

---

# Elmbridge

## Walton-on-Thames Trading Alliance

---



**Big Breakfast – 21 February**  
**Doug Perkins**

# Elmbridge

## Economic overview

---



- 132,000 residents
  - 55,000 households
  - 60% green-belt
  - Mix of town and village centres
  - 8 miles to Heathrow
  - 25 miles to Gatwick
  - 50 mins to St Pancras International
-

# Jobs Growth



2012 2013 2014 2015

Highest  
concentration of  
businesses across  
the LEP

# 9450

## 5000 new jobs since 2012



### 59%

educated to  
NVQ Level 4  
& above



### 1275

additional  
businesses since  
2012



### 60000

employee  
jobs



First across the LEP for high level skills



Number one LEP location for business growth



Out performing all 4 growth towns on jobs growth

**5000 new jobs since 2012**

**36%**

**of businesses are  
knowledge based**



**16th**

Ranked out of  
370 in the UK  
competitiveness  
index



**£3.2bn**

Gross Value  
Added



**Largest cluster of digital  
firms, second highest  
number of professional  
services businesses &  
most HQs across the LEP**



**First for new business  
creation across the LEP**



**The LEPs most  
competitive economy**



# Elmbridge

## Town and village centres

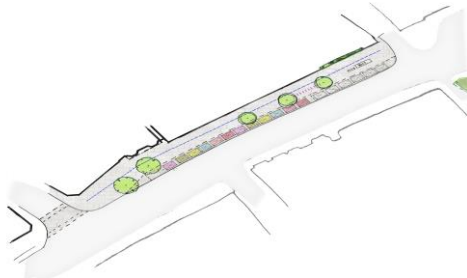
---



- Retail sector accounts for approx. 10% of all jobs & 7.1% of our total Gross Value Added
  - 131,000 sqm of town centre floorspace across our five main centres
  - Residents spend a total of £901m pa on non food and £510m pa on food shopping and £446m pa on commercial leisure activities
-

# Elmbridge

## Town and village centres



**Supporting our High Streets**  
Elmbridge Borough Council

## Free Parking

**Saturday 9 December**  
**Saturday 16 December**  
**Saturday 23 December**  
**Christmas Eve**  
**Christmas Day**  
**Boxing Day**  
**Monday 1 January**

**In all Elmbridge Borough Council town  
and village car parks to support our  
local businesses**



Elmbridge Parking Services

☎ 01372 474 474

✉ [contactus@elmbridge.gov.uk](mailto:contactus@elmbridge.gov.uk)

📞 [elmbridge.gov.uk/parking](http://elmbridge.gov.uk/parking)



# Elmbridge

## Enterprise and innovation



Google  
Digital Garage



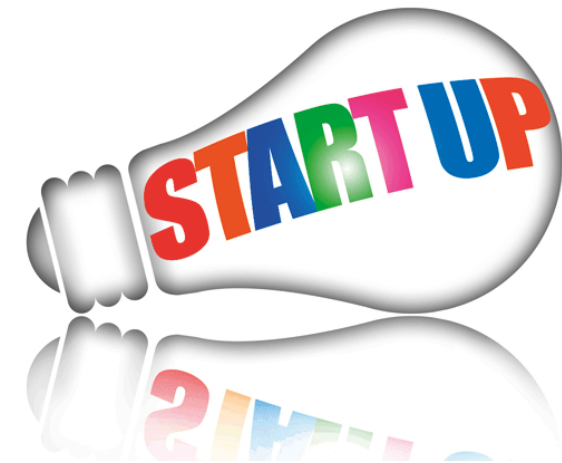
### Elmbridge Supporting our businesses

Welcome to Elmbridge.  
Click on the text below to access the latest business grants, advice and support online.

