

ECONOMY

Appendix 5

MARKET TOWNS WORKSHEETS

ADVICE ON PREPARING A 'SNAPSHOT' AND COMPLETING THE WORKSHEETS

The market town healthcheck consists of questions that cover all aspects affecting peoples' quality of life in a market town and its surrounding countryside. It starts with a factual 'snapshot' of the market town and continues with worksheets covering the main topic areas: environment, economy, social and community issues, transport and accessibility. Full information about how to establish a community partnership, which is needed to carry out a healthcheck, is given in the Healthcheck Handbook.

'Snapshot' of the town and surrounding countryside

The purpose of this exercise is to provide a 'snapshot' of the town and surrounding countryside which will help answer the questions in the worksheets. Factual information about existing services and facilities will provide a background that can be balanced with the community's aspirations (which will emerge from the worksheets). The basic information can be obtained from published sources, reports and other studies compiled by the district council and other organizations. Advice on existing data sources and ways to carry out other surveys is given in the Data Sources and Survey Methods Directory. Additional guidance is given with each worksheet about methods and sources of information.

'SNAPSHOT'

This list will help to record the basic facts about the market town and surrounding countryside.

Make a note of the sources of information and add any additional comments and facts that are important. Where change over time is asked for, define a time period such as a year, except where another timescale is specified.

ECONOMY snapshot	Answer / summary of data
Number of jobs	1,062
Change in number of jobs	
Percentage employed by large employers (over 200 employees)	0
Jobs by industrial sector	
Percentage employed in hotels and catering	4.6%
Unemployment rate	0.02%
Percentage unemployed over 6 months	18.8% (New)
Jobs to economically-active residents ratio	31.5%
Professional e.g. public sector, medical, financial and legal services, employees as a percentage of all economically-active residents	19.2%

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Number of Job Centres	0
Number of new businesses registered	
Members of Chambers of Trade/Commerce	54
Presence of a Business Link office	No
Presence of a one-stop-shop for business advice	No
New industrial units built	Nil
Average rent for industrial premises	
Rent for prime retail unit	
Change in rents	
New shops built and/or converted in last three years	1
Regular general market	No
Regular farmers' market	No
Number of comparison goods shops in the town	65
Number of supermarkets over 1000sqm	1
Number of other convenience goods shops in the town	12
Number of vacant shops in the town in proportion to total number of shops	0%
Number of public toilets in town centre	1
Residents with post-school qualifications	
Number of primary schools	1 Junior, 1 Infant
Number of secondary schools	0
Number and type of post-16 education (VI Form College, Technical College)	0

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Answering the worksheets

The worksheets have been designed to act as a practical checklist which allows communities to express their views on the town and its surrounding countryside. They are intended to be as objective as possible and will reflect the extent of community aspirations, concerns and priorities. They are not meant to be prescriptive or onerous - they are merely guides to establishing information about the area. What is most important is that the evaluation of the worksheets reflects people's aspirations, concerns and priorities. The results should be drawn together in a vision for the market town and surrounding countryside and will form the basis for an action plan.

The worksheets are individual sheets for each topic area. They can be distributed to individuals and groups in the community. They can be printed out and completed by hand. Or they can be completed and saved on computer; if you do this you will find it easier to adapt the worksheets to your needs and expand the answer boxes as much as is necessary. You should adapt the questions to local needs and can add your own questions to address your particular issues.

Basic information is likely to be available from published sources, reports and other studies. The district or unitary council may have already undertaken studies on one or more of the main issues, and may be able to provide assistance to working groups. In some instances, new surveys may be necessary. Advice on existing information and data sources, and on survey methods, ranging from traffic counts to townscape appraisals, is given in the Data Sources and Survey Methods Directory.

The overall emphasis, however, is on the community's aspirations for the town and its surrounding countryside. It is this which will help form the vision. It is important to secure a broad and representative understanding of the issues and concerns of the community as a whole.

The healthcheck is designed to join up economic, social and environmental matters and should not focus on one issue at the expense of others. The topics covered by the Worksheets are

Economy

- EC1 Employment
- EC2 Business support
- EC3 Training and education
- EC4 Learning & skills development
- EC5 Retail & town centre services
- EC6 Commercial & industrial property needs
- EC7 Tourism & visitor services

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Each worksheet has:

- A short definition of the task and an introduction to the task.
- Preliminary or "fact-finding" questions. The questions are written into a table that has three columns headed:
 - "starting points for information": this lists some sources from which you might get information to answer each question
 - "Information you need": this is where the questions are listed: some questions have cross-references to other worksheet topics
 - "Information: a blank column where the answers to the questions can be written
- Concluding or analytical questions. The information you get by answering the preliminary questions will enable you to answer these "So what....?" questions. This section of the worksheet is where the implications of the answers to the preliminary questions get drawn out. It can also be used to help to start to make connections between the conclusions from different worksheets. The section is a table with 3 major headings:
 - "How well does the information show....?" In this column will be listed the key themes that the preliminary questions provide information about. As themes from one worksheet are likely to be common to others, it will be possible to use these shared themes to draw conclusions from the whole set of worksheets.
 - "Write your answers here, based on the information you have gathered". This column is where a summary of the answers to the questions can be written in.
 - "Conclusion". This section is split into 6 sub-headings: It's a fact; Strength; Weakness; Opportunity; Threat; More info. needed. These columns only require ticking.

This technique will make it easy to complete a SWOT analysis based on the whole set of worksheets. It also flags up where the need to plug gaps in information can be written in to the Action Plan. Section 3 of the Healthcheck Handbook gives more information about SWOT analysis.

In summary, the process for getting answers to worksheet questions is:

1. Establish what information is available: each worksheet has suggestions about where to look
 2. Work out where there are gaps in the information you need
 3. Find out what are the sources that could fill the information gaps
 4. Agree who will have responsibility for completing the worksheets
- Set a timetable for completing the worksheets

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WORKSHEET EC1: EMPLOYMENT

Task: The task is to assess the strength of the local job market.

1: Introduction to the task

Employment in rural areas is extremely varied, but in very broad terms is characterised by higher rates of economical, activity and self-employment than in urban areas. There are lower levels of formerly unemployed people and a high proportion of the labour force work in very small firms. Most employers work in four industries:

- Distribution, which includes retail, wholesale and public services sector
- Hotels and catering
- Manufacturing
- Business and financial services

An overview of rural employment and its sources of information can be found in the Countryside Agency's *'Annual State of the Countryside'* report and Rural Economies *'Stepping Stones to a Healthier Future'*. There is probably a regional version of these reports. Your regional development agency, Local Authority and Learning and Skills Council all produce profiles of employment, which may help you create your own employment profile for the town and hinterland.

The main sources of information that should help answer the questions are:

- Census of Population 2001 (which records employees and self employed at their places of residence)
- Annual Employment Survey and the unemployment data produced by the Office for National Statistics and Department for Work and Pensions
- Annual and Quarterly Labour Force Survey (LFS) and the Annual Business Inquiry's (ABI) Workplace Employer Survey
- Inter Departmental Business Register (IDBR) – this records forms for VAT and/or PAYE

Apart from using published data, you may find a survey of local employers useful.

