

Worcestershire County Council Economy Overview and Scrutiny Panel

Wychavon District Council, 17th November 2023

Overview

- Economic Conditions
- 2022/23 Highlights
- 2023/24 Priorities
- Economic Vision
- Asks of the County Council



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Economic Conditions

- High wage economy with workplace earnings above County and Regional averages (£631.60 pw) *
- Growth in workplace earnings since 2010 outstripped County, Regional and National Figures (45%) *
- Low unemployment compared with County, Regional and National levels (3%) **
- Those economically active comparable with County and above Regional and National figures (80.5%) **
- Visitor economy worth £170 million employing over 3000 people

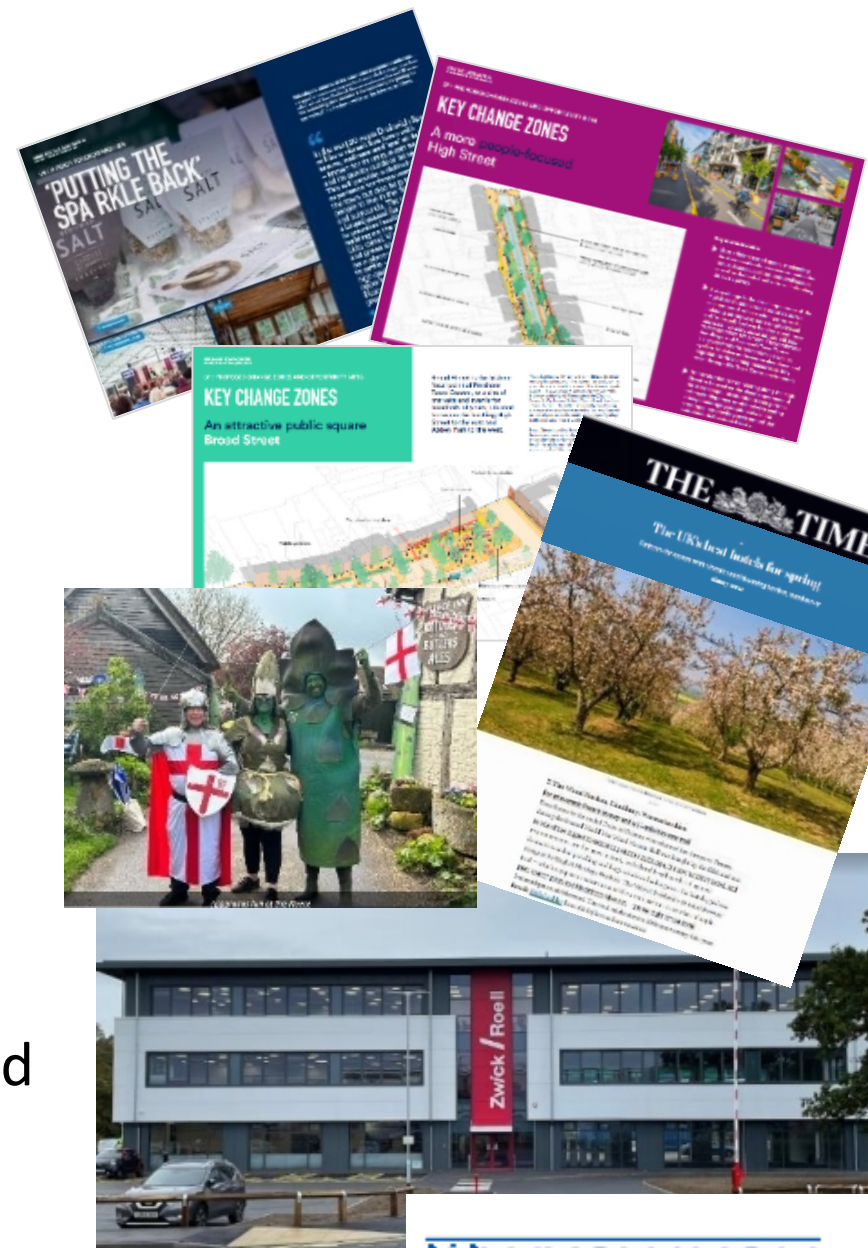
* ONS annual survey of hours and earning 2022