<b>Connect</b> Join the Elmbridge Business Network for priority access to events and the opportunity to promote and connect to over 650 businesses	<b>Online</b> Register your food business online with Elmbridge Borough Council and access e-learning food hygiene courses	<b>Export</b> Help for your business to export and grow into global markets from the Department for International Trade	<b>£1000</b> Get started in business with a one-off grant for start-ups from Elmbridge Borough Council
<b>Grow</b> Dedicated growth champions who focus on supporting business growth plans with contacts, expertise and bespoke advice	<b>Grants</b> Upgrade your shop front, signage or marketing initiatives with support from the Elmbridge Borough Council business grant	<b>Ideas</b> Up to £10000 in support for innovative economic development projects from the Elmbridge Enterprise Fund	<b>Loan</b> Access loan and equity funding for growth firms from the Enterprise M3 Local Enterprise Partnership



You can access all available support:  
[elmbridge.gov.uk/business](http://elmbridge.gov.uk/business)





# Elmbridge

## Elmbridge Civic Improvement Fund

---



- £1.3 million in support start-ups, businesses & town centres since launch in 2009
  - Direct support to 66 businesses and projects with over £262,000 in grant funding since April 2015
  - Helped to improve borough wide retail spend retention rates from 15.5% in 2010 to 29% in 2015
-



# Elmbridge

## Supporting our businesses

---

Welcome to Elmbridge.

Click on the text below to access the latest business grants, advice and support online.

### Connect

Join the Elmbridge Business Network for priority access to events and the opportunity to promote and connect to over 600 businesses



### Online

Register your food business online with Elmbridge Borough Council and access e-learning food hygiene courses



### Export

Help for your business to export and grow into global markets from the Department for International Trade



£1000

Get started in business with a one-off grant for start-ups from Elmbridge Borough Council



### Grow

Dedicated growth champions who focus on supporting business growth plans with contacts, expertise and bespoke advice



### Grants

Upgrade your shop front, signage or marketing initiatives with support from the Elmbridge Borough Council business grant



### Ideas

Up to £10000 in support for innovative economic development projects from the Elmbridge Enterprise Fund



### Loan

Access loan and equity funding for growth firms from the Enterprise M3 Local Enterprise Partnership



**Elmbridge**  
Borough Council

... bridging the communities ...

---

**You can access all available support:**  
**[elmbridge.gov.uk/business](http://elmbridge.gov.uk/business)**

# Elmbridge

## Business network

---

- Monthly e-newsletter
- Free showcase stand at the Business Leaders Conference
- Spring – Autumn Business Masterclass
- LinkedIn group
- Facebook page



Elmbridge Business Network

December 2017



Park for free this Christmas!

The Council is supporting our high streets this festive period with free parking on the three Saturdays leading up to Christmas in all our town & village car parks.

Residents will be able to park for free making it easier to shop local this December on the following dates:

# Elmbridge Networking

---

- Business Leaders Conference
- Spring and Autumn Business Masterclasses
- Partnership work with wider private sector networks



## Elmbridge

# Business engagement

---

- Business Leaders Board set up to engage our large employers and strategically important businesses
- Mix of sectors and internationally & UK owned companies (For example Proctor & Gamble, Keltbray Engineering, Sandown Park)
- Working together to identify issues and solutions to barriers to growth





# Elmbridge

## Local business groups

---


- On-going communication on any local issues and opportunities
- Support for key priorities and projects
- Help to develop longer term aims
- Grant funding through the Elmbridge Civic Improvement Fund



# Walton-on-Thames Trading Alliance 2016-2018

---



 News ▶ Surrey News ▶ Walton

## New measures to curb 'unreasonable and persistent' antisocial behaviour in Walton town centre approved by Elmbridge Borough Council

A Public Spaces Protection Order (PSPO) is being put in place in order to crack down on antisocial behaviour in the town

---

# Walton-on-Thames Trading Alliance

## 2016-2018

---





# Walton-on-Thames Trading Alliance

## 2016-2018

---



### Walton Trail - The History of Walton-on-Thames

The name "Walton" is Anglo-Saxon in origin. Before the Romans and the Saxons were present, a Celtic settlement was here. The most common Old English word for the Celtic inhabitants was the "Wealas", originally meaning "foreigners" or "strangers".

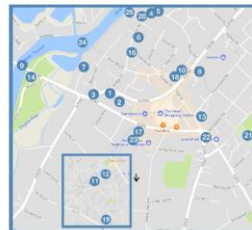
Walton appears in the *Domesday Book* of 1086 as "Waletona". The settlement was held jointly as overlord in the feudal system by Edward de Sarner (Salisbury) and Richard de Tonbridge. Its *Domesday* assets were: 6 hides; 1 church (St. Mary's); 2 mills worth £1 5s 0d; 1 fishery worth 5s; 14 ploughs; 40 acres (16 ha) of meadow, supporting 50 hogs. It rendered £28.

