

**Economic Strategy  
2017-2022  
Biannual Progress Report  
November 2017- March 2018**

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## 1. Introduction

As agreed at the Economic Development Task Group meeting held on 30 October 2017, the Business Liaison Team is now pleased to report activity updates in the following format, under the themes within the Council's Economic Development Strategy 2017 – 2022.

## 2. Business Intelligence

Through ground research, including national and social media, the following headlines are provided to the Task Group for its information.

### **Woking as productivity leader**

*Forbes* Magazine has identified Woking as one of the top places in the UK for SMEs productivity, with an average turnover per employee of £274,000.

<https://www.wokingworks.com/news/2017/11/29/woking-in-the-top-10-most-productive-locations-for-smes-in-the-uk>

### **Company moves and news**

Chinese electrical goods company, Haier, have decided to retain their UK office and restrict their focus to the UK market, rather than open a European office because of the uncertainty over BREXIT. They are based in One Crown House.

'Regional REIT' purchased eight units within Genesis Business Park in Sheerwater. Before the completion, previous owner Northwood pre-let 13,460 sq. ft. to Nuvias Security (Wick Hill) in the recently refurbished Genesis One.

In November 2017, air quality monitoring specialist, Duvas Technologies, relocated its headquarters from Woking to a purpose built facility in Banbury, Oxfordshire. This move was to support Duvas' internal growth and their academic links.

Financial services technology provider Fidessa is in advanced talks with Swiss firm Temenos over a £1.4bn takeover approach.

High street retailers Toys 'R' Us and Maplin have gone into administration. The Toys 'R' Us unit is set to close by the end of April 2018.

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### 3. Economic Development Strategy updates by theme

#### Theme 1: Economic dynamism: enterprise, innovation and entrepreneurship.

ED 1	<b>Continue to actively promote business start-up through Woking Works.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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The Business Liaison Team continues to provide Start Up 1-2-1 support to local businesses, with new branding and marketing materials rolling out from April 2018.

Since November 2017, the programme has received 38 enquiries which resulted in 13 1-2-1 clinics for new clients. There were also follow up sessions with eight existing clients. This is an increase from the previous period which saw 23 enquiries and 10 1-2-1 clinics.

Currently, Business Liaison is exploring collaboration with the SETsquared incubator hub based at Surrey University – which runs a virtual hub in Woking and focuses on high growth ‘tech’ start ups.

Additionally, Business Liaison has started to explore how Woking Works – the Business Liaison partnership with leading local firms and business organisations - can work with Inspiring Enterprise, an organization which provides pre-start support for unemployed residents locally.

This would be a new activity for Business Liaison, aiding the Council in forming a more inclusive start-up community, with a wider reach and more effective channels to support emerging and growing businesses. The ambition is to create a ‘Start Up Club’ by the end of the third quarter 2018.

ED 2	<b>Extend Woking Works’ remit to supporting new business to business growth and ensure that start-ups are developed to the next stage.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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Business Liaison has continued to run the free business advice surgeries for companies that are three to five years old and looking to grow.

This is an expansion of the support that the Woking Works partnership offers at the start up clinics for businesses which have been trading up to three years. Alongside corporate partners, Woking Works ran a session at the C2I Incubator in Export House, supporting five businesses who sought advice in a range of areas: planning for growth; sales and marketing strategies; and intellectual property.

#### November 2017 surgery clients

- Safety Nett (health and safety training consultancy)
- Surrey Flexi Apartments (short term residential lettings)
- Synergy Dance (dance clubs)

Owing to low take up from the business community, the session planned for January 2018 was cancelled. Business Liaison is investigating alternative ways to market this valuable facility, to reach and support more businesses in the Woking area.

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ED 3	<b>Help to ensure there is sufficient commercial stock of the right quality to meet demand from the growing business population e.g. move on space and easy-in, easy-out space such as C2I incubator.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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The Council is keen to promote the options available for start up companies, as well as for younger businesses looking to occupy larger office space. Within the Council's portfolio, space could be made available within Export House, Cleary Court, Stewards House, Morris House and Pearl Assurance House.

The Council also helps to promote other local facilities for this market, such as Collaborate in Steward House, and at local businesses with room to accommodate other small firms, such as Optichrome printers in Maybury.

The following companies are currently occupying space in the Export House Incubator.

Company	Sector	Desks	Occ. %
Atom Republic	Video games developer	2	7
Clever Marketing	Marketing and Communications	4	15
Holdsway	Interim Management recruitment	2	7
WSS Energy	Energy consultants	3	11
Ascertia	Digital signature technology	5	19
Springhouse Law	Solicitors	3	11
Rosewood Solicitors	Solicitors	1	5
Game Wagon (Vacated Feb 18)	Computer game events and training	2	7
Exportize Ltd	Logistics	2	7
Classicus (Joined Jan 18)	Insurance	3	11
<b>Total</b>		<b>27</b>	<b>-</b>

At present, the C2i Incubator is operating at 91 % unit occupancy against a KPI of 80% unit occupancy (unit 8 is currently vacant).

