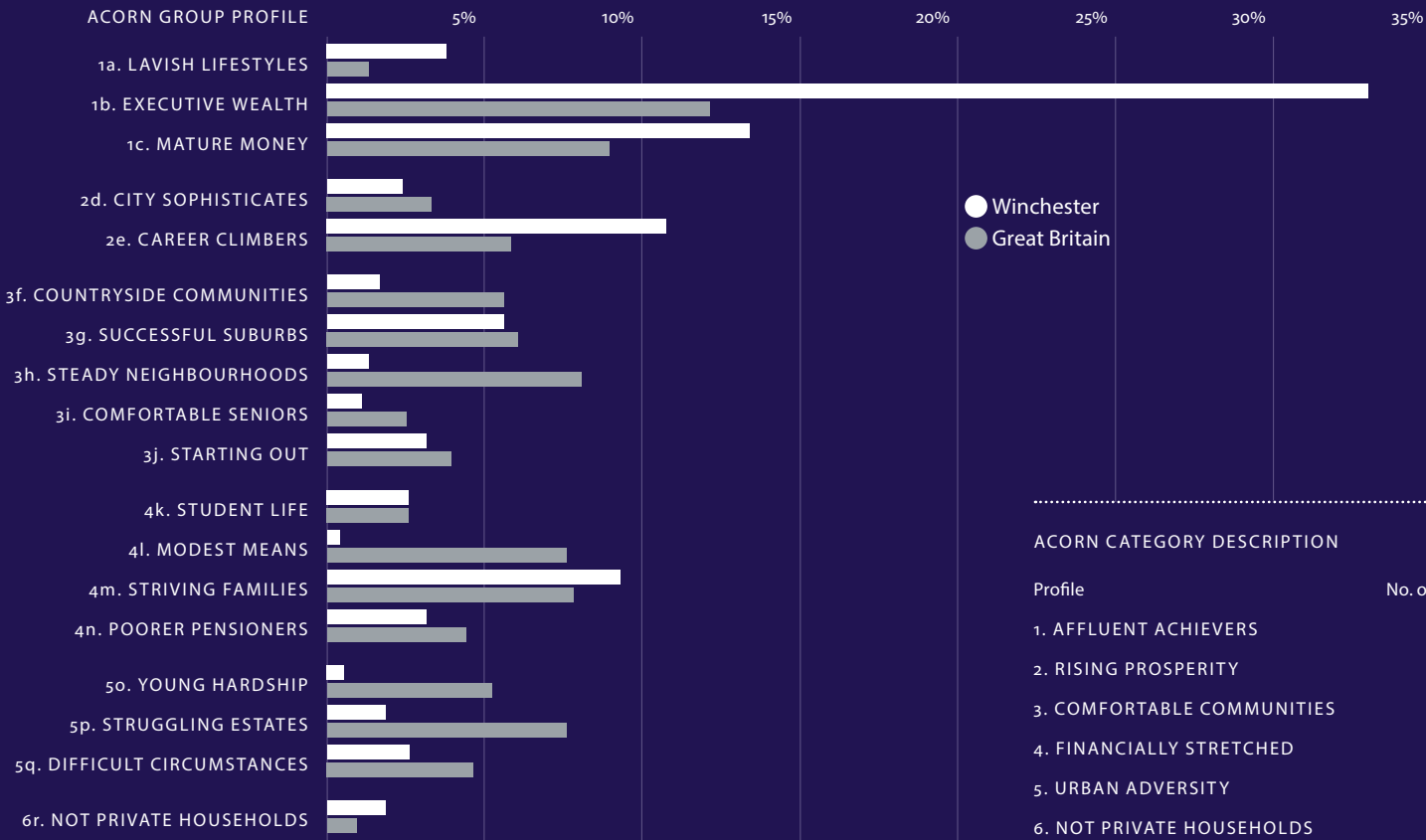
AVERAGE WEEKLY SPEND PER PERSON £



Average earnings, at £51,540, are 37.5% higher than the national baseline

CACI

ACORN GROUP PROFILE



WHAT IS ACORN?

