

IN WELWYN HATFIELD,
BUSINESS
MATTERS



**ECONOMIC
DEVELOPMENT
STRATEGY
2017-2020**



**WELWYN
HATFIELD**



SIMMONS

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BAKING SINCE 1838

**WE RECOGNISE THAT
IT IS THE BOROUGH'S
BUSINESSES THAT
WILL DELIVER
FUTURE JOBS AND
ECONOMIC GROWTH**

F O R E W O R D

WELWYN HATFIELD IS AN EXCELLENT PLACE TO DO BUSINESS BUT WE WANT IT TO EXCEL



To reach our goals will require strong effective partnerships across the borough and we will continue to work with our public, private and voluntary sector partners to identify and deliver a common vision efficiently and effectively. We will ensure that organisations that are best placed to deliver services are properly supported to do so, and will help to develop the infrastructure and environment that is needed to support business growth across the borough.

It is the borough's businesses that will deliver future jobs and economic growth. They will need motivated staff with the right skills; an excellent transport and digital infrastructure; the right premises in the right places; opportunities to network, identify new markets, suppliers, and specific support at different stages of their development. The council cannot deliver all these itself, but it will support organisations that are best placed to do so, leading, influencing and co-ordinating where it is most appropriate.

We will ensure that departments across Welwyn Hatfield Borough Council consider the local business and economic impacts of the decisions that they make. Our regulatory services are business friendly; we develop an on-going dialogue with local business representatives, and wherever possible, our approaches to procurement and commissioning support local businesses.

CLlr Bernard Sarson
Executive Member for Business, Partnership & Public Health



**ONE OF
HERTFORDSHIRE'S
MOST
SUCCESSFUL
ECONOMIC
AREAS.**



IN WELWYN HATFIELD, BUSINESS MATTERS

IT IS NO SURPRISE THAT SOME OF THE UK'S LARGEST COMPANIES HAVE CHOSEN TO LOCATE HERE



**EXCELLENT TRANSPORT
LINKS TO LONDON AND
CAMBRIDGE**



**EASY ACCESS TO
INTERNATIONAL
AIRPORTS**



**LIVELY SHOPPING
AREAS**



**BEAUTIFUL PARKS
AND GREEN SPACES**

But we need to work hard to maintain this enviable position amidst growing national and international competition.

We need to build on and promote our assets and successes and address our weaknesses, so that Welwyn Hatfield continues to attract, retain and grow successful businesses in the future.

KEY STRENGTHS



6.7% INCREASE
IN NEW
BUSINESSES

- ▶ The Welwyn Hatfield economy has benefited from increasing numbers of new businesses starting within the borough, with a 6.7% increase between 2014 and 2015.
- ▶ Welwyn Hatfield has a diverse range of businesses with a wide variety of small and medium sized companies spread over different sectors and more large businesses (over 250 employees) than the rest of Hertfordshire.

TOTAL NUMBER OF JOBS

84,000



- ▶ Unemployment continues to remain well below the national average and the number of total jobs in the borough continues to increase significantly reaching 84,000. This is well above the 2008 pre-recession jobs peak of 78,000.
- ▶ Job density (the ratio of jobs to the working age population aged (16-64) continues to increase year-on-year, and is now at 1.11. This is well above the national and county averages, and higher than the London average, highlighting the continued attractiveness of the borough as a place to locate a business.



AVERAGE
WEEKLY
EARNING **£577.20**

- ▶ Average earnings of people employed in the borough in 2015 was **£577.20 per week**, an increase on the previous year and significantly higher than those employed in the East of England and the average salary for the rest of Great Britain.
- ▶ We have a well-educated and skilled workforce, and the borough has good transport links to London and Cambridge. The borough is also recognised as an attractive area to live which is often a factor in encouraging business start-up and inward investment.

VISION

**AN ECONOMY
WITH A THRIVING
ENTREPRENEURIAL
CULTURE**

that actively supports and promotes sustainable living and working communities, which will make the most of its natural, physical and human capital assets; which attracts, retains and grows well connected businesses that are staffed by a highly skilled and motivated workforce, producing high value goods and services.



FACTS



LARGE AND WELL EDUCATED WORKFORCE

- ▶ **78,600** residents aged 16-64
- ▶ **61,000** economically active residents
- ▶ **Only 4%** of economically active residents are unemployed
- ▶ **26,000** economically active residents remain in the borough to work
- ▶ **16,000** total net in-flow of workers from surrounding areas
- ▶ **50%** of workers are managers and professionals
- ▶ **39%** of workers have a degree



DIVERSE RANGE OF BUSINESSES

- ▶ **4,775** registered businesses
- ▶ More large businesses than the rest of Hertfordshire
- ▶ High ratio of private sector jobs
- ▶ Headquarters for major businesses such as Tesco, Ocado, Computacenter, Affinity Water, Pitney Bowes and Eisai UK
- ▶ Hatfield Business Park
- ▶ Welwyn Garden City employment area
- ▶ University of Hertfordshire, Oaklands College and Royal Veterinary College