The Council's site allocations Development Plan Document (DPD) has sufficient land, including commercial property, to enable its employment growth to be met.

Victoria Gate is complete but unoccupied, and the Council is not aware of potential tenants to date. In addition, 'Space' (formerly Kings Court) and Woking One (Albion House) are under construction, with no planned occupier at present.

At the meeting on 28/03/2018 some concern was expressed over low property occupation, in particular in respect of larger units such as Victoria Gate. Douglas advised that Officers had been working closely with a prospective tenant for Victoria Gate.

ED 4	<b>Investigate whether Woking can host a technology hub/incubator linked/aligned to local key technology sectors.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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The Business Liaison Team is collaborating with SETsquared, which is funded by the European Regional Development Fund (ERDF), to create a space/ hub with a partner such as Collaborate

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(see ED3, above).

The ERDF can be used to match-fund such Council activity as the Business Liaison Team's budget for Star Up businesses.

ED 5	<b>Review University business links on Research &amp; Development and innovation for high Research &amp; Development investors.</b>	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Business Liaison
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ED 6	<b>Support and review the range of networks for existing businesses, especially those aligned to Woking's key sectors:</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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The Business Liaison Team continues to market the regular networking events for the local Chambers of Commerce (Woking and Surrey) as well as Woking Connections (independent) and the Woking Independent Networking Breakfast.

The Business Liaison program of events and initiatives attract a range of businesses, including - but not specifically aligned to - the Oil & Gas, Advanced Engineering and Communications sectors.

ED 7	<b>Help to ensure that supporting business infrastructure is in place both physical and wider business support e.g. conference centre</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison Planning Policy
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The Council's Planning Team has reviewed its Infrastructure Delivery Plan, which sets out the requirements to support growth including education, transport, water, and utilities, as well as social infrastructure. A draft version has been completed.

Business support programmes (see ED1 and ED2) delivered by the Business Liaison Team and corporate partners are in place, and the H.G. Wells Conference & Events Centre, and Gorse Hill (under new ownership), continue to offer excellent support for business conferencing and events.

ED 8	<b>Work closely with Enterprise M3 Local Enterprise Partnership to maximise local investment within the Borough.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison Planning Policy
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Woking Borough Council is engaging with Enterprise M3 (EM3) to bid for funds for a Sustainable Transport Improvement scheme. A business case is currently being produced. These works will be in addition to the £23m of improvements currently underway (of which £11 million is a LEP grant.)

Business Liaison Officers have also engaged with the Enterprise M3 LEP by providing information to contribute to the LEPs new Strategic Economic Plan and look forward to its publication. In addition, officers are working with EM3 on a bid for funding from central Government's Housing Infrastructure Growth Fund for sites south of the railway, and north of the town centre along the A320. The outcome of the bid is yet to be announced.

The Council has also secured funding of £9.4 million from the marginal viability fund towards

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the Sheerwater Regeneration project. These infrastructure improvements are necessary to support anticipated growth in the area.

ED 9	<b>Promote Woking as a regional “Growth Hub” location, consider Enterprise Zone designation should the opportunity arise.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison Planning Policy
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The Council continues to work closely with the LEP’s Growth Hub to continue to market Woking as a growth town. The Growth Hub is represented as an ‘associated partner’ at the Woking Works business advice clinics, and the Business Liaison Team monitors Government releases on future enterprise zones.

## **Theme 2: Economic strength: Business clusters, growth companies, retention, internationalisation and resilience.**

ES 1	<b>Monitoring and supporting Woking’s high tech knowledge intensive sectors and clusters.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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Business Liaison is not currently monitoring or supporting these sectors. Further work and resource is needed to successfully identify and engage with them. However, the team continues to engage with the McLaren Group, and supports the Surrey Digital Awards.

Additionally, we will be supporting NatWest’s Women in Digital Enterprise programme in April.

ES 2	<b>Identify and help promote local supply chains.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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In March, Sir Robert McAlpine (SRM) hosted a further ‘Meet the Buyers’ event to attract local companies to supply the current Victoria Square construction, specifically for tier 2 contractors, which 150 people attended. SRM will look to run another in 6 months’ time, which would include further members of their primary supply chain. This was promoted to local businesses through Woking Works and the Chambers of Commerce.

Business Liaison has also been in discussion with Heathrow (via Woking Chambers of Commerce) to promote local companies, as part of their procurement process for the new runway.

The potential opportunities from Heathrow Airport and its ambition to expand were discussed at the meeting on 28/03.2018. The Members of the Task Group were advised that Officers were engaged in discussions over the future of the Airport to ensure the Borough as well placed should a decision be reached in respect of the expansion plans. Officers added that the Government would be going out to tender for the construction of a southern extension to the rail network to Heathrow Airport. It was noted that the Council’s position, and that of Surrey County Council, was supportive of the expansion of Heathrow Airport.

