



Basingstoke
and Deane

Economic Recovery

BASP

10.12.20

Overview

- Financial support provided so far
- Economic context - key headlines
- The Economic Recovery Framework
- Focus on Clean Growth
- Questions for BASP

Financial support



Basingstoke
and Deane

COVID-19 update

Supporting businesses

From Monday 16 March to Friday 31 July:



£33 million

rates relief to

974

businesses



£21.7 million

business grants awarded



1,003

businesses
who received

£10,000

small business grant



623

retail, hospitality and leisure
businesses supported with
grants of up to £25,000



344

businesses offered a three-month
payment holiday for rent and service
charges with rents of up to £50,000
per annum.

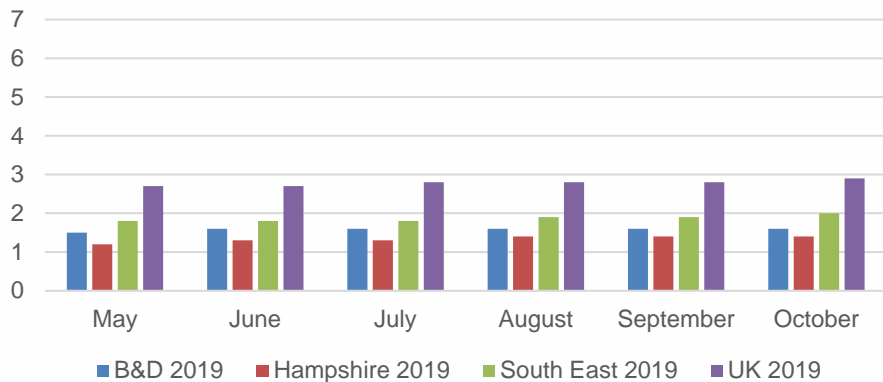
405

businesses
supported with
advice, guidance
and signposting
to further support
or funding

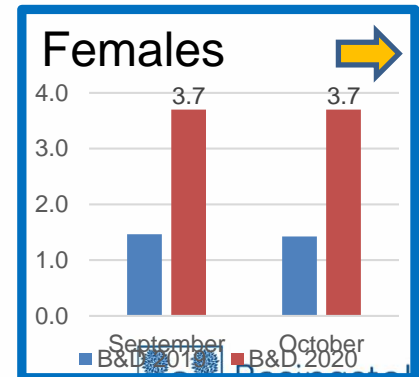
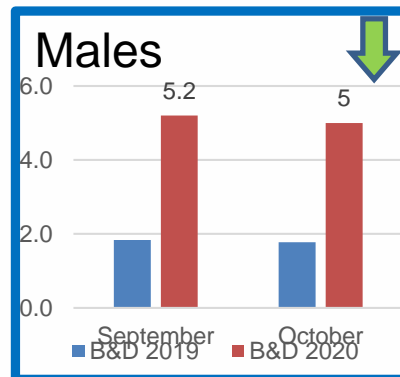
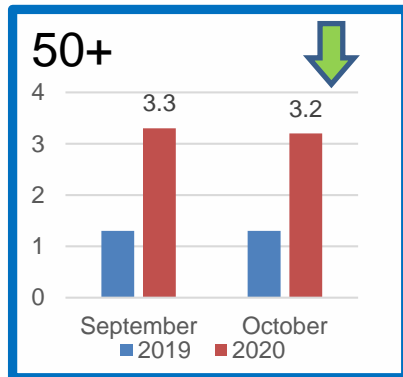
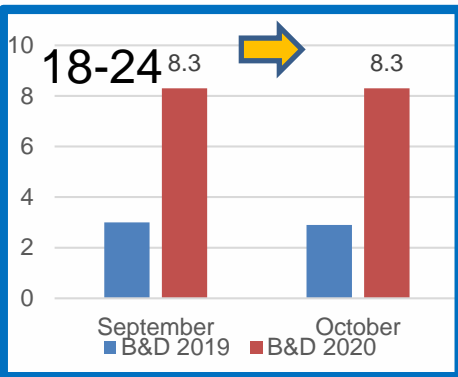
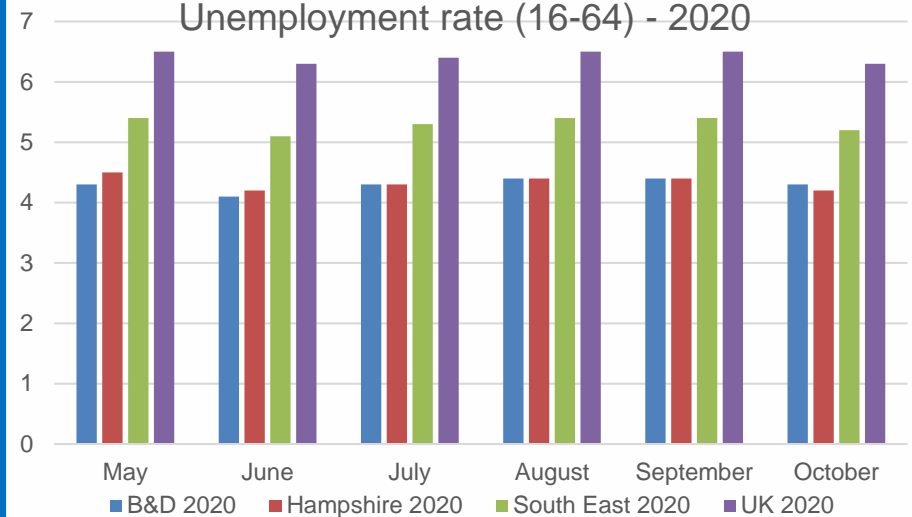