Click on the links below for more information on each site. If you have further information on these sites, or additional sites to include, please [GET IN TOUCH](#).

1. Walton Playhouse
2. "The Rosary", Hurst Grove home of Cecil Milton Hepworth
3. Aston Martin garage
4. Riverhouse Barn
5. River House
6. Manor House
7. Mount Felix World War I New Zealand Hospital
8. St Mary's Church
9. Walton Bridge
10. The Regent
11. Flt Sgt Charles Sydney Memorial Plaque
12. Bird's Eye Building
13. Ireton's House
14. Cowey Sale
15. Julie Andrews
16. Thames Cottage
17. Ashley Park



If you're a local business and would like to help sponsor the costs of this trail, [find out more](#).





# Walton-on-Thames Trading Alliance

## Survey responses

---



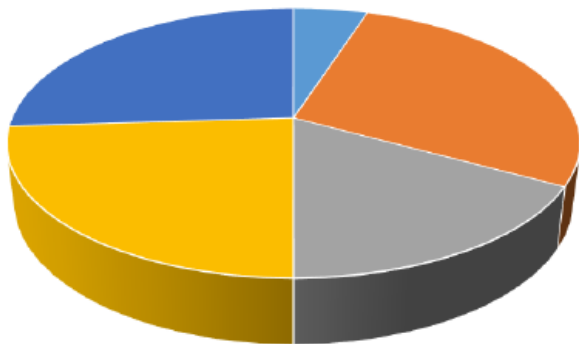
- Feedback on issues and priorities
  - Weighted survey across the town to reflect sectors, streets and national/local businesses
  - Results used to help inform and develop the longer term plan for Wotta
-

# Walton-on-Thames Trading Alliance

## Survey responses

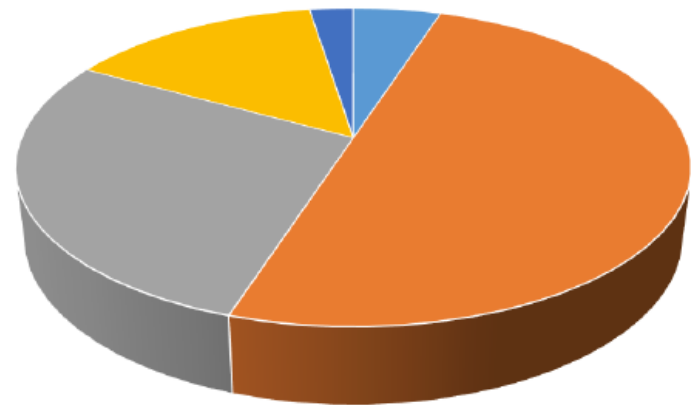
---

There is enough easily accessible car parking available



- Strongly Agree
- Agree
- Neither Agree / Disagree
- Disagree
- Strongly Disagree
- Not Applicable

There is good quality signage for streets and public areas in the town centre



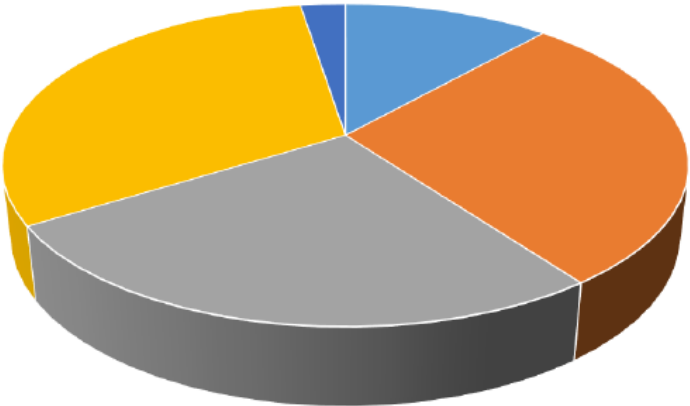
- Strongly Agree
  - Agree
  - Neither Agree / Disagree
  - Disagree
  - Strongly Disagree
  - Not Applicable
-