ES 3	<b>Help support businesses export and become export ready, focusing on businesses in high export propensity sectors.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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Export training sessions are hosted in Woking and promoted to local businesses through Woking Works.

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An event to promote the benefits of export will be held in June with Surrey Chambers of Commerce.

ES 4	<b>Develop a proactive 2017-2022 'business retention' strategy</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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Business Liaison is working with Invest in Surrey and the Department of International Trade to begin engagement with companies who have been identified as high risk exits due to Brexit.

The Council also continues to improve the town's public realm to attract new businesses and strengthen its offer to live, work and play in the Borough.

ES 5	<b>Develop a quality 2017-2022 inward investment proposition</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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New marketing materials are in production, to assist Business Liaison Officers and other Council colleagues when directly engaging with businesses looking at moving into or around the Borough. These include the Woking Business Guide, and Choose Woking inward investment brochure. It was noted that an online, interactive version of the Choose Woking brochure would also be available.

The commercial property portal on Woking Works ([www.wokingworks.com](http://www.wokingworks.com)) is now live, with five local agents signed up and regularly listing available properties.

The Business Liaison Team, through Woking Works, has been engaging with the #WeAreWoking campaign to promote the town centre developments across the Borough to a wider audience.

ES 6	<b>Proactive engagement strategy with key Borough businesses</b>	<b>Status:</b> Current activity	<b>Lead:</b> Business Liaison
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The Business Liaison Team has been successfully organising and actively promoting business events through the Woking Works partnership.

### **Business Events to date**

- **November:**
    - Cyber Crime Breakfast with Arcom IT on 16 November 2017. Guest speakers included a cyber security consultant and a lecturer from the Information Security Group at Royal Holloway University. Attended by 40 business people.
  - **December:**
    - Woking Winter Warmer on 18 December 2017. Networking event and promotional opportunity for the partnership and associates, attended by 90 local business people.
  - **February:**
    - GDPR breakfast on 22 February, hosted with Surrey Chambers of Commerce and NatWest. Approximately 150 people attended the event.
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- **March:**

- International Women’s Day on 8 March. It was a Q&A panel event, attended by 50 local business people.
- NatWest ‘State of the Nation’ Breakfast on 13 March, with an economic update from an RBS economist. Attended by 130 business people.

In addition to this, the Business Liaison Team attended local networking events with the Chambers of Commerce. Officers also supported the Woking Community Matters Project Partnership (CMPP) launch in January 2018 and encouraged local businesses to take part.

### Business Awards

Through the C2I Woking Digital brand, Woking Borough Council has again sponsored the Business: Blog award at the 2018 Surrey Digital Awards. Three Woking businesses, Lab, topclick and Red Sentence were shortlisted.

ES 7	<b>Map &amp; nurture high growth companies &amp; stimulate University links</b>	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Business Liaison
ES 8	<b>Investigate further why Woking is below Surrey and SE levels for £0.5-1m, £1- 2m and £2-5m share of companies.</b>	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Business Liaison

### Theme 3: Workforce skills, education & employment

WS 1	<b>Prepare for possible devolution of adult skills budget to Local Authorities by identifying priorities – skills for productivity, employment and</b>	<b>Status:</b> Not actively pursuing	
WS 2	<b>Promote STEM skills, encourage links with organisations such as SATRO, events such as ‘The Big Bang’ and initiatives such as graduate placements.</b>	<b>Status:</b> Not actively pursuing	
WS 3	<b>Form a locally-focused, employer led Woking skills group, possibly as a strand within Woking Works</b>	<b>Status:</b> Not actively pursuing	
WS 4	<b>Encourage key local employer input into the wider Surrey Skills Board to influence the county-wide strategy</b>	<b>Status:</b> Not actively pursuing	
WS 5	<b>Encourage linkages with the Further &amp; Higher Education sector and help facilitate and stimulate employer engagement.</b>	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Business Liaison

The Business Liaison Team is organising a careers fair for 25 April 2018. The event will promote opportunities for local businesses and Woking Borough Council will engage with students at local further and higher education establishments, as well as people returning to work after a break, looking for jobs or seeking careers guidance from local companies. This will provide an additional opportunity to engage with schools and colleges as well as to promote vocational training, internships and apprenticeships. Those organisations participating represented a good cross

section of the employment market in the Borough, though the Job Centre would not be represented as staff would not be available.

WS 6	<b>Encourage local recruitment, particularly by knowledge economy employers.</b>	<b>Status:</b> Updated	<b>Lead:</b> Business Liaison
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Unemployment across the Borough continues to decline (see the table below for Job Seekers Allowance count and employment rate).