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2: Getting the following information will help you find out the basic facts needed to understand the local employment situation

Sub-section 1: Employment											
Starting points for information	Information you will need	Answers and notes									
<ul style="list-style-type: none"> Census of Population 	<p>Q1 What is</p> <ol style="list-style-type: none"> The ratio of employed people to the total working age (16 to 74) population? The ratio of working women to working men? <p><i>Compare these ratios with regional and national averages. This will help identify if there is hidden unemployment locally.</i></p> <p>(Worksheet S1 Q4 also refers to employment)</p>	<p>71.6% 68.2% Winchester 63.2% England</p> <p>83.4/100 81.9/100 Winchester 84.6/100 England</p>									
<ul style="list-style-type: none"> Census of Population 2001 More recent local surveys Comparing LFS with ABI employer analysis 	<p>Q 2: What proportion of local people commutes out of the town/hinterland to work and how far do they go?</p> <p><i>Compare the proportion with averages for other market towns (a list of towns is available on the Market Towns website).</i></p> <p>(Worksheets T1; T2; T3 also refer to travel)</p>	<p>80.6%</p> <p>10.86 Miles on average</p> <p>Alresford 82.0%</p> <p>Wickham 86.1%</p> <p>Winchester 82.9%</p>									
<ul style="list-style-type: none"> New Earnings Survey, published by the Office for National Statistics Surveys by the Local Authority. 	<p>Q 3 Household earnings:</p> <ol style="list-style-type: none"> What are average household earnings? How do they compare with the national and regional averages? What percentage is above and below the average income level? 	<table border="0"> <thead> <tr> <th></th> <th><u>B W</u></th> <th><u>Winchester</u></th> <th><u>England</u></th> </tr> </thead> <tbody> <tr> <td>Weekly - 2003</td> <td>???</td> <td>£460.0</td> <td>£381.2</td> </tr> </tbody> </table>		<u>B W</u>	<u>Winchester</u>	<u>England</u>	Weekly - 2003	???	£460.0	£381.2	
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Starting points for information	Information you will need	Answers and notes																																								
<ul style="list-style-type: none"> Census of Population Annual Employment Survey 	<p>Q 4</p> <p>How do employment rates in specific key industry sectors compare over time with regional and national averages?</p>	<table> <thead> <tr> <th></th> <th><u>BW</u></th> <th><u>Winchester</u></th> <th><u>England</u></th> </tr> </thead> <tbody> <tr> <td>Mngrs & Snr Officials</td> <td>19.4%</td> <td>19.7%</td> <td>14.9%</td> </tr> <tr> <td>Prof'l Occupations</td> <td>15.2%</td> <td>17.2%</td> <td>11.2%</td> </tr> <tr> <td>Assoc Prof'l Occupations</td> <td>13.9%</td> <td>15.8%</td> <td>13.9%</td> </tr> <tr> <td>Admin & Secretarial</td> <td>12.3%</td> <td>11.9%</td> <td>13.2%</td> </tr> <tr> <td>Skilled Trades</td> <td>11.4%</td> <td>9.6%</td> <td>11.8%</td> </tr> <tr> <td>Personal Services</td> <td>6.1%</td> <td>5.9%</td> <td>6.9%</td> </tr> <tr> <td>Sales & Cust Svces</td> <td>6.2%</td> <td>5.9%</td> <td>7.7%</td> </tr> <tr> <td>Process Plant & M/C Ops</td> <td>6.1%</td> <td>4.3%</td> <td>8.7%</td> </tr> <tr> <td>Elementary Occupations</td> <td>9.5%</td> <td>9.7%</td> <td>11.8%</td> </tr> </tbody> </table>		<u>BW</u>	<u>Winchester</u>	<u>England</u>	Mngrs & Snr Officials	19.4%	19.7%	14.9%	Prof'l Occupations	15.2%	17.2%	11.2%	Assoc Prof'l Occupations	13.9%	15.8%	13.9%	Admin & Secretarial	12.3%	11.9%	13.2%	Skilled Trades	11.4%	9.6%	11.8%	Personal Services	6.1%	5.9%	6.9%	Sales & Cust Svces	6.2%	5.9%	7.7%	Process Plant & M/C Ops	6.1%	4.3%	8.7%	Elementary Occupations	9.5%	9.7%	11.8%
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<ul style="list-style-type: none"> Local survey of businesses Labour Force Survey 	<p>Q 5</p> <p>Employers:</p> <p>a. Which employers employ over 100 people?</p> <p>b. What is the proportion of the local workforce employed by them?</p>	<p>None</p> <p>n/a</p>																																								

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Sub-section 2: Unemployment					
Starting points for information	Information you will need	Answers and notes			
<ul style="list-style-type: none"> Local Authorities Job Centre Plus 	<p>Q 6 How do local unemployment rates for (JSA - 2008)</p> <ul style="list-style-type: none"> male unemployment female unemployment youth unemployment <p>Compare with regional and national averages?</p> <p>(Worksheets S1 Q3; T2 Q2; T3 Q18,19 also refer to children & young people)</p>		<u>BW</u>	<u>Winchester</u>	<u>England</u>
			1.1%	1.0%	3.1%
			0.5%	0.5%	1.2%
		(Inc above)	???	???	???
		Total	0.8%	0.8%	2.2%
<ul style="list-style-type: none"> NOMIS. 	<p>Q 7 What sectors of the unemployed population are proportionally higher by age/gender than the regional and national averages?</p>	n/a	Not Significant		
<ul style="list-style-type: none"> Annual Employment Survey NOMIS 	<p>Q 8 Has unemployment fallen or risen in the last 5 years, compared to the national average?</p>	n/a	Not Significant		
<ul style="list-style-type: none"> Annual Employment Survey NOMIS. 	<p>Q 9 Are there any specific trends in unemployment in the local area, for example in a particular industry?</p>	n/a	Not Significant		
<ul style="list-style-type: none"> Annual Employment Survey NOMIS 	<p>Q 10 What proportion of those who are unemployed have been out of work for: (JSA - 2008)</p> <ul style="list-style-type: none"> over 6 months one year 		<u>BW</u>	<u>Winchester</u>	<u>England</u>
			18.8%	9.0%	15.5%
			21.9%	9.0%	14.0%

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Sub-section 3: Employment outlook		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Customs and Excise VAT Registration. • The local Business Link Operator 	<p>Q 11</p> <p>i. What are:</p> <ul style="list-style-type: none"> • The success rates for new business start ups? • The failure rates for new business start ups? <p><i>Compare local statistics to the regional and national average, over a five year time period to identify trends</i></p> <p>ii. How many specific business closures have there been in the last three years?</p>	<p>???</p> <p>???</p> <p>1 (Taylor Tredre)</p>
<ul style="list-style-type: none"> • surveying local firms • enquiries to the Business Link Operator, LAD/UA's or • Learning & Skills Council 	<p>Q 12</p> <p>i. How many local firms are planning to expand?</p>	<p>5 from 17 responses to 56 questionnaires</p>
<ul style="list-style-type: none"> • local Business Link Operator • District Council economic development department • Regional Development Agency. 	<p>Q 13</p> <p>What economic development/inward investment grants are available?</p> <p><i>Identify types of funding, eligibility criteria, sources and amounts available.</i></p>	<p>None known</p>

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3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the local jobs market. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Is unemployment a significant issue locally?	No		√				
Are there any recent trends in long term unemployment?	No		√				
Is the town a dormitory town or has it a significant employment role?	It is becoming a dormitory town. No significant employment role at present because of limited local work opportunities			√	√		
Is local employment particularly dependent on specific industry sectors and /or on a small number of large employers?	Mainly Retail – Only 1 large employer - Budgens Some Technical – Only 1 large employer - Graviton			√			

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Is employment growth within only some industry sectors or spread more widely?	No					√	
How much confidence is there within the business sector?	Fair (Chamber of Trade Survey)			√		√	
Is the number of jobs available locally increasing or decreasing?	Static				√		
What opportunities are there for job creation from the expansion of existing local firms?	Virtually Nil – no room available for any significant expansion			√		√	
How vigorous is the local economy - based on new business start-ups / closures?	Very few recorded – no sites available	√				√	

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WORKSHEET EC2: BUSINESS SUPPORT

Task: to find out what business support services and Information and Communication Technologies (ICT) are used by local businesses and

1. identify if these are effective
2. point up where things could be improved

1: Introduction to the task

All businesses need advice, information, funds or other support at some stage. Many very small rural businesses prefer to secure some help from their banks, accountants, families and trade associates, rather than through public business support organizations. However, some businesses need help with compliance with regulations and should seek it from local or national regulators and the Environmental Health Office or the Health and Safety Executive.