# Walton-on-Thames Trading Alliance

## Survey responses

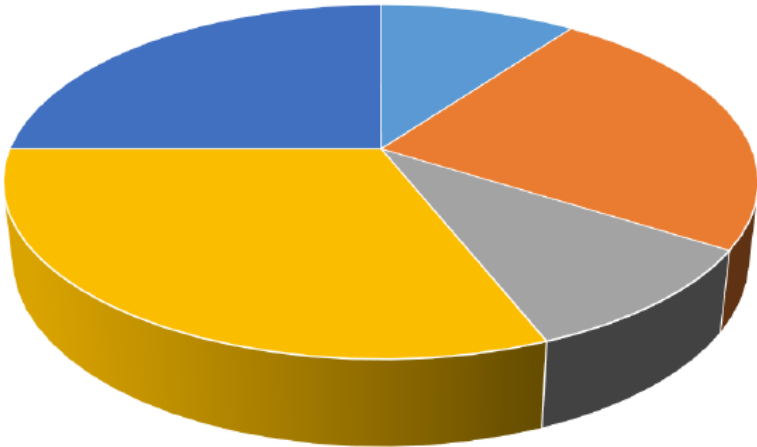
---

The streets and public areas in the town centre are attractive and well maintained



- Strongly Agree
- Agree
- Neither Agree / Disagree
- Disagree
- Strongly Disagree
- Not Applicable

There is a low level of crime and anti-social behaviour



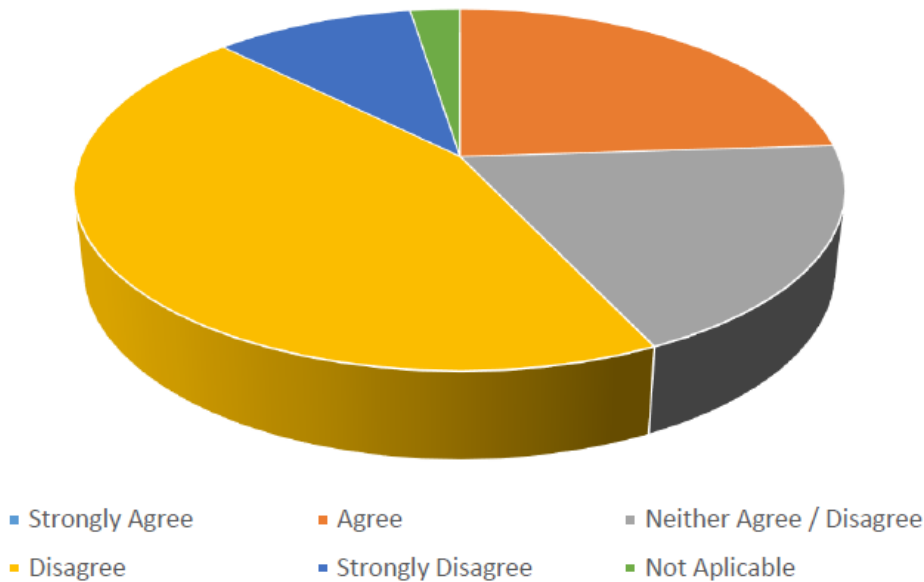
- Strongly Agree
  - Agree
  - Neither Agree / Disagree
  - Disagree
  - Strongly Disagree
  - Not Applicable
-