However, some local businesses have expressed concerns to the Business Liaison Team about recruiting locally and are struggling to fill roles across a range of entry levels.

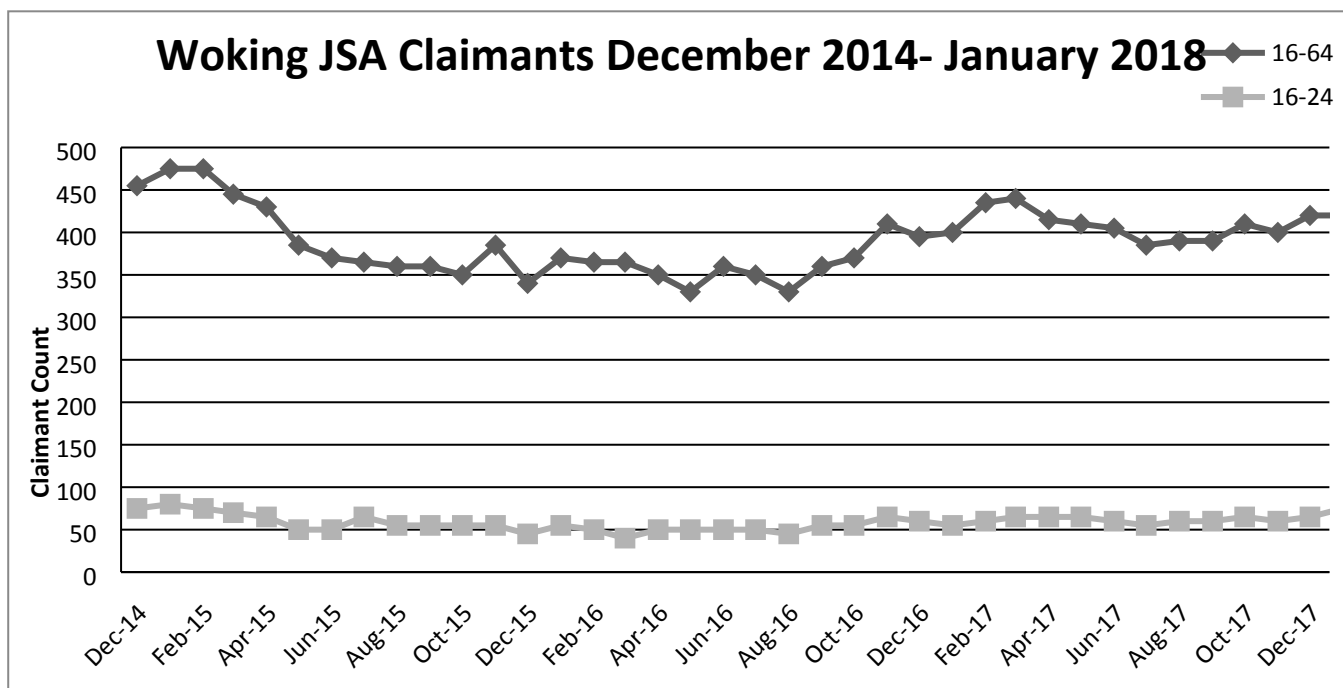
The Woking Careers Fair, as per WS5, will include information on changing career, and promoting local opportunities with Woking businesses (including Woking Borough Council and our own contractors).

### Unemployment – JSA Claimant Count

Since 2014, there has been a continued fall in the Job Seekers Allowance (JSA) claimant count in Woking.

Across the 16-64 working age group, the rate as at February 2018 was 0.7 %, or 420 individuals (see Figure 1 below), which equates to a slight rise over the previous period.

Youth unemployment measured against the 16-24 JSA claimant count) has continued to remain flat over the last 12 months and is at 0.7% or 75 individuals, though as seen a small increase.