To help you draw conclusions about how the support available to businesses could develop you may need to

- *Look at findings from monitoring of public sector funding initiatives*
- *Evaluate the number of enquiries to Business Support Agencies in relation to the total number of businesses*
- *Identify how easily information on business support services can be obtained*

Organizations, which may hold useful information, include:

- the economic development department of the Local Authority
- the regional development agency
- the town centre manager or forum
- the business volunteer mentoring association
- the Business Link Operator
- the Chamber of Trade and Commerce
- the local business associations

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2 Getting the following information will help you decide how support for business - or access to that support - needs to be improved. If there is not enough information available to answer the questions, you could carry out an audit of facilities to find out about the work of business community support agencies in the area.

Sub Section 1: Support available to businesses		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Business Directory 	<p>Q 1</p> <p>What services are offered to businesses by local bank branches?</p>	None
<ul style="list-style-type: none"> Yellow Pages Business Directory Regional Development Agency 	<p>Q 2</p> <p>Which of the following organisations have a presence in the town?</p> <ul style="list-style-type: none"> Small Business Service Business Link Chambers of Trade or Commerce Learning and Skills Council Enterprise Agency Local food network/partnership or farm advisory service <p>(Worksheets EN2 Q15,16; EN3 Q5; also refer to land-based industries)</p>	Chamber of Trade only
<ul style="list-style-type: none"> Register of Business Enquiries Business Directory District Council Business Surveys 	<p>Q 3</p> <p>How well used are business support agencies such as:</p> <ul style="list-style-type: none"> Business Link Operator Business Links Chambers of Trade or Commerce Learning and Skills Council Enterprise Agency FRA/National Association of Farmers' Markets 	<p>Chamber of Trade increasing following re-organisation of Committee.</p> <p>No usage of other organisations listed.</p>

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Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • District Council • the Business Link Operator • the Regional Development Agency 	<p>Q 4</p> <p>a. What previous business support or initiatives have been available/been used?</p> <p>b. What is the evidence of these initiatives proving successful?</p>	<p>None</p> <p>N/A</p>
<ul style="list-style-type: none"> • District Council • Local knowledge 	<p>Q 5</p> <p>If the town has a town centre manager, town centre forum or similar partnership organisation, who are they?</p> <p><i>If there is more than one town centre manager, town centre forum or similar partnership organisation find out if there is an overlap between their services/ remit.</i></p> <p>(Worksheets EN2 Q11; EN3 Q1; S4 also refer to community involvement)</p>	<p>N/A</p>
<ul style="list-style-type: none"> • Town Centre Manager (this may be the District Council, one of the local business advice centres, or a consortium of local businesses). 	<p>Q 6</p> <p>What results have there been from any existing town centre management work?</p> <p><i>you need to evaluate any results of monitoring and funding reviews, and also identify examples of good practice or ways in which activities could be extended.</i></p>	<p>N/A</p>

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Sub section 2: Business networking		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Business Link Operator • Chamber of Commerce 	<p>Q 7 What regular events are there to bring the business community together; for example, breakfast clubs and trade fairs?</p> <p><i>Find out:</i></p> <ul style="list-style-type: none"> • <i>what they are</i> • <i>how often they are held</i> 	Chamber of Trade – Monthly Meetings
<ul style="list-style-type: none"> • Chamber of Commerce • Local business people 	<p>Q 8 What arrangements are there for local suppliers to be able to network? Examples may include a Business Directory or website for the town.</p>	The Chamber of Trade has now commenced consulting other Chambers.
<ul style="list-style-type: none"> • Local surveys • Yellow Pages • Chamber of Commerce • Local businesses 	<p>Q 9 What business meeting and business conference venues are available? Are these venues available when needed? Are these venues big enough? Are these venues available at reasonable rates?</p>	<p>Jubilee Hall</p> <p>Not usually Yes Yes</p>

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Sub section 3: IT and e-business		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Chamber of Commerce 	Q 10 Is there a published strategy relating to the use of information and communication technology (ICT)? Is the strategy readily available? Is the strategy easily understood?	No n/a n/a
<ul style="list-style-type: none"> Chamber of Commerce Business Link Operator Local surveys 	Q 11 What local training and support is there to help companies address ICT problems and to develop their ICT capability?	None
<ul style="list-style-type: none"> www.bt.com/broadband www.adslguide.org.uk 	Q 12 What is/will be the availability of high-speed Internet access (at 512 Kbits/second and at 2Mbit/ second) : <ul style="list-style-type: none"> Now In 6 months' time In 12 months' time 	Available Now (Average Speed 6.5 in B W Centre)
<ul style="list-style-type: none"> Chamber of Commerce Business Link Operator or by Local surveys 	Q 13 <ul style="list-style-type: none"> What proportion of all businesses use broadband? What local businesses are considering using broadband in the near future? 	11 from 17 responses – 65% None from 17 responses (One man Self Employed businesses not included)
<ul style="list-style-type: none"> Chamber of Commerce Business Link Operator Local surveys 	Q 14 What do local businesses see as the key benefits of using broadband? <i>Examples could be: speed, convenience, cost savings, access to wider markets, increased customer contact, faster response, access to wider resources, business innovation.</i>	Speed, Convenience, Fast Response, Cost Savings, Access to Wider Markets & Resources, Increased Customer Contact

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Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Chamber of Commerce Business Link Operator Local surveys 	<p>Q 15 Why do some local businesses not use broadband?</p> <p><i>Reasons may include</i></p> <ul style="list-style-type: none"> <i>Difficulty with availability</i> <i>Financial cost</i> <i>Too time consuming</i> <i>No business advantage</i> <i>No ICT support available</i> 	<p>No business advantage perceived or not appropriate for type of business</p>
<ul style="list-style-type: none"> Chamber of Commerce Business Link Operator Local surveys 	<p>Q 16 How many local businesses</p> <p>a. Use e-mail?</p> <p>b. Have a website?</p> <p>c. Make purchases or sales over the Internet?</p> <p>d. Gain access to key business resources over the Internet?</p>	<p>(Total C of trade members consulted = 52)</p> <p>12 from 17 responses - 71%</p> <p>7 - 41%</p> <p>10 - 59%</p> <p>7 - 41%</p>
<ul style="list-style-type: none"> Chamber of Commerce Business Link Operator local survey. 	<p>Q 17 How many local businesses collaborate over the Internet with partner firms?</p> <p><i>Look here at cluster or supply chain relationships</i></p>	<p>5 from 17 responses – 29%</p>
<ul style="list-style-type: none"> Local Authorities 	<p>Q 18 Which public sector offices and sites currently have broadband communication facilities for external access?</p> <p><i>What proportion is this of all public sector office locations?</i></p> <p>(Worksheets S2 Q5; S4; S5 Q10; S7 Q6; T2 Q11,12; T3 Q16 also refer to local government services)</p>	<p>Bishop's Waltham Library</p>