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into six categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people. acorn.caci.co.uk

ACORN CATEGORY DESCRIPTION

Profile	No. of people	%	%
1. AFFLUENT ACHIEVERS	61,899	51.1	22.8
2. RISING PROSPERITY	16,156	13.3	9.3
3. COMFORTABLE COMMUNITIES	15,715	13.0	26.6
4. FINANCIALLY STRETCHED	18,943	15.6	22.7
5. URBAN ADVERSITY	6,109	5.0	17.7
6. NOT PRIVATE HOUSEHOLDS	2,227	1.8	0.9

WINCHESTER'S TOP THREE ACORN GROUPS

1B. EXECUTIVE WEALTH – 40,720 PEOPLE

Incomes in this band are good, with many in managerial and professional occupations. Households generally earn more than average.

2E. CAREER CLIMBERS – 13,258 PEOPLE

Overall these people tend to have higher educational qualifications than average and incomes, reflecting the urban locations, and are well above average. A good proportion will be in white-collar occupations including both managerial and professional roles, some paying higher rate tax.

1A. LAVISH LIFESTYLES – 4,665 PEOPLE

This Includes affluent people such as hedge fund managers and entrepreneurs, and those in senior managerial and professional positions such as company directors or owners. These neighbourhoods have the greatest concentration of higher rate tax payers.

'What is now Rathbones Investment Management had had a presence in the area for over 50 years when we brought together our Winchester and Southampton staff and moved into our current premises on Winchester's Southgate Street in 2002. It proved an excellent decision and 15 years later we have built up the funds we look after here to over £1.7 billion. We benefit from being in such a wealthy region, and our clients appreciate the convenience and attraction of having their investment manager close by, making it easy to come and meet us, often combining it with a visit to one of the city's many excellent restaurants.'

Tim Bolton Carter, Senior Regional
Director Rathbone Brothers PLC



Rathbones
Look forward



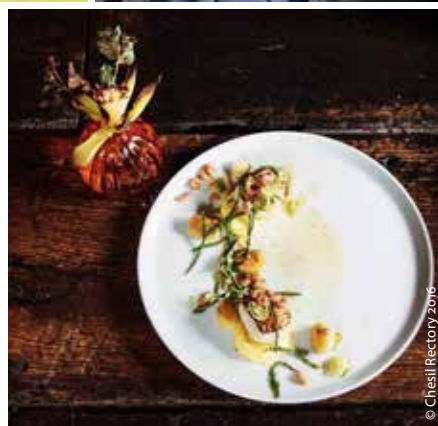
© Paul Carter 2013



© Chesil Rectory 2016

FOODIE HAVEN

Winchester is 'becoming a force in the restaurant world' according to Harden's Restaurant Guide.

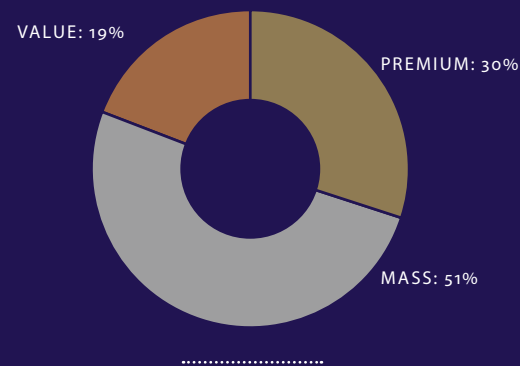


© Chesil Rectory 2016

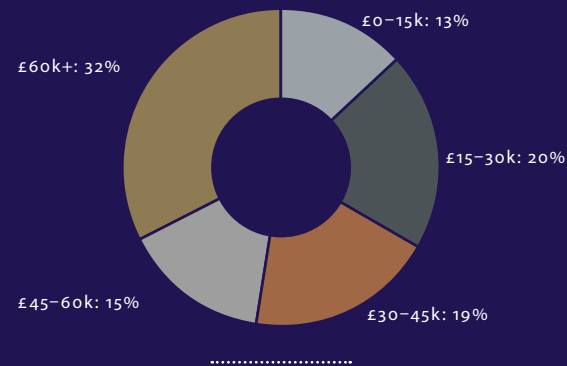


© Côte Brasserie 2016

INCOME AND SPEND



TYPES OF BUSINESS LOCALLY
See enclosed Goad map for a breakdown of individual city centre retailers by name