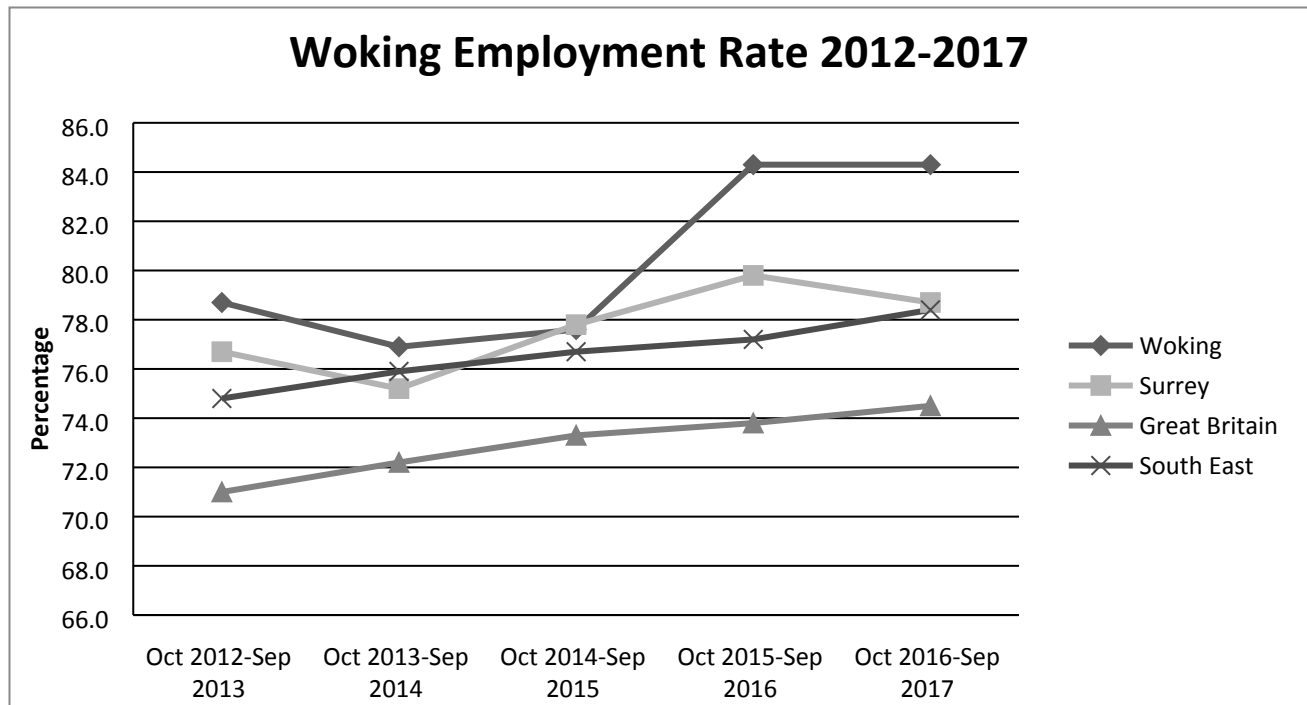


(Figure 1: JSA claimant count December 2014- January 2018)

### Woking Employment Rate

Employment rates for Woking compared to Surrey, the South East and Great Britain is shown in Figure 2. Despite a downward spike in the period to in 2013, Woking has continued to have a higher rate of employment than the county, regional and national rates. The employment rate for Woking is 84% or, 52,600 individuals defined as in employment or self employed, from a

working age population of 61,500. The job density rate for the Borough is 0.96 (the level of jobs per resident aged 16-64; for example, a job density of 1.0 would mean that there is one job for every resident aged 16-64).



(Figure 2: Woking Employment Rate)

WS 7	<b>Encourage secondary schools to promote new opportunities available via apprenticeships and higher apprenticeships</b>	<b>Status:</b> Not actively pursuing	
WS 8	<b>Support aspirations to relocate Woking College campus within the town centre</b>	<b>Status:</b> Not actively pursuing	
WS 9	<b>Work with nearby International Schools cluster to promote Woking as a location for international businesses.</b>	<b>Status:</b> Not actively pursuing	
WS 10	<b>Work with Surrey University and others to investigate options for siting a HE campus within the Borough</b>	<b>Status:</b> Not actively pursuing	

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## Theme 4: Connectivity and Infrastructure

C&I 1	<b>Maximise WBC, County and Enterprise M3 investment in infrastructure to deliver the priorities in the Local Transport Strategy &amp; Forward Programme</b>	<b>Status:</b> Current activity	<b>Lead:</b> Corporate Planning Policy
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Woking Borough Council seeks opportunities to maximise the use of land, preferably on brownfield within the urban area, and make best use of our own assets.

Woking Borough Council is working with Surrey County Council to assess and maximise the efficient delivery of education, transport and waste infrastructure in the Borough.

The Council is also working with Enterprise M3 to maximise funding and delivery of transport infrastructure in the Borough. As per ED8, Planning officers are working with Enterprise M3 on bids to support transport and housing projects.

C&I 2	<b>Work with partners such as Highways England and Network Rail to promote improvement of linkages to the motorway and trunk road networks inc. LHR</b>	<b>Status:</b> Current activity	<b>Lead:</b> Corporate Planning Policy
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Woking Borough Council has worked with Guildford Borough Council and Surrey County Council on a study to assess the impact of transport improvements on the A3 corridor on businesses in Woking and Guildford.

Woking Borough Council is working with Network Rail on a £150m package of rail improvements which is scheduled for Control Period 6, although this has not been allocated by central government. Proposed improvements include a flyover and widening Victoria Arch to allow for more trains, which could increase passenger numbers travelling through the station by 40%.

The Council is working in partnership with other stakeholders, including the Department for Transport, Highways England, and Surrey County Council to improve transport conditions on M25 between Junctions 10 and 16.