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3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the provision and use of business support services. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are there shortfalls in the range of services offered by local bank branches, financial institutions and other business support services? If so, what are they?	Yes – Financial Community Support	√		√	√		
Are there any opportunities to expand support for local businesses?	Yes – Demand present but no response from the Banks	√		√	√		
Is there is a need to create, develop and or fund business events?	Yes			√	√		
Are there are enough business meeting and conference venues locally?	No – although the demand is unknown	√					

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To what extent are local businesses making use of Broadband and Internet technologies	Where required	√	√				
Are there are technical or security concerns with remote broadband access to public sector ICT systems?	Individual responsibility	√					

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WORKSHEET EC3: TRAINING AND EDUCATION

Task: to assess the quality of training and education available, and identify where there are gaps and opportunities for development.

1: Introduction to the task

It will be valuable to identify the educational profile of your area's workforce and residents. This profile is usually taken as an indicator of the skill base of the workforce, and is generally measured in terms of NVQ levels. For example, a low proportion of the economically active population holding triple level NVQs may show low potential, poor participation and little applicable knowledge: this would present a greater challenge to raising productivity, outputs and wages.

Sources that might hold useful information include:

- Labour Market Trends (Statistical information about employment and unemployment, from National Statistics Online)
- Labour Force Survey (3-monthly survey of households providing information on employment and unemployment, from National Statistics Online)
- Household Surveys (Survey of households looking at training and employment issues, from National Statistics Online)
- Employer Surveys (Survey of employers looking at skills issue, from the Learning and Skills Council; latest version is 2003)
- Regional Intelligence Unit
- Regional Economic Assessments (Carried out on behalf of the Regional Development Agency, assessing skills and employment issues in the region)

You might also want to carry out a survey of local employers to help you identify vocational and work based training needs. You should also gather supporting information about the standard occupational classification categories of the workforce and vocational training principles.

ECONOMY

2: Getting the following information will help you draw conclusions about the quality and suitability of the learning and training opportunities available.

Sub-section 1: Pre-school to College Years		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Education Authority 	<p>Q1 How many pre-school places in nurseries and playgroups are there compared with the number of pre-school children in the area?</p> <p><i>Take into account any planned changes in the levels of service provision.</i></p> <p>(Worksheets S1 Q3; T2 Q2; T3 Q18,19 also refer to children and young people)</p>	???
<ul style="list-style-type: none"> Local Education Authority 	<p>Q 2 Is there access to good quality schools in the area?</p> <p><i>Compare rankings in school league tables with other, similar towns.</i></p>	Yes at Primary and Junior level
<ul style="list-style-type: none"> Local schools and colleges Local Education Authority 	<p>Q 3 How well qualified are local school leavers?</p> <p><i>Compare the number of pupils at</i></p> <ul style="list-style-type: none"> <i>age 16 with five GCSEs at A-C level</i> <i>age 19 with one or more A Level</i> <p><i>to the regional and national averages</i></p>	<p>Only Primary Schools in B W</p> <p>n/a</p>

ECONOMY

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Education Authority Individual schools 	<p>Q 4 Are there a high number of school exclusions?</p> <p><i>Identify the levels of exclusions and compare with other towns.</i></p>	Primary & Junior schools only –none known
<ul style="list-style-type: none"> Chamber of Commerce Business Link Operator Local survey 	<p>Q 5 Does the area attract and retain enough graduates?</p> <p>If no, are there any policies in place/being planned to address this problem?</p>	<p>???</p> <p>Type of employment in area does not warrant many</p>

Sub-section 2: Vocational & Adult Learning Opportunities		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Learning and Skills Council Local schools and colleges Chamber of Commerce Surveys of local residents, employees and employers 	<p>Q 6 Does local training organizations provide vocational work based training that reflect the needs of local residents and employers?</p> <p><i>Compare training areas with local employment opportunities.</i></p>	<p>Work experience</p> <p>Apprenticeships in Hairdressers?</p>
<ul style="list-style-type: none"> Adult education centres Surveys of local residents, employees and employers 	<p>Q 7 What non-vocational courses are provided locally and how easy is it for people to access a wide range of courses.</p>	<p>Provided in Swanmore, Eastleigh, Fareham, Winchester, and Southampton.</p>

ECONOMY

Sub-section 3: IT-supported learning		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Library • Local Education Authority • Survey 	<p>Q 8 How many public Internet learning and access points are there within the town and its hinterland?</p> <p><i>Find out the number of Internet points available in the towns and the surrounding villages per head of population. For example, are there Internet points within a telecottage, electronic village hall, telecentre, internet café, library or school?</i></p>	In Public Library only
<ul style="list-style-type: none"> • Local surveys 	<p>Q 9 What proportion of households has Internet access at home, work or school/ other educational establishments?</p>	Believed to be a high proportion
<ul style="list-style-type: none"> • The town website • Tourist Information Centre • Library 	<p>Q 10 Is there a local community ICT group?</p> <p>(Worksheets EN2 Q11; EN3 Q1; S4; S6 also refer to community involvement)</p>	No

ECONOMY

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the education and training profile and standards achieved locally. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are there are sufficient pre-school places in nurseries and playgroups?	Waiting lists for places				√		
Is there is a problem in local schools with academic achievements or exclusions?	None at the level of BW schools – good OFSTED reports.	√	√				
Are there significant vocational or non-vocational training gaps, which could be filled locally?	Very little done.			√	√		
What proportion of people has access to the Internet?	High proportion	√	√				

ECONOMY

WORKSHEET EC4: LEARNING AND SKILLS DEVELOPMENT

Task: To explore local skills and learning issues and assess how a learning culture could be developed to foster economic performance and individuals' development.

1: Introduction to the task

The strength of the labour force can be a key driver of economic competitiveness. Well developed entrepreneurial and management skills feed the growth of small businesses and a more highly skilled labour force is essential for increasing productivity and moving to a higher wage and value-added economy. This means that the skills of the local workforce are crucial in attracting employment and supporting entrepreneurs.

There are generic skills that help to:

- ensure good business practice and development
- meet legal requirements
- foster staff development

The presence or absence within the workforce of these skills has an important impact on the employability of local people. It is also important to know what employers' specific skills and training needs are, and what their recruitment and staff development experiences are.

Market towns may have a key role in delivering training and skills development opportunities. As a minimum, towns have information and support role in assisting local businesses and individuals (including those from the rural hinterland). The larger market towns and those that play a key service-centre role for a large rural hinterland could look to providing more comprehensive facilities and services. This is a role that is particularly applicable in delivering generic business skills.

Adult Education and volunteering are recognised pathways back to work for a significant number of people. However, often the adult education provision in market towns is not as broad as in urban areas and voluntary sector training services are also weaker. There may be potential in larger market towns to broaden the adult education curriculum and integrate it more closely with other learning opportunities. Voluntary sector training could be encouraged and provided locally so that skills that are relevant both to voluntary organisations and to the workplace are developed.