HIGHLY ACCESSIBLE LOCATION

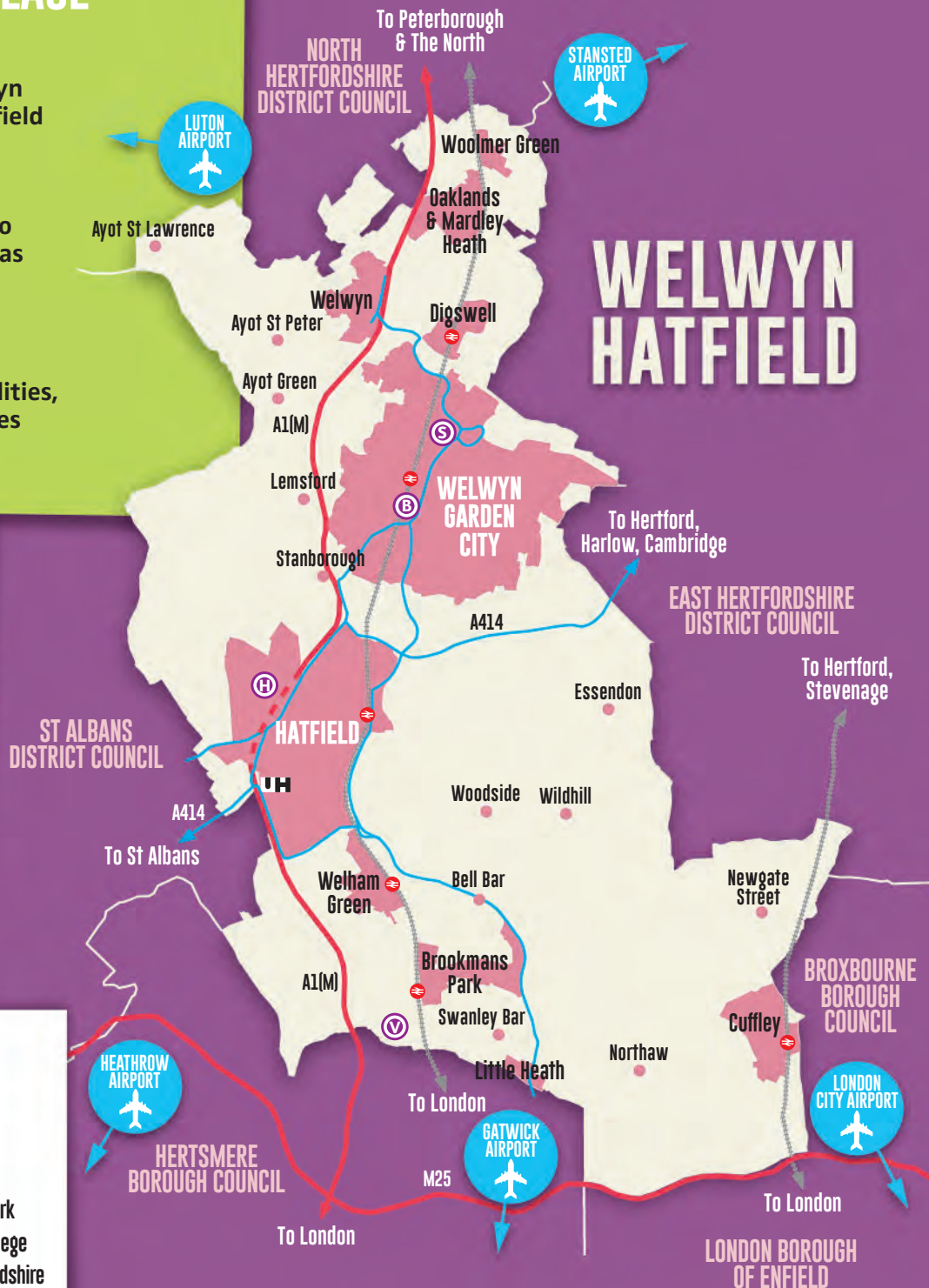
- ▶ On the A1(M) between London and the north
- ▶ Served by the East Coast mainline between London and Cambridge
- ▶ Within one hour drive of Heathrow, Luton and Stansted airports
- ▶ 25 minutes from Kings Cross

DESIRABLE PLACE TO LIVE

- ▶ Key towns are Welwyn Garden City and Hatfield
- ▶ Choice of attractive villages
- ▶ Short train journey to Kings Cross, St Pancras and the City
- ▶ Desirable shopping facilities
- ▶ Excellent leisure facilities, parks and open spaces
- ▶ Low crime rate

STRONG TOURISM OFFER

- ▶ Hatfield House and gardens
- ▶ Shaw's Corner (home of George Bernard Shaw)
- ▶ Mill Green Mill & Museum
- ▶ Welwyn Roman Baths
- ▶ Welwyn Garden City town centre and Hatfield Galleria



- Motorways
- A Roads
- Railway
- (S) Shire Business Park
- (B) Bio Park
- (H) Hatfield Business Park
- (V) Royal Veterinary College
- UH University of Hertfordshire

OUR PRIORITIES

THE WELWYN HATFIELD ECONOMIC STRATEGY (2017-2020)

builds upon the year one (2015-2016) Strategy and sets a common framework and vision towards which Welwyn Hatfield Borough Council and its partners can focus their work in support of a robust and sustainable local economy.