# Walton-on-Thames Trading Alliance

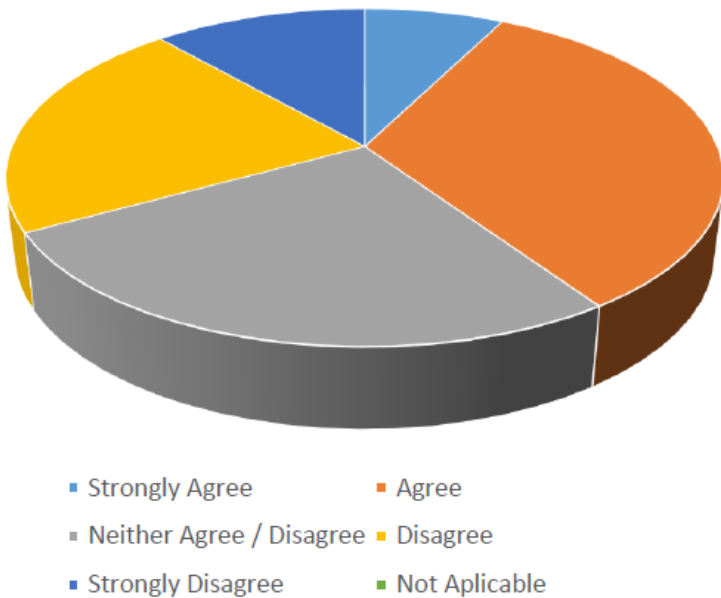
## Survey responses

---

The town centre is well promoted



There is a good level of organised outdoor events



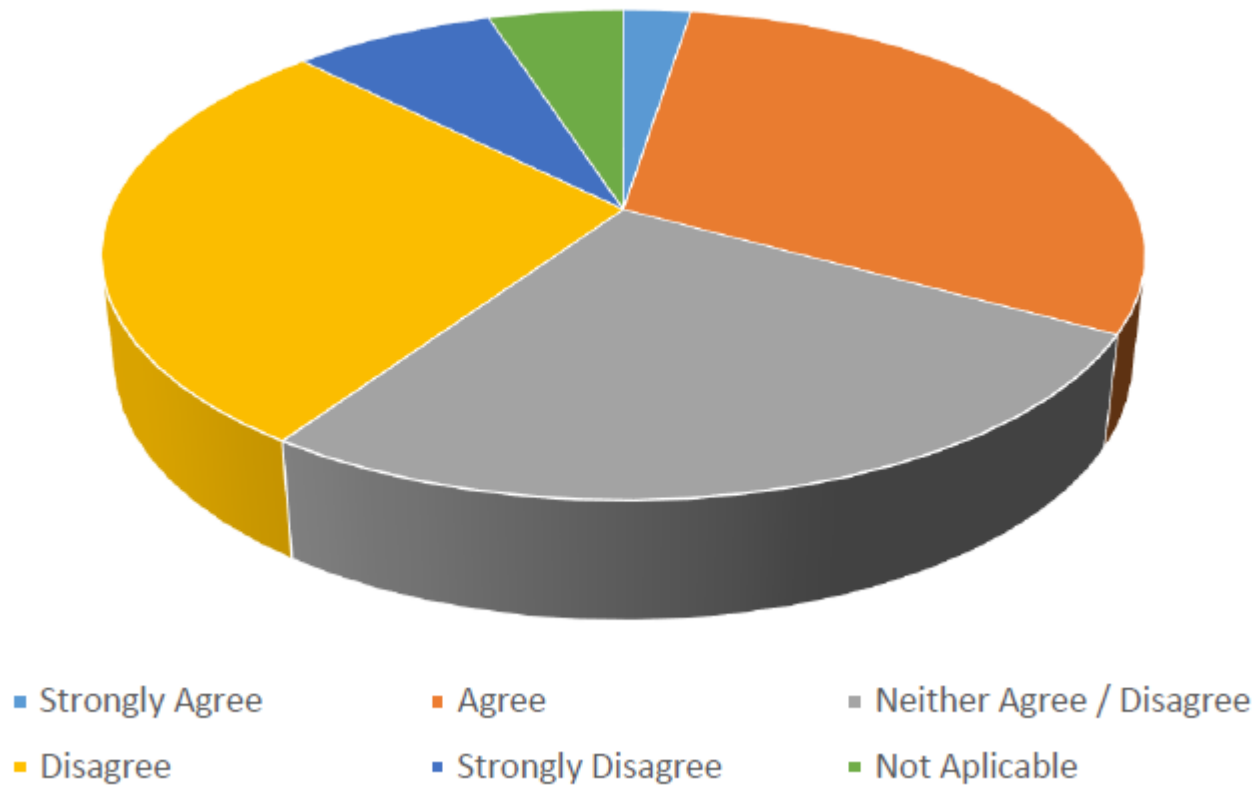


# Walton-on-Thames Trading Alliance

## Survey responses

---

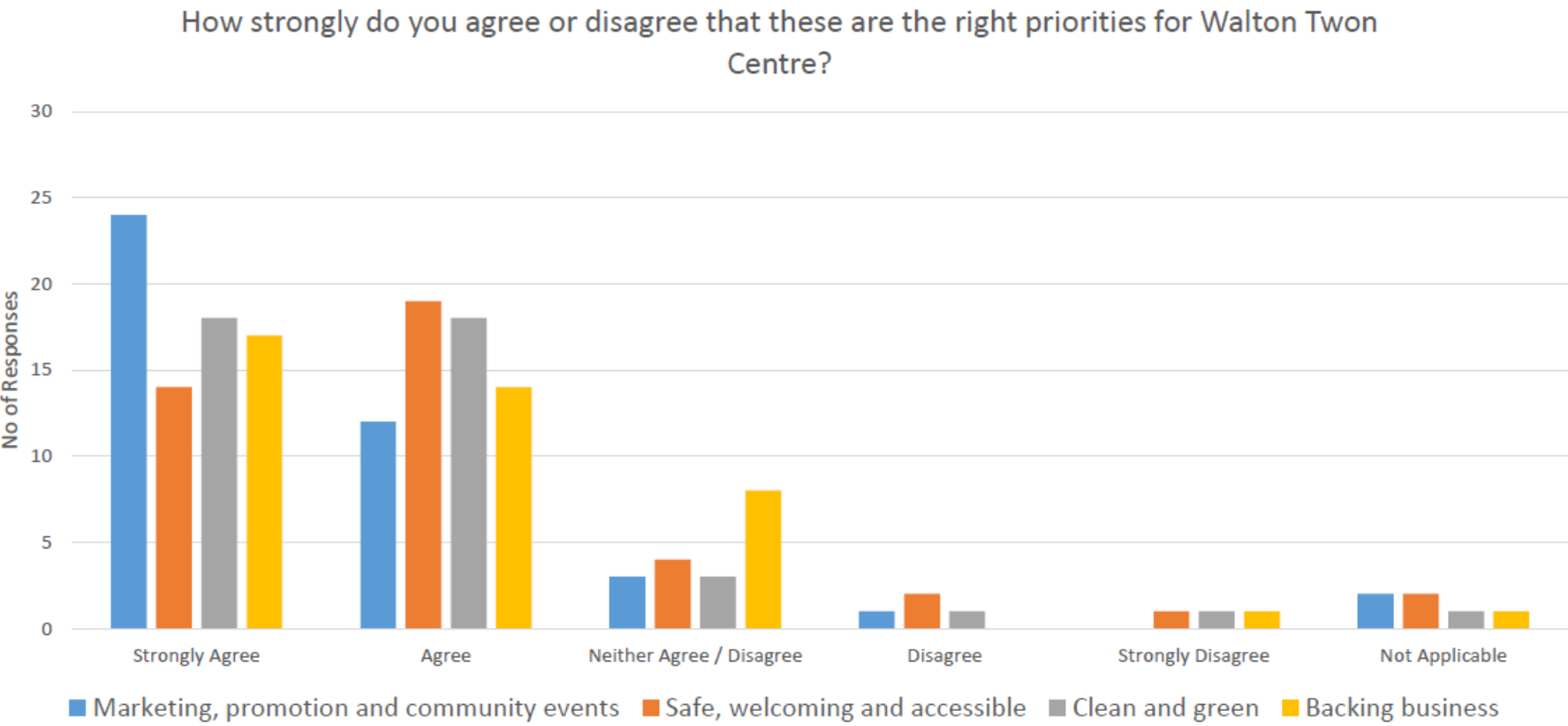
There is a strong, networked business community



# Walton-on-Thames Trading Alliance

## Survey responses

---



## Walton-on-Thames Trading Alliance

### Survey responses

---

- Parking – more and cost effective for workers
  - Pedestrianize the High Street and improve linkages with Bridge Street
  - Rent reductions
  - Wider mix of retailers – target larger stores (Zara, Primark) = destination town
  - More cross promotion of offers – Heart website, town signage, loyalty schemes, late night shopping
  - More seating (indoor and outside, street cleaning, create street café atmosphere)
  - More security and police presence
-

## Walton-on-Thames Trading Alliance

### Walton-on-Thames Survey Next Steps

---

- Trading Alliance looking at ideas for the next 3 to 5 years
  - Option to continue to rely on existing partnership and look for external funding opportunities to progress projects
  - Potential to apply for funding to explore feasibility of a Walton Business Improvement District
  - Continue conversation with businesses on priorities and how we work together on delivery
-



- Expert speaker from Winchester Business Improvement District
- Business coming together to lead a programme of investment and improvement
- Over 126 successful UK BID ballots
- Latest BIDs in Oxted & Epsom, Caterham