The last part of the analysis involves finding out:

- what training and learning is available
- who decides what is provided and how to influence these providers
- what opportunities there are to meet identified need

ECONOMY

2: Getting the following information will help you examine key trends in the local economy and identify opportunities to support local people in acquiring the right skills and participating in lifelong learning.

Sub-section 1: Overall Economic Performance		
Starting points for information	Information you will need	Answers and notes
	<p>Q 1 What are the regional norms and trends for those industry sectors that are present in the town?</p>	No specific sectors present
	<p>Q 2 To what extent has the town centre become a less significant location for retail and service sector development?</p> <p><i>Assess to what extent it is maintaining and attracting branches of major chains, and maintaining or attracting independent shops.</i></p> <p>(Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector)</p>	Town centre thriving – no significant gaps in provision of shops – men’s clothing identified in survey.
	<p>Q 3 How has employment in retail and service sector changed regarding full time/part-time jobs?</p> <p>(Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector. Worksheet S1 Q4 also refers to employment)</p>	Appears to be relatively static at present

ECONOMY

Sub-section 2: Generic Skills Gaps		
Starting points for information	Information you will need	Answers and notes
	Q 4 What are the issues around the attainment of basic literacy and numeracy skills?	None known
	Q 5 Skills: a. What particular generic skills needs do the industries in your area have? b. To what extent are they being met?	n/a Shortage of building craftsmen. (Plumbers, Carpenters etc)

ECONOMY

Sub-section 3: Employers' Needs		
Starting points for information	Information you will need	Answers and notes
	<p>Q 6 Training:</p> <ul style="list-style-type: none"> a. How do existing training services in the town meet employers' requirements? b. How good are those services? 	<p>If required, done by individual employers.</p> <p>See below</p>
	<p>Q 7 Which employers provide local training or have their own training facilities for which there might be scope for sharing?</p>	<p>4 from 17 have own room availability</p>
	<p>Q 8 What are employers' specific skills training and development needs?</p>	<p>Health & Safety, IT, Customer Service & Stress Management plus individual employer special requirements.</p>
	<p>Q 9 What specific recruitment and staff retention issues is there that could be addressed through local training provision?</p> <p>(Worksheet S1 Q4 also refers to employment)</p>	<p>None identified</p>
	<p>Q 10 Skills development:</p> <ul style="list-style-type: none"> a. How do employers encourage training and skills development? b. How do employers participate in training and skills development? <p>What are the barriers to that participation?</p>	<p>In house workshops, employ trainers, off site courses</p> <p>Encourage employees to participate in above during working hours</p> <p>Time off the job and cost of replacing when necessary</p>
	<p>Q 11 To what extent do employers recognise the business benefits of training and skills development?</p>	<p>10 from 17 responses – 59%</p>

ECONOMY

Sub-section 4: Peoples' Needs		
Starting points for information	Information you will need	Answers and notes
	<p>Q 12 Is there adequate local provision for all the types and levels of learning that are needed?</p> <p><i>Look into whether different learning preferences are met or reflected in what is available.</i></p>	Not within the town, but are available outside
	<p>Q 13 Learning opportunities:</p> <ol style="list-style-type: none"> Are people aware of learning opportunities either as individuals or as employees? By what means have they become aware of the opportunities? 	<p>In general, yes.</p> <p>Brochures from Eastleigh/Fareham Colleges, Websites.</p>
	<p>Q 14 To what extent do people have to travel elsewhere to match their skills and aspirations with appropriate employment?</p> <p>(Worksheets T1; T2; T3 also refer to travel)</p>	Virtually all
	<p>Q 16 How important is the voluntary sector in the town as a pathway to skills development?</p> <p>(Worksheets S5 Q6; S6 Q5 also refer to the voluntary sector)</p>	No availability for voluntary sector training in employment skills known
	<p>Q 17 What is the voluntary sector's track record as a training provider?</p>	As necessary within groups only
	<p>Q 18 Is transport an issue specifically in the context of accessing training/education?</p>	Yes, poor public transport availability, especially in the evenings

ECONOMY

Starting points for information	Information you will need	Answers and notes
	Q 19 Is Adult Education recognised locally as a pathway to future learning?	No significant awareness apparent.
	Q 20 Is childcare available and adequate to meet the needs of those attending courses? (Worksheets S1 Q3; T2 Q2; T3 Q18,19 also refer to children and young people)	Limited
	Q 21 Are there a significant number of childcare providers requiring local training?	???
	Q 22 What links are being made locally between children and family learning programmes and the encouragement of further learning opportunities?	None known

Sub-section 5: Provision & Mechanics		
	Q 23 Training provision: Who provides training within the town? Where does the training take place? When does the training take place?	None known
	Q 24 What mechanisms are in place to link the main learning information, advice, and guidance advisors/providers?	None known

ECONOMY

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use the tick boxes in this table to show the Strengths and Weaknesses in provision of and access to local training and skills development. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weaknesses	Opportunity	Threat	Need more info
Are industries in the town in the growth sectors of the regional economy? Are the skills needs of these sectors being met?	No significant industry in town.	√		√	√	√	
How does the health of the local economy compare with other towns and the regional economy as a whole?	In general - good	√	√		√		
Is there any significant cluster of businesses in the town (for example, tourism, specialist retailing, and engineering) and why is the town attracting these businesses?	No significant clusters (Hairdressing & Estate Agents – Affluence led)		√		√		
What significant skills shortages or recruitment problems are existing businesses experiencing?	Health & Safety requirements, website knowledge.	√	√		√		
What is the mix of generic and sector-specific skills that local employers most value and most need to help their business?	No problems reported	√	√				

ECONOMY

Can local people access training locally that will improve general skills levels in the community and work to the benefit of local businesses and the local economy?	No		√	√			
What delivery agencies, trainers, and infrastructure bodies are active in the town? What facilities are available in the town that could provide a venue for local delivery of information, skills training, etc?	None within the town Jubilee Hall etc	√	√				
Where are decisions made about the provision of training opportunities within the town? By whom are these decisions made?	Individual Employers only	√		√			

ECONOMY

WORKSHEET EC5: RETAIL AND TOWN CENTRE SERVICES

Task: to discover the key facts about the retail and town centre services available and consider how well they meet people's needs

1: Introduction to the task

The economic and social health of the majority of Market Towns most often shows in the health and vibrancy of its high street and other retail and consumer services. Retail is the largest single employing sector in rural areas.

(There may not be reliable information on size of shops or their turnover. Advice on retail turnover surveys is given in Data Sources and Survey Methods.)

ECONOMY

2: Getting the following information will help you assess what range of shops and services are available locally and give some idea of possible future trends.