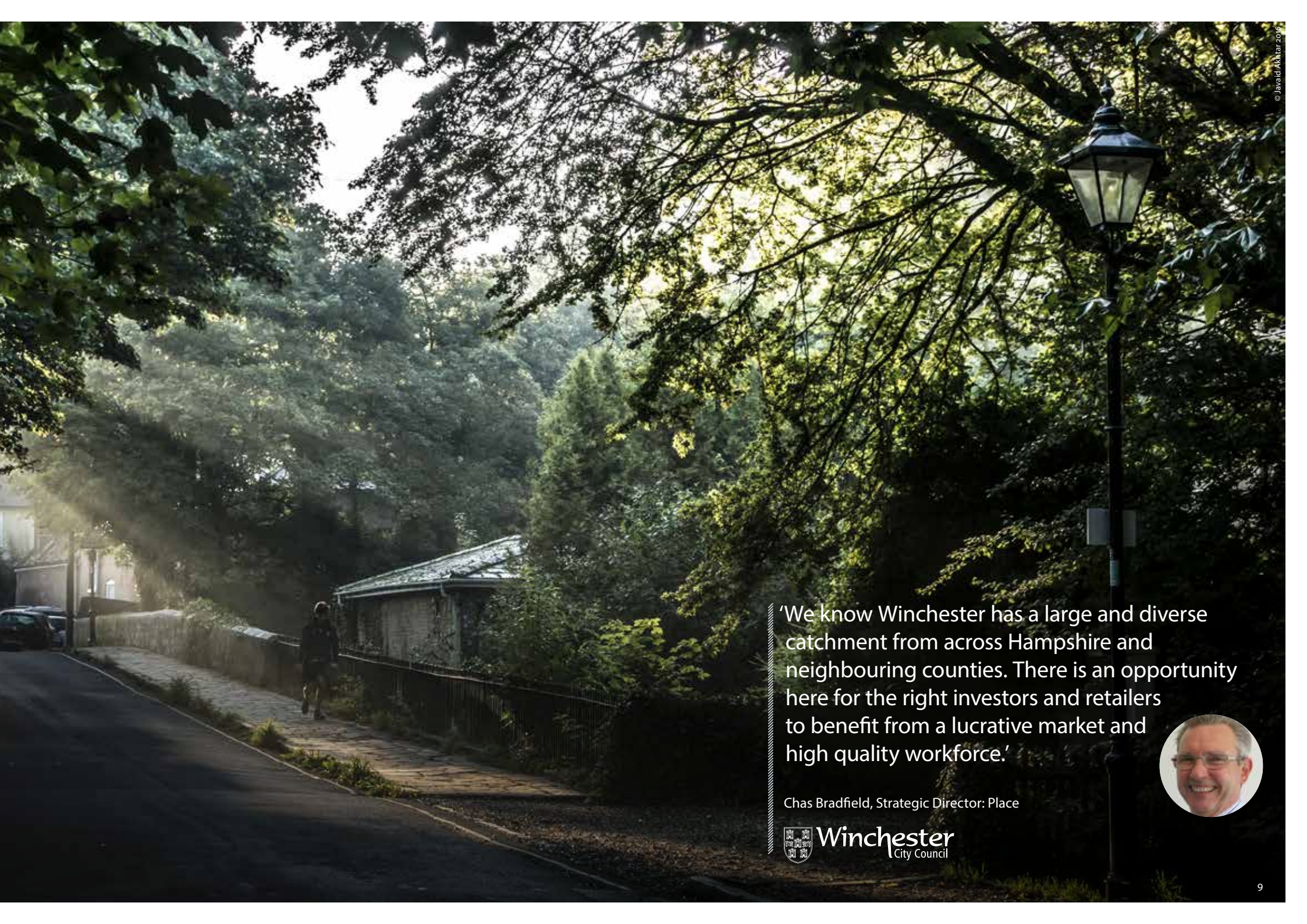
AVERAGE EARNINGS
The mean income in Winchester District is £51,540, which is 37.4% above the base (Great Britain) average



WINCHESTER RETAIL FOOTPRINT
Winchester's retail footprint has a potential population within a one hour drive time of nearly 950,000 stretching from Berkshire to Sussex to Dorset.