The strategic priorities within the Economic Strategy will set the context for a 3-year Economic Development Action Plan, identifying corporate actions and defining the work programme for the council's economic development function.



1 INWARD INVESTMENT, CARE AND RETENTION

The private sector is the engine of growth. Successful businesses drive growth, create jobs and pay the taxes that finance services and investment.



We will:

UNDERSTAND AND RESPOND

to the needs of established businesses, supporting them to thrive and grow.



SUPPORT NEW BUSINESSES

to start and grow successful enterprises.



PROVIDE

a clearly articulated and co-ordinated approach to inward investment activity that meets the needs of potential investors.



WORK IN PARTNERSHIP

with public, private and voluntary sector organisations to help build a strong local economy.

2 LAND AND PREMISES

Business growth is reliant on the availability and choice of a range of land and premises, from small serviced offices for business start ups and modern headquarter office developments, to fit for purpose manufacturing facilities and modern warehousing units.



We will:



SET THE STRATEGIC DIRECTION

to create the optimal environment to encourage business growth through the council's Local Plan and Business Plan 2015-18. This, includes a corporate priority to 'help build a strong local economy'.



CONTINUE TO BUILD

strong relationships with local commercial agents.



PROVIDE INFORMATION

on the council's commercial, corporate and community based property portfolio.



SUPPORT NEW AND EXISTING BUSINESSES

by identifying suitable premises, including virtual space.

3 SKILLS FOR GROWTH

We recognise that for Welwyn Hatfield to fulfil its economic potential, the importance of skills cannot be over-estimated. Skills are critical to all employers in all sectors. A highly skilled workforce will facilitate the growth of existing businesses and increase the attractiveness of the area to inward investors, generating job creation and fuelling economic growth.

We will:



WORK IN PARTNERSHIP

with the Local Enterprise Partnership (LEP) to deliver their revised Hertfordshire Apprenticeship Strategy by developing local Welwyn Hatfield focused targets.



WORK WITH BUSINESSES

to understand their skills needs to influence delivery of provision that meets their needs.



SUPPORT SMES

to overcome barriers to participating in and gaining the benefits of apprenticeships by acting as a conduit to impartial advice and guidance.



PROVIDE QUALITY UP-TO-DATE INFORMATION

to businesses to raise awareness about the business benefits of apprenticeships, the Apprenticeship Reform (including the levy) and increase opportunities for new and existing staff.



SUPPORT THE CREATION OF A RANGE OF SERVICES

that break down the barriers to unemployment, enabling people to participate in the labour market in a way that best reflects their needs at different life stages.



4 A BUSINESS FRIENDLY COUNCIL

Council initiatives and services can have a significant impact on local business performance. We will strive to be sympathetic and supportive, to ensure companies flourish, generating wealth and employment for the area.



We will:



ENSURE THAT THE COUNCIL HAS AN OUTWARD-LOOKING ATTITUDE

to support and encourage business growth through the provision of all its services and functions.



ENSURE WE ARE SUPPORTING

businesses as 'customers' of council services.



LISTEN TO THE NEEDS

of the business community.



BOOST COMMUNICATION

and responsiveness by making information for businesses more easily accessible online.



CONTINUE TO DEVELOP

the WelHat Business Forum so that businesses can influence strategic direction and have a strong voice.

MANAGEMENT & MONITORING

THE DEVELOPMENT OF THE WELWYN HATFIELD ECONOMIC STRATEGY HAS BEEN OVERSEEN BY THE WELWYN HATFIELD BUSINESS FORUM, WHICH IS MADE UP OF LOCAL BUSINESSES.

Meetings will be held regularly to review progress and take forward collective decisions to support the strategy's implementation.

We are committed to measuring the impact of our work, learning from our efforts and those of others, and communicating our progress. Working with partners in education,

business and key stakeholders, we will continue to build a strong evidence base to underpin our work. Monitoring and measurement frameworks will be embedded within all major economic development initiatives, enabling us to capture key lessons and progress towards goals. We will also regularly communicate our performance to relevant stakeholders, whilst listening to others and building a bigger and better dialogue around supporting economic development.

WELWYN HATFIELD, PERFECTLY PLACED TO LIVE, WORK AND INVEST




HOW TO GET IN TOUCH



@ To keep up-to-date with the economic development work, and other business news, sign-up to our newsletter by emailing econdev@welhat.gov.uk

☎ You can also get in touch by calling **01707 357269** or writing to:

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