Sub-section 1: Retail shops and services		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Chamber of Trade or Commerce The district council (if they have undertaken a retail study) GOAD Experian town centre surveys or your own local surveys 	<p>Q 1</p> <p>Look at the businesses in the town</p> <p>a. What proportion is retail, and how many people do they employ?</p> <p>b. What proportion provides consumer services, and how many people do they employ?</p> <p>(Worksheets S1 Q4 also refers to employment. Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector)</p>	<p>???</p> <p>???</p>
<ul style="list-style-type: none"> Chamber of Trade or Commerce The district council (if they have undertaken a retail study) GOAD Experian town centre surveys or your own local surveys 	<p>Q 2</p> <p>a. How many shops in total are there?</p> <p>b. What is the total floor space</p> <ul style="list-style-type: none"> in the town centre in out-of-town centres in the villages? <p>(Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector)</p>	<p>74</p> <p>???</p> <p>???</p> <p>Nil</p>

ECONOMY

Starting points for information	Information you will need	Answers and notes																								
<ul style="list-style-type: none"> Chamber of Trade or Commerce The district council (if they have undertaken a retail study) GOAD Experian town centre surveys or your own local surveys 	<p>Q 3</p> <p>a. What type of shops and services are there in the town centre and surrounding villages?</p> <p>b. List them by numbers and percentages of each type. An example might be: Banks, 6, 12% <i>Other shops and services may include chemists/pharmacies; butchers; charities, antique shops; clothes stores; shoe shops; bakers; grocers; supermarkets; hardware stores; general stores; solicitors; accountants; garages; pubs; cafés; dentists; doctors/medical/care - and so on; add to the list as appropriate.,</i></p> <p>c. Identify any particular shops and services that attract visitors and shoppers from outside the town. Include any shops and services which have branches in other areas or towns.</p>	<table border="0"> <tr> <td>Food & Drink</td> <td>- 12</td> <td>- 15%</td> </tr> <tr> <td>Pubs & Eating</td> <td>- 6</td> <td>- 8%</td> </tr> <tr> <td>Ladies Clothes, hair, beauty</td> <td>- 17</td> <td>- 22%</td> </tr> <tr> <td>Retail Services</td> <td>- 28</td> <td>- 35%</td> </tr> <tr> <td>Household</td> <td>- 9</td> <td>- 12%</td> </tr> <tr> <td>Business Services</td> <td>- 4</td> <td>- 5%</td> </tr> <tr> <td>Fuel Stations</td> <td>- 2</td> <td>- 2%</td> </tr> <tr> <td>Garage Services</td> <td>- 3</td> <td>- 3%</td> </tr> </table> <p>All shops & services but especially Budgens, Post Office, Banks</p> <p>Budgens, Co-op, Boots & Headmasters</p>	Food & Drink	- 12	- 15%	Pubs & Eating	- 6	- 8%	Ladies Clothes, hair, beauty	- 17	- 22%	Retail Services	- 28	- 35%	Household	- 9	- 12%	Business Services	- 4	- 5%	Fuel Stations	- 2	- 2%	Garage Services	- 3	- 3%
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Business Services	- 4	- 5%																								
Fuel Stations	- 2	- 2%																								
Garage Services	- 3	- 3%																								
	<p>Q 4</p> <p>How many charity shops are there? (Charity shops pay lower rates and rentals.)</p> <p>(Worksheets S6 Q6; S7 Q5 also refer to the voluntary sector)</p>	<p>1</p>																								
<ul style="list-style-type: none"> District Council: look at their Retail Capacity Studies and Retail Impact Assessments of specific developments 	<p>Q 5</p> <p>Has retail floor space in the town centre been lost in the last five years? If so, by how much?</p> <p><i>Look at historical data on retail and commercial floor space in the town centre and compare it with any out-of-town developments.</i></p>	<p>None known – minor adjustments only</p> <p>Lost Post Offices services at The Avenue</p>																								

ECONOMY

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Property Intelligence plc From local property agents 	<p>Q 6 Retailers register their interest for additional floor space. What are the anticipated retail floor space requirements in the future based on this?</p>	<p>None known</p>
<ul style="list-style-type: none"> GOAD Experian town centre surveys District Council's Retail Capacity Study your own local surveys 	<p>Q 7. How many shops are vacant in the town centre and how many have been vacant for more than two years?</p> <p><i>If there seem to be a large number compared with the regional and national vacancy rates, find out why the vacant shops are not being reopened.</i></p>	<p>One recent– Formerly a Gown Hire Shop</p>
<ul style="list-style-type: none"> GOAD Experian town centre surveys District Council's Retail Capacity Study your own local surveys 	<p>Q 8</p> <ul style="list-style-type: none"> How many new shops in the centre have opened in the last three years? How many shops have had major refits in the last three years? 	<p>One (Butterfly)</p> <p>3</p>

ECONOMY

Sub Section 2: Markets		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> National Federation of Market Traders Association of Town Centre Managers National Farmers' Retail and Markets Association (FARMA) British Association of Market Authorities 	<p>Q 9</p> <p>a. Do the town and surrounding countryside have markets? If so</p> <ul style="list-style-type: none"> What kind (e.g., provision markets, livestock markets, farm shops, farmers' markets, WI markets)? <ul style="list-style-type: none"> How many? How often? What size? <p>a. How many of these sell local produce?</p> <p>b. Which local producers are not represented in local markets?</p> <p>(Worksheets EN2 Q12,13; EN3 Q5 also refer to the land-based industries)</p>	<p>Country Market, weekly, on Friday am</p> <p>As above</p> <p>Tangier Lane Wine ???</p>
<ul style="list-style-type: none"> The market operator (often from the District Council or from the National Association of British Market Authorities) 	<p>Q10</p> <p>a. How often is the general market held?</p> <p>b. How have the number and type of traders and stalls changed over the last three years?</p>	<p>n/a</p> <p>n/a</p>

ECONOMY

<ul style="list-style-type: none"> • The National Farmers Union, • District Council • The Market owners and operators. 	<p>Q 11 What are the potential threats to the local provision and/or livestock market?</p> <p><i>Look at historic data on number of stalls, turnover levels, throughput, how many people they employed, etc. This will help you to assess any vulnerability to closure</i></p> <p>(Worksheets EN2 Q12,13; EN3 Q5 also refer to the land-based industries)</p>	<p>n/a</p>
<ul style="list-style-type: none"> • Defra 	<p>Q 12 How far away is the nearest abattoir or meat cutting plant</p> <p>(Worksheets EN2 Q12,13; EN3 Q5 also refer to the land-based industries)</p>	<p>(35 miles) (8 miles) (1) Farnborough (2) West End</p>

ECONOMY

Sub-Section 3 Looking to the future		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Any survey of local shops and services 	<p>Q 13 Are local retailers confident about future trading and the town's role as a shopping destination?</p> <p><i>Find out whether local retailers plan to expand or move to new premises, or if they are concerned about particular constraints on future business. If they have concerns, what are they?</i></p> <p>(Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector)</p>	<p>Not at present because of national economy concerns about what effect the national slowdown will have on the local retailers. There are no expansion plans or moves known about.</p>
<ul style="list-style-type: none"> The Valuation Office The District Council Through local property agents 	<p>Q 14 Are rents for retail premises stable or increasing?</p> <p><i>Look at rents over the last three years and compare them over time with competing centres.</i></p>	<p>Leases appear to be relatively stable.</p>
<ul style="list-style-type: none"> The Tourist Information Offices for your town and nearby/other county towns Local/nearby hotels The Internet 	<p>Q 15 In which brochures or other publicity material is the town centre actively promoted as a shopping destination?</p>	<p>Bishop's Waltham Guide Winchester Tourism Guide Hampshire Fayre Wickham Guide Independent & Parish Websites</p>

ECONOMY

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the number and type of shops and services. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How much of the local shopping provision is in the town centre, out-of-town centre or in the villages?	Vast majority in town centre (Londis & Rainbow)	√	√		√		
Are there any obvious gaps or shortages in provision of different types of shops and services?	Gents Clothing, Books, Electronic games / toys, old fashioned sweet shop, toys in general.			√	√		
How effective is the use of retail floor space?	Very good	√	√		√		
Has the town centre become a more or less attractive location for retail development?	More since the new paving, together with B W I B.	√	√		√		

ECONOMY

If there is commercial demand for additional retail floor space?	None known						√
What is retail confidence like?	Pessimistic due to national economic conditions			√		√	√
Are the local provision and/or livestock markets vulnerable to closure	The only market, based on W I, appears to be ok.	√	√				

ECONOMY

WORKSHEET EC6: COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS

Task: to identify whether there are likely to be enough commercial and industrial properties for existing and new businesses

1: Introduction to the task

It is important to keep in mind that the typical profile of rural self employed is for one third to work from home and one third to be mobile.