WINCHESTER RETAIL MOVEMENTS

Location	Type of area	Retail footprint score	Distance from Winchester (miles)	Shopper flow	Market share of catchment
Southampton	Primary Centres	1,442	11.7	488,290,880	20.73%
Winchester	Regional Towns	651	0.0	158,987,409	6.75%
Southampton – Hedge End Retail Park	Retail Parks	321	9.7	157,435,707	6.68%
Basingstoke	Major Centres	1,044	17.1	149,611,637	6.35%
Southampton – West Quay Road	Retail Parks	358	11.7	148,024,822	6.28%
Eastleigh	Major Centres	482	6.8	118,270,808	5.02%
Andover	Regional Towns	424	12.3	101,028,522	4.29%
Andover – Enham Arch Retail Park	Retail Parks	205	12.7	83,207,551	3.53%
Salisbury	Regional Towns	772	21.0	55,507,504	2.36%
Portsmouth – Gunwharf Quays	Outlet Centres	628	20.6	49,191,289	2.09%
Winchester – Moorside Road Retail Park	Retail Parks	152	0.9	38,462,411	1.63%
Petersfield	Regional Towns	229	16.9	37,173,711	1.58%
Whiteley	District Centres	311	12.7	37,147,374	1.58%
Eastleigh – Channon Retail Park	Retail Parks	89	6.6	36,691,433	1.56%
Southampton – Shirley	Urban Centres	225	11.1	33,995,313	1.44%
Salisbury – Dolphin Retail Park	Retail Parks	307	20.2	30,707,838	1.30%
Alton	Regional Towns	186	15.9	30,542,541	1.30%



© Javard Akhtar 2016

'We know Winchester has a large and diverse catchment from across Hampshire and neighbouring counties. There is an opportunity here for the right investors and retailers to benefit from a lucrative market and high quality workforce.'

Chas Bradfield, Strategic Director: Place



Winchester
City Council

WELL QUALIFIED

COLLEGES AND SCHOOLS

In 2018, a record 1,603 Peter Symonds College students progressed to university. In 2018, a record 612 students went to Russell Group universities - more than from any other school or college in the country. Since 2000, approaching 50 students a year have been offered a place at Oxbridge. In 2019, students received 62 offers from Cambridge and Oxford.

Sparsholt College is an award-winning land based college gaining a 94% National Student Survey satisfaction rate. 10 minute's drive from the city centre, leading industry organisations deliver expertise in the fields of Countryside, Zoo, Fisheries and Aquatics management and the college's exceptional horticultural standards have been recognised with seven gold medals from the Royal Horticultural Society.

Ofsted have ranked three Winchester primary schools outstanding and 11 good – all Winchester town secondary schools are considered good with two outstanding.

In the independent sector the city has two nationally highly regarded schools – Winchester College, an independent school for boys and the oldest continuously running school in England, and St Swithun's independent school for girls – established in 1884.

UNIVERSITIES

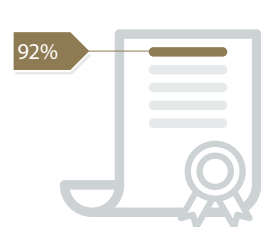
There are two prestigious universities in Winchester – University of Winchester and University of Southampton.

The University of Winchester is ranked in the top 20 of UK universities for teaching, with its courses in education, English language and philosophy rated in the top five in the UK.

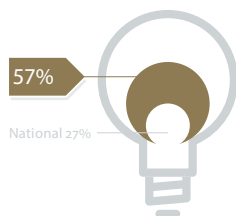
The University of Southampton (Winchester School of Art campus) is rated as the 8th Art & Design University in the UK by the Guardian and caters for 1,600 students on the city campus. 600 of these come to Winchester from overseas and a further 600 more are based in a separate campus in Dalian, China.

DID YOU KNOW?

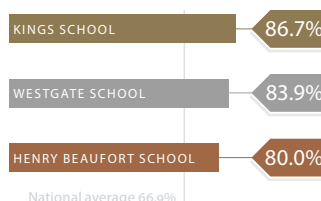
Winchester Science Centre and Planetarium manages the Science Technology Engineering and Maths programme (STEM) for South Central England. Championed by astronaut Tim Peake, the initiative has 3,000 local volunteers working to inspire young people to choose a STEM career.



AVERAGE NUMBER OF STUDENTS ATTAINING A* – C GRADES AT A LEVEL FROM THE CITY'S THREE COLLEGES



57% OF LOCAL PEOPLE ARE EDUCATED TO DEGREE LEVEL OR EQUIVALENT, NATIONALLY 27% OF THE POPULATION GAIN THESE QUALIFICATIONS



ACHIEVING FIVE OR MORE GCSE A* – C GRADES IN 2015/16 NATIONAL AVERAGE – 66.9%

'As the world's leading commercial banknote manufacturer we know that the integrity of a banknote or passport relies upon design excellence. Working with creative leaders is fundamental to De La Rue and Winchester School of Art students have been able to quickly and professionally understand our business, bringing an unconstrained creative spark.'