** ONS claimant count 2022



2022/23 Highlights

- Launched Investment Prospectuses for Droitwich Spa, Evesham and Pershore
- Secured £5m of UKSPF and REPF grants
- Secured inward investment including ZwickRoell, Alliance Carpets, IONOS and MP Filtri
- 35 Events supported, including Battle of Evesham, Pershore Plum Festival, Saltfest and Outdoor Cinemas
- Tourism offer promoted on national TV, Radio and in print including, The One Show, Countryfile and The Times newspaper.
- Supported major town centre investment projects including Riverside Shopping Centre, Droitwich Lido and Pershore Marina feasibility work
- Fully resourced Economic Development Team



Economic Development



**Head of
Economic
Development**
Shawn Riley



**UK Shared
Prosperity Fund
Programme
Manager**
(Wychavon and Malvern)
Elspeth McQueen



Skills Officer
Sue Owens



**Place Projects
Manager**
Steven Knight



**UK Shared
Prosperity Fund
Support Officer**
(Wychavon and Malvern)
Georgina Muckle



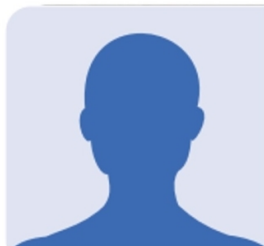
**Pershore & Rural
Tourism and
Regeneration
Officer**
Angela Taylor



**Place Projects
Officer**
Gemma Ranford
(Droitwich Spa)



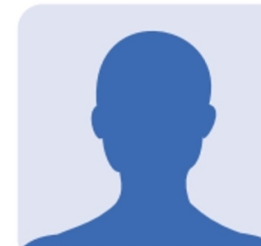
**Economic
Development
Officer**
Emma Ridley



**Tourism and
Regeneration
Assistant**
Megan
Salacinski



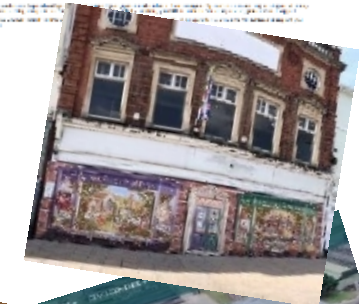
**Place Projects
Officer**
Caroline Tredwell
(Evesham)



**Economic
Development
Assistant**
Megan Crane

2023/24 Priorities

- Progress the regeneration of the Riverside Shopping Centre.
- Deliver town centre initiatives that attract additional footfall
- Deliver a grant funding programme targeted at rural businesses and communities funded by REPF
- Provide grant funding programmes that support local businesses to grow and increase productivity
- Work with local schools to ensure young people are engaged with the economic opportunities available to them locally and provide further apprenticeship grants as an alternative to leaving the area by going to university
- Secure additional commercial space to enable local business to grow and new businesses to locate in Wychavon
- Promote Wychavon as an attractive tourism destination
- Support events throughout the year across the district
- Develop our working relationship with local businesses in all sectors and improve our means of communicating with them



Economic Vision

- Sustainable town centres with increasing footfall, reducing vacancies and increased spend and dwell time
- Significant growth in the provision of employment space supported by the South Worcestershire Development Plan Review including:
 - Worcestershire Parkway
 - Throckmorton
 - Expansion of existing commercial/industrial estates
- Increase in workplace income
- Key sectors
 - Tourism
 - Hospitality
 - Food Production
 - Logistics
 - Low carbon economy
 - Knowledge intensive, high value jobs



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Asks of the County Council

- Strategies to support our ambitions ie Rail, Local Transport, Skills
- Delivery of UKSPF business support programmes
- Supportive engagement in planning applications/consents supporting job growth
- Specific asks:
 - Congestion in Evesham
 - A46 roundabout improvements
 - Hampton footbridge
 - Common Road to the Valley active travel route
 - Funding for footbridge at Pershore Station
 - Droitwich Spa station masterplan
 - Westlands Roundabout
 - Copcut/A38



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