ECONOMY

2: Getting the following information will provide some key facts about the commercial property market in the local area

Sub-section 1: Supply of property		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> District Council Local property agents 	<p>Q1 How much land for development has been allocated in the Local Development Plan?</p> <p>(Worksheets EN1; EN2; EN3 Q4; S2; S3 Q11; S5 Q8; S6 Q1,3 also refer to the built environment. Worksheets EN1 Q7, 14; EN3 Q4; S2; S5 Q10; T! Q3 also refer to development)</p>	None at present
<ul style="list-style-type: none"> District Council Local property agent 	<p>Q 2 Floor space:</p> <ol style="list-style-type: none"> What is the total amount of commercial and industrial floor space available? Where is it? How much of it has been built or let in the last three years? 	<p>???</p> <p>Claylands Road, Free Street, Coppice Hill. (Small pockets elsewhere) None</p>
<ul style="list-style-type: none"> District Council Local property agent 	<p>Q 3 How many premises suitable for new small businesses are there at affordable rents? Look at the number of smaller premises and find out rent levels.</p>	<p>None known</p> <p>???</p>
<ul style="list-style-type: none"> District Council Local property agent 	<p>Q 4 How many premises is there that allow for 'expansions' or 'grow on' by existing local firms? Generally, you will find shortages are more often in the space for expansion rather than for start up premises</p>	None known

ECONOMY

Sub-section 2: Demand for properties		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local property agents District Council Surveys of local employers 	<p>Q 5 Available floor space:</p> <ol style="list-style-type: none"> How much available office or industrial floor space is vacant or on the market? Where is it? 	<p>None</p> <p>n/a</p>
<ul style="list-style-type: none"> District Council Local property agents 	<p>Q 6 What have been the trends in vacancy levels in industrial and commercial property?</p> <p><i>Compare historical vacancy levels in properties of different ages and sizes.</i></p>	<p>Vacant premises are very rarely available</p>
<ul style="list-style-type: none"> District Council Valuation Office Local property agents 	<p>Q 7 What have been the trends in rental returns in recent years?</p> <p>Compare historical data on commercial rents. Note that increased rents and yields denote greater demand for floor space.</p>	<p>???</p>
<ul style="list-style-type: none"> Local employers Business Link Regional Development Agency 	<p>Q 8 Future planned expansion:</p> <ol style="list-style-type: none"> How many existing commercial and industrial businesses are there with commitments to expand? Where are they located? <p>(Worksheets EN1 Q7, 14; EN3 Q4; S2; S5 Q10; T! Q3 also refer to development)</p>	<p>???</p> <p>???</p>
<ul style="list-style-type: none"> District Council Small Business Service RDA 	<p>Q 9 What economic development and funding initiatives are in place to assist the expansion of local firms and incoming firms?</p>	<p>None known</p>

ECONOMY

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the local commercial property market. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How have vacancy levels for commercial properties changed in the last three years?	Static	√	√				
Are existing commercial and industrial firms planning to expand?	None known			√			√
Are there sufficient premises at affordable rents for new small businesses, and for businesses that want to expand?	No – none available			√	√		
What is the overall demand for, and gaps in the provision of, different types of commercial and industrial property. Take into consideration size and age of available property.	Not known						√

ECONOMY

WORKSHEET EC7: TOURISM AND VISITOR SERVICES

Task: to measure the level of tourism activity in the area and make assessments of visitor services and facilities.

1: Introduction to the task

Although tourism is part of the local economy you may find that it is difficult to get hold of reliable information about tourism issues. If there is not enough published information available to answer the questions, you may want to carry out an audit of tourist and visitor activities. Your audit will probably need to include a wide range of topics including:

- Visitor attitudes: what do they come for, what do they do, and what do they think about what the town/hinterland have to offer?
- Community Attitudes: how does tourism impact on the local economy both economically and socially, and what are the benefits and the problems?)
- Economic impact assessment: how does tourism and tourism related employment affect the area?

The regional development agency or local authority tourism officer may be able to help with collecting and analyzing the data. You might want to consider 'benchmarking' the town's businesses and facilities. This involves making a comparison between your town and other similar towns. The Countryside Agency's 'Leaky Luggage' model may help you with this process.

Techniques for visitor attitude surveys, benchmarking and gauging the community benefits of tourism are given in Data Sources and Survey Methods. On the website you will also find 'Tourism Guidance for Market Towns' a step-by-step guide to help market towns realize their visitor potential.

NB The provision of sports and leisure facilities is covered in Worksheet S5: Sport, Leisure and Open space.

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2: Getting the following information will give you the facts you need to assess visitors' needs and the services and facilities available.

Sub Section 1: Who are our visitors?		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Tourist Information office Visitor surveys 	<p>Q 1 How many visitors come to the area each year? Consider:</p> <ul style="list-style-type: none"> Day visitors Overnight visitors Longer stay visitors <p>(Worksheets S1 Q8 also refers to visitors and tourism)</p>	<p>Approximately 200,000 to Winchester District Area</p> <p>{20,000 approx inc family visits</p>
<ul style="list-style-type: none"> Visitor Surveys conducted by the District Council or Tourist Board 	<p>Q 2 Visitor activity:</p> <ol style="list-style-type: none"> Is visitor activity susceptible to seasonal peaks and troughs? If yes, when do these occur, and why? <p>Compare visitor numbers and employment rates at different times of the year.</p> <p>(Worksheets S1 Q4 also refers to employment)</p>	<p>Yes</p> <p>Summer biased</p> <p>Approx 200 jobs supported by tourism in the District pa</p>

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Sub Section 2: What do tourists want?		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Tourist Information office Visitor surveys 	<p>Q 3 Where do visitors go during their visit?</p>	<p>Palace Ruins, Museum, Chase Mill, St Peters Church, Nature Reserves</p> <p>Restaurants, Public Houses, Food Shops, Cafes</p>
<ul style="list-style-type: none"> Local Tourist Information office Visitor surveys 	<p>Q4 What do visitors do during their visit? <i>Look at, for example, whether they go shopping, visit tourist attractions, do sport, visit friends/relatives, etc.</i></p>	<p>Visit tourist attractions, go shopping (inc services), visit relatives</p> <p>Use Public Houses, Restaurants & Cafes</p>
<ul style="list-style-type: none"> Visitor Surveys conducted by the District Council or Tourist Board 	<p>Q 5 How much money do visitors spend in the town and the surrounding area?</p>	<p>Direct & indirect spend approx £5M in District</p>