Julian Payne, Creative Director,
De La Rue



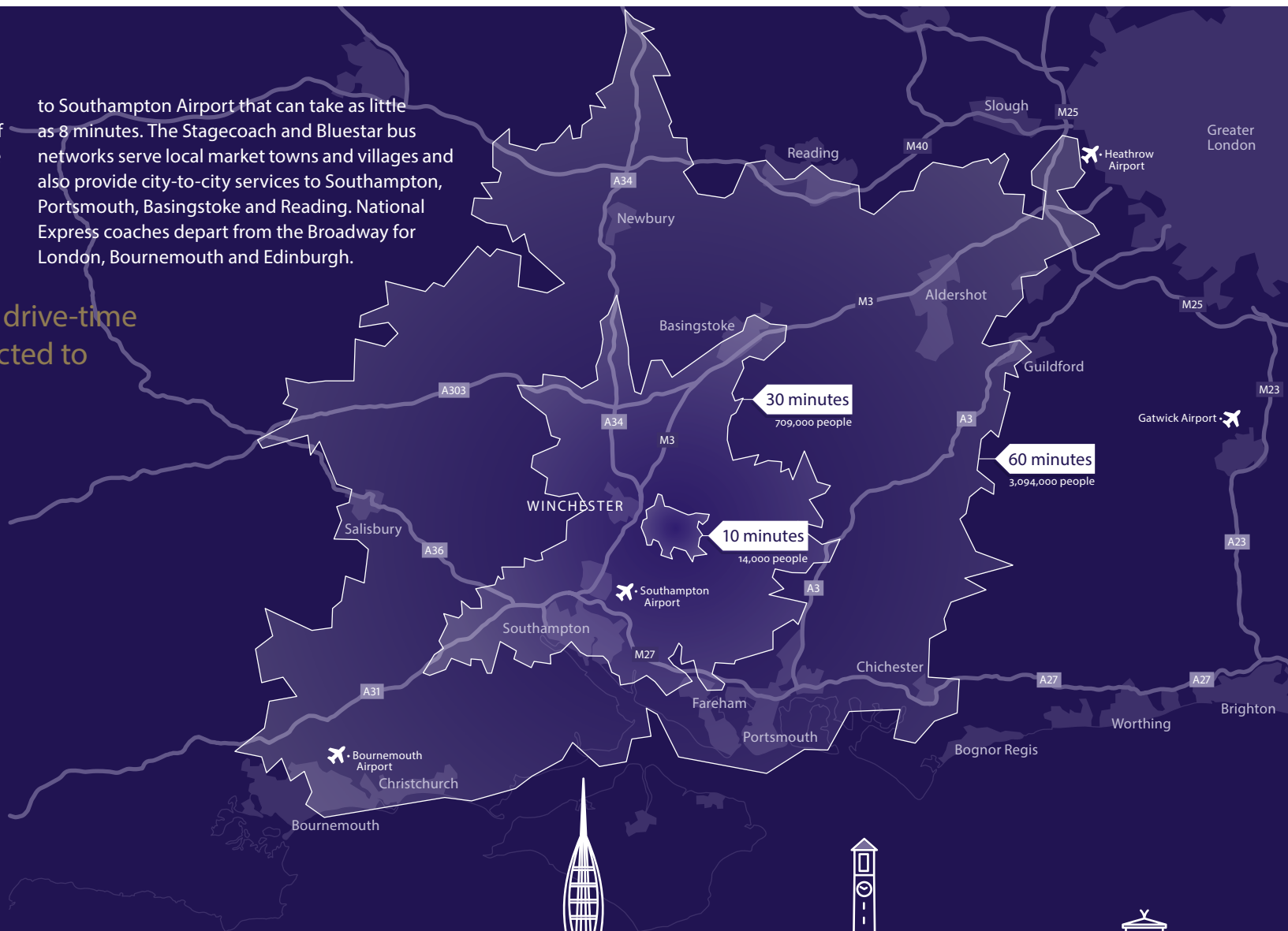
DeLaRue

WELL CONNECTED

Situated in the heart of Hampshire, Winchester currently serves a 30m drive-time population of 709k that is expected to rise by 30k by 2021. The district is well served by public transport. The train journey to London Waterloo takes under one hour, it is a 15 minute train journey to Southampton city centre, and a shuttle service

to Southampton Airport that can take as little as 8 minutes. The Stagecoach and Bluestar bus networks serve local market towns and villages and also provide city-to-city services to Southampton, Portsmouth, Basingstoke and Reading. National Express coaches depart from the Broadway for London, Bournemouth and Edinburgh.