Some economic context... Employment

Unemployment rate (16-64) - 2019



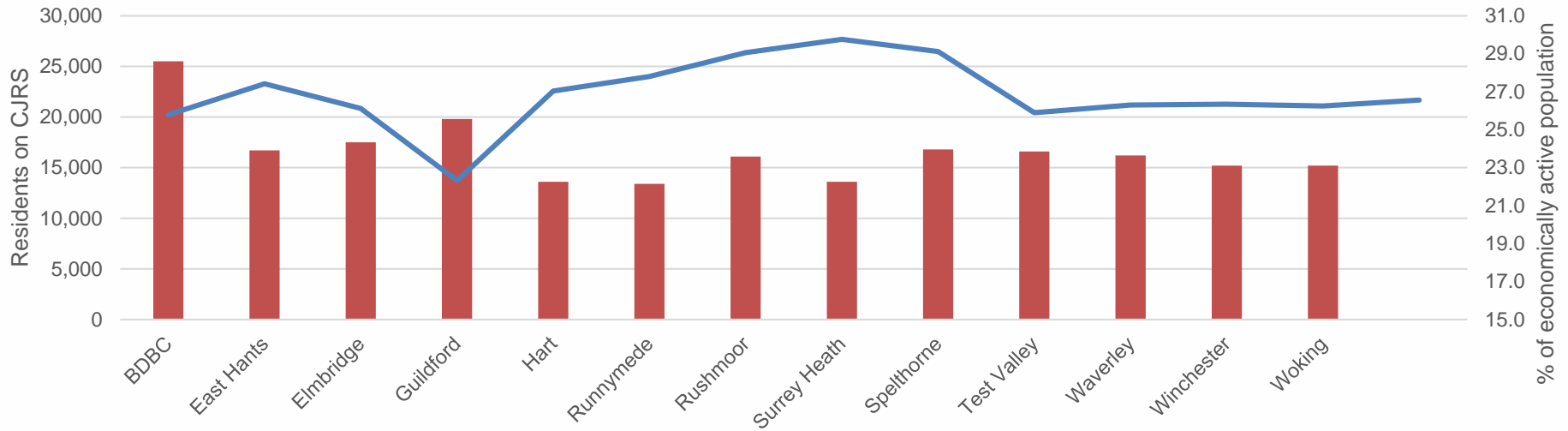
Unemployment rate (16-64) - 2020



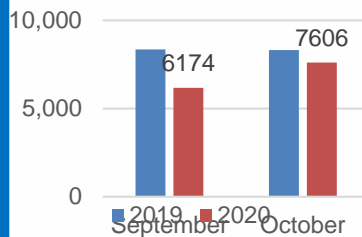
Whilst September 2020 saw highest number of claimants (4895) since February 1994, we saw a decrease in claimants in October, down to 4765. The data shows the continuing increased economic impact Covid-19 is having on the 18-24 age group, with our claimant rate (8.3%) higher than that of Hampshire (7.7%) and the South East (7.8%) albeit still below the UK rate (9.2%).

Jobs

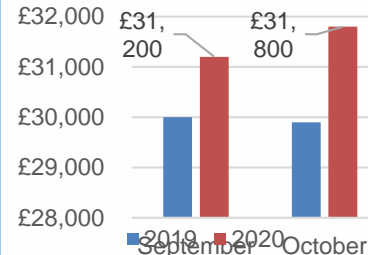
Residents on CJRS – July 2020



Unique job postings



Average advertised salaries



Top 5 job postings – October 2020:

- 1 Nurses
- 2 Sales accounts and business development managers
- 3 Programmers and software development professionals
- 4 Care workers and home carers
- 5 IT and telecoms professionals