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Sub-section 3: What does our town offer tourists?		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Tourist Board Yellow Pages 	<p>Q 6</p> <p>Activities:</p> <ol style="list-style-type: none"> What are the main tourist or visitor activities in the town or nearby? Are there any specialist tourism enterprises, such as language schools or conference centres that may encourage people to visit the area? If so, what proportion of visitors use these facilities? <p><i>Consider both major activities (for example, festivals, sports events, key landmarks, etc), and smaller scale activities (for example, footpaths, cycle ways/cycle hire, etc).</i></p>	<p>Festival Week, Carnival, Christmas Fair, Street Markets, Art Exhibition at Church</p> <p>The Jubilee Hall as a conference centre (Rarely booked)</p> <p>Footpaths (Walking Groups)</p> <p>Nature reserves (Walking Groups)</p>
<ul style="list-style-type: none"> Local authority Local transport providers 	<p>Q 7</p> <p>What are the transport links:</p> <ol style="list-style-type: none"> To the town in the first instance (for example, road and rail) For visitors once they have arrived (for example, buses, and hire cars)? <p><i>Consider whether there are viable alternatives to private cars.</i></p> <p>(Worksheets EN1 Q10; S3 Q1,4; T1; T2; T3 also refer to public transport or travel)</p>	<p>Road – Cars and very limited public transport</p> <p>All within walking distances</p>
<ul style="list-style-type: none"> The Tourist Information Office local survey. www.tourismforall.org.uk www.holidaycare.org.uk 	<p>Q 8</p> <p>How accessible is the town and its facilities for people with disabilities?</p> <p>(Worksheets T3 also refers to disability issues)</p>	<p>Mostly good</p>

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<ul style="list-style-type: none"> • District Council • Local Tourist Board • Local surveys 	<p>Q 9 What is the range and capacity of accommodation available with respect to these grades:</p> <ul style="list-style-type: none"> • B&B • Guest House • Hotel • Self-catering • Caravan and camping • Youth hostels • Bunkhouse barns • Public Houses 	<p>Two None None None 1 small site None None One</p>
<ul style="list-style-type: none"> • District Council • Local Tourist Board 	<p>Q 10 Competitions:</p> <ol style="list-style-type: none"> Does the town enter any national competitions, such as 'Britain in Bloom'? Do the surrounding villages enter the 'Best Kept Village'? <p>(Worksheets EN1; EN2; EN3; S3 Q7,11 also refer to environmental quality)</p>	<p>Not recently Yes, with successes</p>
<ul style="list-style-type: none"> • local food groups • Tourist Information Office 	<p>Q 12 Food directory: Is there a local food directory for the town and surrounding hinterland?</p> <ol style="list-style-type: none"> How is it produced? Who is it distributed to? How often is it updated? <p>(Worksheets EN2 Q13; EN3 Q5; S5 Q9 also refer to food)</p>	<p>No n/a n/a n/a</p>

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Sub-section 4: Do we need to improve what we offer?		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Tourist Information • Visitor Centre • Local surveys • Visitor surveys • Tourist Board • Tourism officer 	<p>Q 13</p> <p>Visitor information:</p> <ol style="list-style-type: none"> If there is a Tourist or Visitor Information Centre in the town, how well used is it? Where are the Visitor Information Points in the town? Around the town and its environs, are there: <ul style="list-style-type: none"> ○ current visitor guides ○ town trails ○ up to date walking and cycling trails <p><i>Consider the number of enquiries in various forms, including phone calls, 'hits' to the Internet and the number of visitors to the Centre.</i></p> <p>(Worksheets EN1 Q10; EN3 Q7; T1 Q5; T2 Q6; T3 also refer to pedestrian access. Worksheets EN3 Q6,7; S5; S6; T3 Q17 also refer to recreation and leisure))</p>	<p>No</p> <p>Jubilee Hall, also the Museum</p> <p>Bishop's Waltham Guide In Shops & Pubs</p> <p>None</p> <p>None</p>
<ul style="list-style-type: none"> • Visitor surveys • Tourist Board • District Council Tourism Officer • Local survey 	<p>Q 14</p> <p>Is there adequate and effective pedestrian and road signing to visitors' attractions and services (for example, parking and public toilets, the Tourist Office and the town centre)?</p> <p><i>Look at signage to/from tourist attractions from key points such as at car parks, the train station, and between attractions.</i></p>	<p>Yes</p>

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Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local survey 	<p>Q 15 How convenient is public transport for shopping areas/facilities and tourist attractions?</p> <p>(Worksheets EN1 Q10; S3 Q1,4; T1; T2; T3 also refer to public transport or travel)</p>	<p>Limited</p>
<ul style="list-style-type: none"> Local survey 	<p>Q 16 Parking:</p> <ol style="list-style-type: none"> How many car parks, coach parks, meters, free parking zones, etc, are there? Are they situated conveniently for the Town Centre, shopping and tourist attractions? <p>(Worksheets EN1 Q9; S7 Q2; T1; T3 also refer to transport access)</p>	<p>2 main car parks + free street parking</p> <p>Yes</p>
<ul style="list-style-type: none"> Visitor surveys Tourist Board District Council, Tourism Officer 	<p>Q 17 To what extent do the number, range and quality of visitor services and ancillary services match visitor expectation and needs?</p> <p>(Worksheets EN1; EN2; EN3; S3 Q7,11 also refer to environmental quality)</p>	<p>???</p>

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Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local survey 	<p>Q 18 What do visitors think about the general appearance and attractiveness of the town/hinterland, and the public facilities?</p> <p><i>Look at:</i></p> <ul style="list-style-type: none"> <i>The number of and standard of public facilities (for example, public toilets; seating (in covered and uncovered areas); accessibility for older people and the less able; litter bins. Add to this list as appropriate.</i> <i>The general appearance: for example, are the streets clean and tidy? Is graffiti a problem? Are there well-tended flower beds and borders, etc? Are the railway station/bus terminals in good repair? Add to this list as appropriate.</i> <p>(Worksheets EN1; EN2; EN3; S3 Q7, 11 also refer to environmental quality. Worksheets EN1; EN2; EN3 Q4; S2; S3 Q13; S5 Q8; S6 also refer to the built environment)</p>	<p>Local Comments:</p> <p>Public toilet in central car park good, lack of public seats, plenty of litter bins. (Dog bin required in central car park?) Accessibility for wheelchairs via dropped kerbs improving.</p> <p>Little graffiti but some litter, especially around the bus shelter. Excellent floral displays arranged by BWIB. Majority of retail units are regularly painted.</p>

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3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the visitor and tourism services currently on offer. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How important is tourism spending and tourism-related employment to the local economy?	Minor effect	√	√		√		
How vulnerable is the local economy to seasonal variations in tourism?	Not vulnerable although tourism is seasonal		√		√		
How do historical employment rates and business stocks in tourism related services, such as hotels and catering, compare with regional and national averages over the last 3-5 years?	n/a				√		
Is visitor activity concentrated mainly within the town itself or within the hinterland?	Yes (inc St Peters Church)	√	√		√		

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How good are the transport links into the town and to tourist attractions?	Infrequent public transport, reasonable roads. No train service			√	√	√	
What Tourism information sources there are in the area, and how well used are they?	T I P at Parish Council Office. Leaflets distributed throughout retail outlets & Museum	√	√	√	√		
Do the town and its hinterland have adequate parking facilities for both residents and visitors?	No	√		√	√	√	