Winchester serves a one hour drive-time population of 3m that is expected to rise by 100,000 by 2021



LONDON WATERLOO
55 minutes by train



LONDON HEATHROW
55 miles, 1h 5m drive



LONDON GATWICK
72 miles, 1h 30m drive



PORTSMOUTH
30 miles, 35 minute drive,
1 hour by train



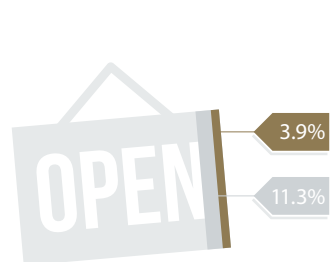
SOUTHAMPTON
13 miles, 20 minute drive,
16 minutes by train



EDINBURGH
418 miles, 8m to Southampton
Airport Parkway by train,
1h 30m flight duration

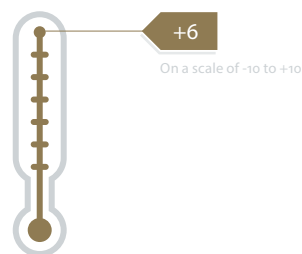
A CENTRE FOR BUSINESS

Whilst retailers and restaurants take the lion's share of day-tripper revenue – £188m of their total spend, the city centre also benefits from an award-winning Business Improvement District (BID) which ensures that the collective voice of its members is heard and their premises benefit from a well presented and smoothly run environment. Vacant High Street properties are quickly filled in Winchester and the latest figures from Winchester BID's annual review show that the retail employment situation is resilient.



VACANCY

On 12 January 2017 there were five vacant retail sites along the length of Winchester High Street. This vacancy rate of 3.9% is at the lowest level since April 2015. The national rate for November 2016 was 11.3%.



CONFIDENCE

The latest overall median confidence level for a sample of 70 Winchester BID members is +6 and has remained at this level for 12 months. 38 businesses sampled were Nationals, 32 Independents, 39 on the High Street, 31 in secondary locations.



'Winchester's BID is a national model for success that now advises other BIDs across the UK. Our performance is down to the level of engagement from 750 forward-looking local businesses. We're the voice of the city centre and we ensure that our members' needs are taken very seriously.'

Paul Spencer, Executive Director, Winchester Business Improvement District.



Data source: Winchester BID 2016 Annual Review and Predictions for 2017
© John Kind, University of Winchester

WHO'S HERE

HOBBS
JOULES
SASS & EDGE
JIGSAW
MINT VELVET
SPACE NK
DEBENHAMS
THE WHITE COMPANY
ROHAN
RUSSELL & BROMLEY
WAITROSE
MARKS & SPENCER
COOK
THE IVY
RICK STEIN
RIVER COTTAGE
BRASSERIE BLANC
CHESIL RECTORY
THE BLACK RAT
WAGAMAMA
TURTLE BAY
WINCHESTER DISTILLERY
HOTEL DU VIN
LAINSTON HOUSE HOTEL
TRAVELODGE
UNIVERSITY OF WINCHESTER
UNIVERSITY OF SOUTHAMPTON
WINCHESTER COLLEGE
SPARSHOLT COLLEGE
KNIGHT FRANK
SAVILLS
CHARTERS
PARIS SMITH
IBM
ARQIVA
DESIGN ENGINE
DUTTON GREGORY
HAT FAIR
THEATRE ROYAL WINCHESTER
WINCHESTER WRITERS' FESTIVAL
WINCHESTER CRITERIUM
WINCHESTER CATHEDRAL
MARWELL ZOO

More than five million visitors come to Winchester each year – 10 years ago this figure stood at 4.2m and over the same period the annual economic impact of the visitor economy has risen by 38% to £332m. In 2017 alone, the number of nights spent in Winchester by overseas visitors rose by 10% and more cruise ship itineraries are encompassing the city each year. 1,000 hotel beds in the district serve the increasing number of visitors from the UK and overseas that choose to extend their trip to an overnight stay.