C&I 3	<b>Maintain pressure on SCC Highways for Travel SMART initiatives within the Borough including integrated management systems</b>	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Corporate Planning Policy
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C&I 4	<b>Continue to support the aspiration for ultrafast 100Mbps connectivity + &amp; enhanced 5G connectivity when rolled-out</b>	<b>Status:</b> Current activity	<b>Lead:</b> Woking Digital
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Council Officers working on Woking Digital are set to put in a bid to the Department of Digital, Culture and Sport for the Local Full Fibre Network Fund. If successful, this funding could help roll out the Council's fibre network from the town centre to Council assets and business parks in Sheerwater.

Douglas advised that the Council supported the aspiration for ultrafast (1100Mbps) connectivity and work was being undertaken to submit a funding bid for £3.5m to the Department of Digital, Culture, Media and Sport to help roll out the Council's fibre network from the Town Centre to

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Council assets such as the Monument Way Depot and business parks.

At the meeting on 28/03/2018, it was reported that there were several road works being undertaken in West Byfleet and the task group enquired whether the opportunity could be taken to install the ducting necessary for ultrafast connectivity. However, it was noted that the Council could only encourage the service providers to work with the Council.

C&I 5	<b>Continue to proactively develop housing in the borough and enter joint ventures &amp; partnership arrangements as appropriate</b>	<b>Status:</b> Current activity	<b>Lead:</b> Housing Corporate
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The Council has identified a five-year land supply to enable housing delivery in the foreseeable future and have been proactive in ensuring that housing completions, on average, match our housing requirements.

The Council has also, where possible and appropriate, entered into developer agreements with developers to bring forward housing. It also works with other agencies to create an environment for housing delivery by creating places where people want to live.

The Council is preparing its Site Allocations Development Plan Document to allocate specific deliverable sites to enable housing provision during the entire Core Strategy period up to 2027. It is also safeguarding land, to meet future development between 2027 and 2040.

C&I 6	<b>Explore densification of new developments, to maximise occupation levels on scarce land availability</b>	<b>Status:</b> Current activity	<b>Lead:</b> Planning Policy
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Woking Borough Council seeks to maximise the efficient use of land by focusing most new developments in the town centre and urban areas which are readily accessible to key services.

C&I 7	<b>Review and promote innovative construction methods and innovative more sustainable buildings</b>	<b>Status:</b> Current activity	<b>Lead:</b> Planning Policy
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Policy in the Core Strategy requires housing developers to meet specific energy and water requirements to make buildings sustainable and encourage lifetime home methods. It is Council policy that commercial developers meet BREEAM standards.

C&I 8	<b>Maximise the development of and upgrade to Grade A commercial space to meet inward investment requirements</b>	<b>Status:</b> Current activity	<b>Lead:</b> Planning Policy
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Continued investment by the Council is creating an environment in which businesses and landlords also want to invest. This is resulting in the improvement of office stock.

Demand for different grades of commercial space is primarily business driven, and office refurbishment and new A Grade developments such as Victoria Gate (2017), Woking One (2018) and Space / Kings Court (2019) will show if there is demand for this kind of space in Woking or whether it remains speculative.

Woking Borough Council now owns approximately 12% of the Borough's total commercial space (source: CoStar, including all office, retail, industrial and warehouse space). This enables the retention of office floor space which might otherwise be converted to residential

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accommodation.

The Members of the Task Group discussed the extent of the Council's ownership of retail space across the Borough. Officers advised that the Council owned approximately 55% of retail space, with vacancy levels at less than 3%. It was understood that there were only four units available to let across the Borough.

With respect to office space, it was estimated that the Council owned between 22 and 24% of office floor space available to let. In the Town Centre alone, the Council owned 76,000sqft at the Civic Offices, 55,000sqft at Orion Gate and 224,000sqft at Dukes Court. The acquisition of Red House along Cemetery Pales was due to be completed on the following day and space in Export House was being refurbished for re-let.

C&I 9	<b>Closely monitor loss of commercial space to residential use and consider use of planning powers if necessary.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Planning Policy Corporate
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Woking Borough Council continues to monitor the loss of commercial space to residential though the prior approval process. If it is revealed that the scale of conversion is significant enough to undermine the Council's Economic Development Strategy, then the Council may wish take action. The outcome of the monitoring is reported in the Annual Monitoring Report.

C&I 10	<b>Encourage the supply of commercial space across all uses/grades in line with user demand</b>	<b>Status:</b> Current activity	<b>Lead:</b> Planning Policy
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Planning Policy has commissioned studies that provide employment projection requirements of all sectors and planning allocation of land to enable sectors to grow.

The study identified the following:

- A continued downward projection in B2 (General Industrial) sites.
- Increased demand for B8 (Storage and Distribution), although the sites tend to be at the smaller end of the scale.
- A retail demand for 93,000 ft<sup>2</sup> of new space.

Office demand is market driven, and at present Woking, like the rest of Surrey, has older and lower quality stock. If the right stock is available, businesses will take it. Currently there are a number of speculative developments at the higher end which will test the local market (see C&I 8).