## Elmbridge Business Improvement Districts

---

- Where businesses **choose** to work together
  - Make individual contributions to create a significant pot of money, which is **100% ring fenced**
  - **Locally managed and locally spent**
  - To generate **additional improvements** in the trading environment of local businesses
-

## Benefits of a Business Improvement District

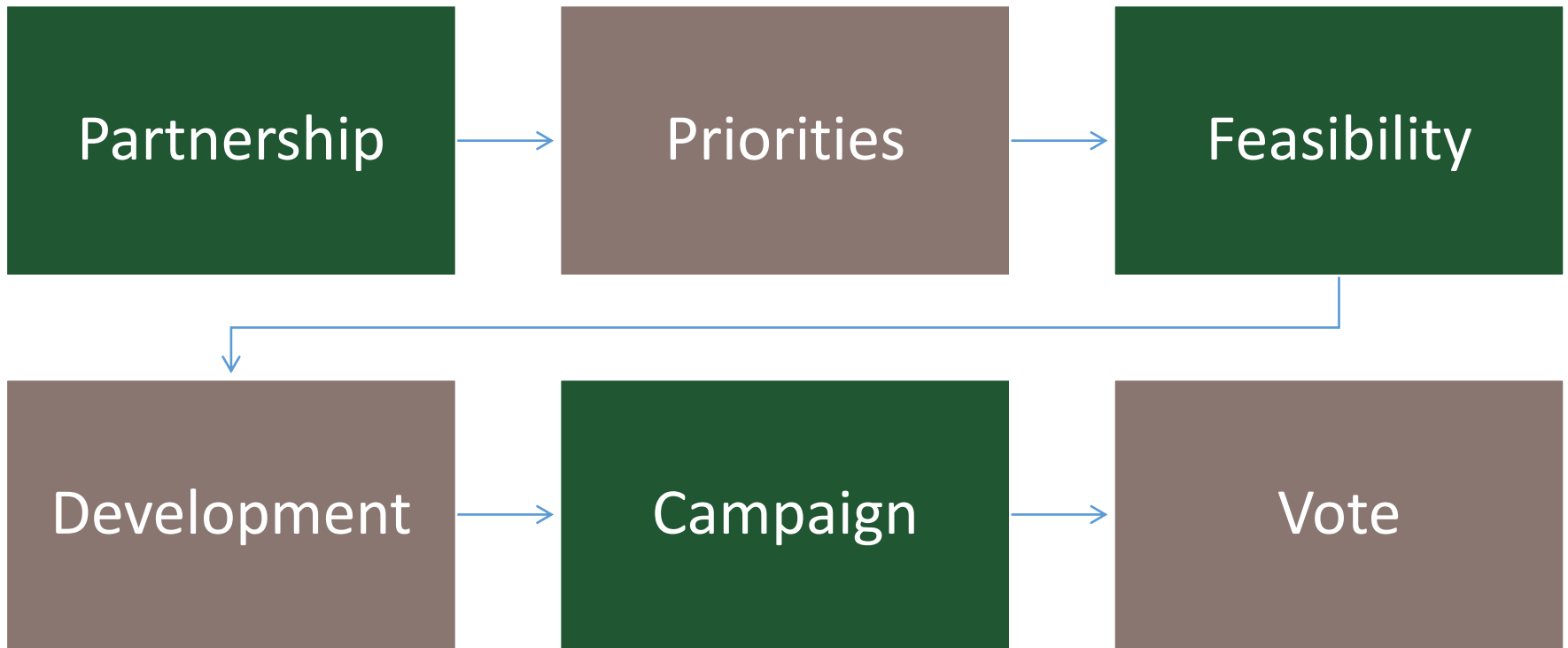
---

- **B:** Businesses are in control
  - **I:** Investing 100% locally
  - **D:** Decisions are profit led
  - **S:** Supplementing what's already there
-

Elmbridge

## Exploring a Business Improvement District

---



## Elmbridge Business Improvement District

---

- Existing partnership in place
  - Backing for priority themes and projects
  - Strong local leadership
  - Local authority support
  - Feasibility study does not commit Walton to a Business Improvement District
-



## How can we support you in the future?

---

- Continue to rely on existing partnership and look for external funding opportunities to progress projects
- Apply for funding to explore feasibility of a Walton Business Improvement District