The Visit Winchester team at Winchester City Council works with Visit Britain to raise the profile of tourism – an international Literary Heroes campaign, for example, marked the bicentenary of the local author Jane Austen’s death in 2017. The results speak for themselves – with the commemorations contributing £21 million to Hampshire’s economy. In the last quarter of 2016 over a billion people worldwide read about Winchester – the highest ever recorded readership for the Visit Winchester PR consortium. The value of column inches netted in the national media stands at £8.5m over the last six years equating to an ROI for local investors in the tourism industry of £100:1.

TOURISM SOUTH EAST

DAY-TRIPPERS – WHO BENEFITS?

	2011 £m	2017 £m
RETAILERS	61	93 (+52%)
ACCOMMODATION PROVIDERS	21	30 (+43%)
TRANSPORT PROVIDERS	27	32 (+19%)
TOTAL DIRECT SPEND	214	257 (+20%)



DID YOU KNOW?

The Hotel du Vin chain was founded in Winchester – the original hotel is situated on Southgate Street and remains a firm favourite for locals and visiting business clientele.

Hotel
du Vin
& Bistro

LIVING IN WINCHESTER

Winchester has a compact medieval centre – with the iconic cathedral, a place of worship for over 1,000 years, as its centrepiece. The Great Hall, Winchester College, the ruins of Wolvesey Castle and Hyde Abbey, and well preserved almshouse The Hospital of St Cross are all in the city centre or a stone's throw from it.

There is a strong cultural aspect to life in the district. 350,000 people come to the city to experience 'England's Christmas capital' and 25 festivals – including the three day Hat Fair in July, a world renowned Writers' Festival and music, comedy, food and fashion events – happen throughout the year. The frequency of world class events plus the presence of Theatre Royal Winchester and a 'boutique' cinema bolster footfall in the city during shoulder seasons to create a truly 'year round' destination.

In recent years the city has attracted celebrity chefs including Hugh Fearnley-Whittingstall, Rick Stein and Raymond Blanc, and the independent restaurant and shopping scene is an attraction in its own right. The Chesil Rectory and The Black Rat receive rave reviews from discerning diners and clothing and lifestyle stores such as Pavilion and The Hambledon attract well-heeled shoppers looking for something different. The buzz continues into the evening – Winchester's nightlife has repeatedly won a Purple Flag award for its safe, vibrant atmosphere and weekends in particular see the city bursting with life. The reputation of English Wine, Hampshire Gin and Winchester's popular cocktail events from entrepreneurs The Cabinet Rooms means that local tipples have a growing, loyal following.

Very much a 'city in the country', riverside walks – including Keats's famous route that inspired his ode 'To Autumn' – start right in the centre of the city. St Catherine's Hill offers an Iron Age vantage point and, like St Giles Hill viewpoint, is reachable in minutes from City Mill. There are country parks and nature reserves at Farley Mount, Winnall Moors, and Shawford Down and another planned at Barton Farm – while attractive parks and open spaces are dotted throughout the centre.

Beyond the city the rolling Hampshire downs provide a breathtaking backdrop that changes dramatically with each season. Historic market towns and villages, including the picturesque Bishop's Waltham, Alresford and Wickham, are popular residential hubs. A ruined palace, zoo, a steam railway and The Royal Armories at Fort Nelson ensure footfall from visitors extends throughout the district.



'Winchester is history's HQ!'

Dan Snow



invest@winchester.gov.uk | 01962 848 528



‘Winchester combines strong demand for employment space with an extremely attractive town centre. The Enterprise M3 commercial property market study found that the city has a prestige value for HQ investors as it offers a wide range of shops, bars and restaurants and a highly skilled and prosperous population.’

Kathy Slack, EM3 Director

enterprise m3
Driving prosperity in the M3 corridor



We are lucky to attract forward thinking businesses locally, and if you are looking for the right location for an investment be assured that Winchester is renowned for its track record in business engagement. We can offer you:

- Bespoke support from officers who can advise on every aspect of the city
- A single point of contact that is dedicated to working with you throughout every stage of the regulatory process
- Links to local suppliers, professional services and colleagues at Winchester Business Improvement District, Hampshire Chamber of Commerce and both our universities.

If you'd like to know more, simply email invest@winchester.gov.uk or call 01962 848 528 and we'll be in touch directly.

Winchester City Council would like to thank the following local organisations for their help in producing this brochure:
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CACI

acorn
The consumer classification

**TOURISM
SOUTH EAST**

HALIFAX

experian.



Winchester
City Council