C&I 11	<b>Update local housing policies in line with emerging Government policy via the February 2017 Housing White Paper.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Planning Policy
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Planning Policy commits to reacting to changes in government policy when informed. This is a regular occurrence and not limited to the production of White Papers.

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## Theme 5: Place Making

PM 1	<b>Continue with town centre redevelopment through major schemes such as Victoria Square</b>	<b>Status:</b> Current activity	<b>Lead:</b> Corporate Planning Policy
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Victoria Square works are now well underway, work on site started in June 2017 and set for completion in 2021, with the Marks and Spencer store opening in late 2020, and store fit out from Easter 2020. Letting activity for the other retail units will begin in 2019

Coplan is set to be appointed (subject to agreement) by Woking Borough Council as its development partner for the next significant step in the transformation of Woking Town Centre, undertaking the main developer role for the Woking Gateway project.

Woking Borough Council is continuing to invest in commercial properties across the town centre as long term investments. Recent acquisitions include Dukes Court in November 2017.

PM 2	<b>Continue investment in public realm infrastructure throughout the Borough</b>	<b>Status:</b> Current activity	<b>Lead:</b> Corporate
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Improvement and traffic management works are continuing, with new traffic flow down Chertsey Road and High Street now in place. Works to a new bus stop at Town Quay (by Bedser Bridge) are underway.

The Council has started to connect commercial properties to the Council's fibre network across the town centre. A pilot exercise had been undertaken at Morris House where three ultrafast fibre connections had been installed, providing speeds of up to and over 100Mbps. The pilot had been successful and discussions were now being held with other local businesses to explore the potential of expanding the ultrafast service. New tenants, Seymours, KGW Family Law and Curchod and Co are connected to the network.

As mentioned at C&I 4, it is the intention of officers to submit a bid to the Department of Digital, Culture and Sport for the Local Full Fibre Network Fund, which, if successful, could help roll out the Council's fibre network to council properties and business parks in Sheerwater.

PM 3	<b>Continued investment in the Celebrate Woking programme, but widening remit to include inward investment proposition</b>	<b>Status:</b> Current activity	<b>Lead:</b> Corporate Business Liaison Celebrate Woking
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The 2018 Celebrate Woking programme of events is underway. In 2018, Woking will mark 100 years since Armistice Day and also celebrate 100 years of British Women's right to vote. The Woking Remembers part of the programme was launched with a talk and play about the life of Dame Ethel Smyth.

Party in The Park will focus on the two centenary events and involve communities across the Borough. A number of community events are also underway. Eagle Radio will work closely with the Borough this year in promoting the programme.

The exhibitor booking arrangements for the Woking Food and Drink Festival have been overhauled, with a new web-based trader application system which went live in March 2018.

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Business Liaison Officers continue to engage with local businesses to build partnerships and support the community events, and raise further sponsorship funding to support the Celebrate Woking programme.

PM 4	<b>Attract sought after and key retail brands to improve the Woking Shopping offer, ensure continued investment in shopper parking</b>	<b>Status:</b> Current activity	<b>Lead:</b> Estates Corporate
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As a result the Council's continued investment in the town centre, the public realm continues to attract retailers and restaurants to the town such as the Woking One refurbishment, which has now seen the canopy removed by the railway station and works to the public realm underway. Costa Coffee has agreed a lease on a new unit opposite the station. Currently, there is no tenant identified for the A3 (restaurant) unit on the Commercial Way side of the development.

At the meeting on 28/03/2018, The Chairman expressed concern over the possibility of Woking Town Centre becoming the same as many other town centres in terms of the retail offer available. Officers advised that the Council proactively sought to provide a mix of units and services for the benefit of residents, rather than seeing to achieve the highest financial returns. Examples include Harpers, Aracelli's, the Santa Fe Coffee Company and Market Walk, which offered the opportunity for small traders to operate at a relatively low rent level.

Heathside Crescent Multi-Storey Car Park Refurbishment and Extension will increase the total parking provision from 479 to 793 spaces, resulting in a net additional 314 car parking spaces (anticipated opening in 2019, subject to planning consent).

The Victoria Square development includes two further floors to be built on the Red car park as well as a new Green car park, which will provide 238 (net) new parking spaces.

PM 5	<b>Upgrade the cinema offer, possibly attracting an IMAX and 4DX cinema operator to the town.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Corporate
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Discussions are ongoing.

PM 6	<b>Develop key visitor attractions such as Muslim Heritage sites and Canal development such as the basin marina plans</b>	<b>Status:</b> Current activity	<b>Lead:</b> Celebrate Woking Corporate Planning
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Officers are supporting the development of an educational package to promote the Mosque, Peace Garden and Brookwood Cemetery as heritage sites in the Borough, and attract a wider visitor audience.