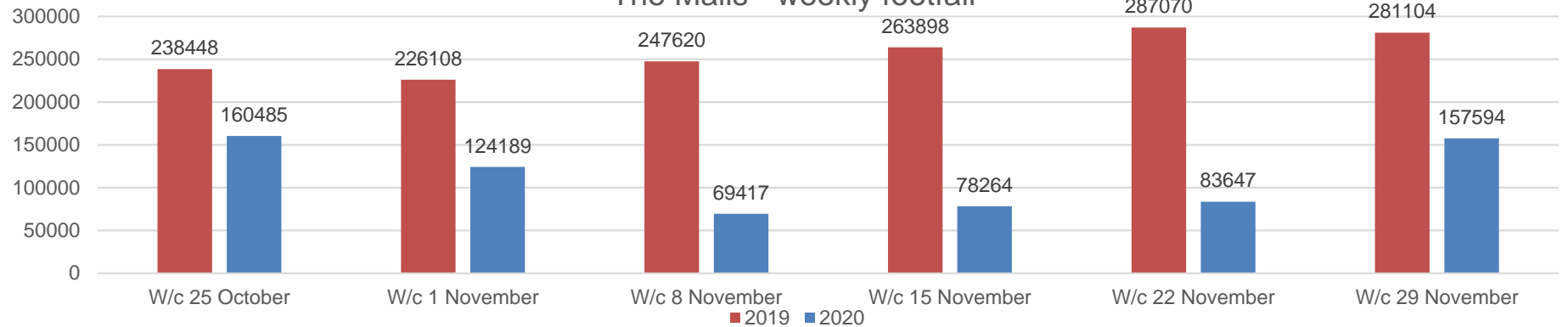
The latest data on the furlough scheme shows there are now 5,900 residents on furlough at the end of September 2020, representing 6% of the economically active population. Job postings have continued to increase since June and are now only slightly down on the same period in 2019. Average advertised salaries continue to fluctuate around the £31,000+ area.



Basingstoke and Deane

Town Centre

The Malls - weekly footfall



The w/c 25th October saw the highest levels of footfall in The Malls (160,485) since data collection started. However, we expect that to soon be surpassed based on the footfall data of the first few days post lockdown. Top of Town footfall remains considerably below 2019 levels and had been averaging at 27% compared to last year pre November lockdown. Festival Place footfall continues to grow and August saw levels of up to 77% compared to 2019. Festival Place has also reported an increase in spending per head, showing people are visiting town with a spending purpose rather than just for browsing. In Basingstoke Parliamentary constituency, 62 restaurants offered the Eat Out to Help Out scheme in August, providing 73,000 discounted meals for a total discount of £317,000.

| Closed or closing | In administration | Yet to re-open | New openings/To come |
|-------------------------------------|--------------------|------------------------------|-----------------------------|
| Truly Scrumptious | Kast Retail (Quiz) | The Royal Exchange | Willows Café (ToT) |
| Laura Ashley | Oasis | Rhu Bar | Basingstoke Wellness Centre |
| Zara | Warehouse | TUI | Egg free cake shop |
| Monsoon | Debenhams | Naomi House | Fireaway Pizza |
| Accessorize | Pizza Express | House of Handsome VIP Lounge | iRepair |
| Affinity East | Arcadia Group | The Bakers Arms | BrewDog |
| Sally Beauty | | Dragon Palace | Escape Hunt |
| Argos (moving to inside Sainsburys) | | | |

Economic Recovery Framework

- Transition from immediate crisis management to long-term plan for recovery
- Builds upon existing Economic Growth Strategy, adopted in March 2019
- Sets out nine priority areas, with Clean Growth at the heart of the change

Economic Recovery Framework



Clean Growth

- A way to achieve economic growth, using clean technology, and allowing sustainable development. Aim is to increase the standard of living with a reduced environmental impact.
- COVID-19 has put a sharp focus on what can be achieved in terms of reducing carbon emissions in a short period of time. The challenge now is to make that sustainable
- Also provides the potential to support job creation



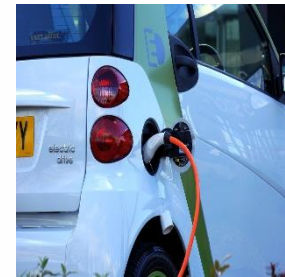
Buildings

- Setting targets within planning policy to shape new development in the borough
- Leveraging influence on developments such as Manydown, Basing View and the new Leisure Park to support net zero agenda
- Reduce energy consumption across our investment portfolio
- Work with partners to develop proposition for widescale retrofit of commercial and domestic properties to reduce energy consumption



Waste and consumption

- Improving sustainable procurement practices and embed net zero in procurement approach, including supporting and holding suppliers to account, including working with them on how they might offset their most challenging emissions locally
- Supporting 'buying local' where possible
- Facilitating transition to more circular economy, with positive impacts for local job creation and investment



Transport

- Building on the plans within existing transport strategy, working in collaboration with Hampshire County Council and other partners
- Facilitating and promoting a move to public transport, active transport and electrification of transport (or other ultra-low emission technologies)



Questions for BASP

- How can BASP support our economic recovery agenda?
- How can partners help deliver on the ambitions of the framework and of our climate change strategy?
- Please feel free to provide feedback to jack.kennedy@basingstoke.gov.uk or business@basingstoke.gov.uk
- Follow us on [Twitter](#), [LinkedIn](#) and sign up to our regular [Business Bulletin](#)