The **Shah Jahan Mosque** was upgraded to a Grade 1 Listed Building by Historic England on 13 March – the only mosque in the UK with this accolade – and the adjacent library building is now Grade 2 listed.

**Woking Palace** has been identified in the Site Allocations Development Policy Document to improve the site to allow for visitor access (coach access).

**Brookwood Cemetery** has been identified in the Site Allocations Development Policy Document to enable improvements to be made to retain its heritage, integrity and its function. It is currently the most visited heritage site in the Borough, owing to unique use of a special lime stone.



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## Basingstoke Canal

WBC has adopted a policy which will enable a marina to be built (The policy set in the Development Policy Document which would allow proper management of development in vicinity of the Basingstoke Canal

PM 7	<b>Continue to pursue a McLaren visitor centre and greater recognition of McLaren brand in relation to Woking as its home.</b>	<b>Status:</b> Current activity	<b>Lead:</b> Corporate
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Recent meetings have been held with key representatives from McLaren to discuss this further.

PM 8	<b>Continue to prioritise provision of quality hospitality operators, including +4* hotel operator and quality restaurants</b>	<b>Status:</b> Current activity	<b>Lead:</b> Estates Corporate
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Refurbishment of Morris House is now complete, and the space includes two new restaurant units on the ground floor.

A repeat of the 'Best Bar None' scheme to promote responsible alcohol licensed premises across the Borough has been approved, and sponsorship has been secured from brewer Asahi UK.

The Council has also successfully submitted a bid to the Surrey Police and Crime Commissioner's Community Safety Fund (CSF) for additional funding. The scheme will enable the Council to better engage with businesses in this sector, with the intention of participating in the wider accreditation scheme 'Purple Flag' in future.

PM 9	<b>Develop the Woking brand further – young, dynamic and diverse – live, work and play and Woking's place in the regional offer</b>	<b>Status:</b> Current activity	<b>Lead:</b> Corporate Celebrate Woking Business Liaison Marketing
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Officers across the Council continue to engage and support the #WeAreWoking campaign to raise awareness and engage with the local business community, residents and visitors.

Messages will be shared through the existing Woking Works and Celebrate Woking brands.

The #WeAreWoking team will also have a presence at key events such Party in the Park and the Woking Food and Drink Festival. In addition, representatives attended the Surrey Half Marathon in March 2018 in support of their wellbeing campaign.

On 8 November 2017, the Business Liaison Team ran another TEDxWoking event, this time on the theme of Innovation. The event attracted nine speakers giving live presentations, all with local connections to Woking, and attracted 100 guests to watch the speakers on the day. The videos from the speakers have already been viewed over 100,000 times on the TEDx YouTube channel.

A proposal for distributing the Woking loyalty card to Woking Borough Council Staff was being drawn up by the Cashback World for the Council to consider. Seven retailers were already engaged in the scheme. Forty shops were signed up to 'Love to Shop' which would be rolled out in conjunction with 'Woking Rewards'. Cashback World was working hard to promote Woking Rewards to local businesses.

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PM 10	<b>Consider a Woking landmark building like London's The Shard, Gherkin or Cheesegrater</b>	<b>Status:</b> Current activity	<b>Lead:</b> Planning Policy Corporate
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Officers seek to continue to improve the quality of design in new developments in key town centre sites.

PM 11	<b>Promote Woking's natural capital including countryside, commons and canal alongside the urban offer</b>	<b>Status:</b> Current activity	<b>Lead:</b> Green Infrastructure Team Business Liaison Team
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Woking Works has incorporated the benefits Woking offers in terms of green space in its new inward investment marketing materials.

Site Allocations DPD identifies a number of sites suitable alternative natural green spaces to provide access to the countryside.

As a policy requirement, developers are encouraged to make contributions to green spaces and the environment.

PM 12	<b>Analyse competitive comparative indices and identify issues that can be addressed thus improving Woking's future rankings:</b>	<b>Status:</b> No further update	<b>Lead:</b> Business Liaison Team
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## A Vision for Woking 2050

<b>2050V 1</b>	<i>Woking 2050: A Vision for a Sustainable Borough</i> should be updated to include economic factors and regularly updated to reflect emerging trends and studies.	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Corporate
<b>2050V 2</b>	Woking's revenue stream from car parking needs to be 2050 proofed ahead of strategic changes to car ownership and use patterns	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Corporate Car Parking
<b>2050V 3</b>	Plans for supertall, hi-rise residential apartments need to be 2050 proofed in terms of predicted needs for families, single people, home-working, employment hubs and communal space.	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Corporate Planning policy
<b>2050V 4</b>	Woking Shopping should invest in a 2050 strategy to identify developments needed to maintain its relevance as a shopping destination as consumer behaviour continues to move from commodity to experiential shopping.	<b>Status:</b> Not actively pursuing	<b>Lead:</b> Corporate