

Addendum

10th March 2015.

Following updated population figures¹ issued by Winchester City Council in December 2014, the Employment Needs Group was reconvened, with predominantly new members, to identify any impact on the Employment Needs Group Full Report that had been presented at a public meeting on 25th April 2013 (in respect of all four Needs groups) and published 17th May 2013.

The reconvened group re-examined the 7 original recommendations contained within the Employment Needs report and found that 5 of those recommendations still held true. In order to get a response in to WCC within the short timescales available, the addendum concentrates specifically on the other two recommendations, where there are significant changes to the findings of the original report. However the Group is aware of the existence a number of other errors within the original report and reserves the right to correct such errors at a later date.

Two full group meetings were held on 10th February and 6th March 2015 and a sub-group on 18th February and 10th March 2015 to create suggested changes/updates, to be authorised by the full group.

This Addendum is the result of these meetings.

2. Current and future employment in Alresford

Recommendation- To promote a wide ranging mix of jobs in Alresford; provide the opportunity to support growth of at least 250 extra jobs to encourage more people to both live and work in the town.

Table 1: Population estimates and projection 2011 - 2031

Year	0 - 4	5 -15	16 - 44	45 - 64	65 - 74	75+	Total	Source
2011	285	654	1538	1547	719	688	5431	Parish-level 2011 Census
2031	292	741	1772	1686	721	1025	6237	WCC Projection

The sub-group (February 18th) went back to the likely number of future jobs and following an assessment of growth in homeworking, trends in declining sectors such as manufacturing and likely employment demand from important existing sectors such as retail and hospitality, decided on a number of 250. **(See table 2 and Appendix A)**

This number assumes both growth in traditional employment sectors based in business premises and those in homeworking. With this predicted growth the town will see more residents both living and working in Alresford – a predicted rise of 5% to 2031. It is worth noting here that jobs in the homeworking sector are likely to range through the spectrum of employment roles, but significant growth is expected in the business services sector to match both regional and national trends.

¹ [Alresford Population Projection Correction Report](#), Winchester City Council, December 2014

Table 2: Projected increase in those living and working in Alresford, 2011-2031.

	2011	2031 projected	Change
Living and working in business premises in Alresford	550	600	50
Home workers in Alresford	400	600	200
Total living and working in Alresford	950	1200	250
2031 Requirement for employment in business premises	-	-	50

It was noted that the new figure of 250 is not directly comparable with the figure of 200 jobs that was given in the original Employment Needs Group report in 2013. That did not include home workers within the calculation; self-evidently, there is no specific extra land requirement for this group although acknowledged as an expanding area of employment.

Readers should be aware that, as with all predictions, there is a likelihood of significant variation in terms of what eventually transpires. For example, while data and trends support our findings of expansion in the homeworking sector, changes over the next 20 years could result in a lower or higher number.

Equally, is it realistic that Alresford jobs held by Alresford residents, excluding growth in homeworkers, will only increase from 550 to 600 by 2031 or will we be able to employ more residents in business premises in the town over the period?

All predictions therefore should be treated with caution.

6. Demand for premises and future land allocation requirements.

Recommendation: In light of the corrected population forecasts and taking into account present and emerging trends in types of employment (especially homeworking), it is not necessary to allocate land for new (Greenfield) commercial or business sites in Alresford.

Rationale: The sub-group, when meeting on 18th February, studied key data to assess not only the need for future jobs but also sectors they are likely to fall into.

The group concluded that employment growth could be expected in a range of sectors. It was identified that business services (including marketing, PR, graphic design, IT, financial services, accounting and legal services) would be a core driver of growth. In addition, some employment growth is expected in retail and leisure (because of Alresford's historic dominance in these sectors and a vital component of tourism), and public services (education, health and social care).

The town has a history of manufacturing but it was noted that, overall, this is a declining sector, both nationally and locally. Employment sectors were discussed at a full group meeting on 6th March 2015.

It has become clear that changing working practices are likely to add naturally to the proportion of residents who find work within the town (see **Table 3**), particularly where they are supported by improvements in the telecommunications infrastructure. It is important therefore that we are able to support growth in burgeoning employment sectors to ensure Alresford continues to improve the number of people living and working in the town (see **Appendix B** for a breakdown of possible employment by sector).

Table 3: 2011/2031 Alresford Residents Working in the Town Comparison

		2011	2031
1	External jobs	65%	60%
2	Alresford hosted jobs	20%	20%
3	Homeworkers	15%	20%
	Residents who work in the town (2+3)	35%	40%

The full group also put forward views that existing business premises in the town (e.g. The Dean and or New Farm Road/Prospect Road, which may currently be unused or unsuitable for new sector businesses without regeneration), could cater for the foreseen expansion of the Business Services sector in the form of office/studio buildings.

Having examined the business sectors where employment growth is expected during the plan period, the group concluded that the town’s employment needs could be met via the use of existing business premises, together with the regeneration of some such premises. As such, it was deemed that the recommendation contained within the original Employment Needs Group report, for the provision of an additional 1.5 -3 hectares of employment land, could not be supported by the available evidence base.

In terms of retail space in Alresford, it is also noted that a review² in 2014 (published since the original 2013 report) indicates there is a requirement for additional retail floor-space in New Alresford for about 300 sq. m gross at 2026 increasing to 600 sq. m gross by 2031, mostly for comparison goods floor-space. The report notes that some of this growth could be accommodated in vacant units, while acknowledging that the volume of vacant retail space in Alresford is low. Alresford historically and currently has seen a large range of small independent businesses that offer a wide range of goods. For Alresford to see organic growth in this area, further business that support the everyday shopping habits of the residents would be required.

² Winchester Retail Study 2014 Update Final Report. January 2014

The report goes on to identify potential development sites within New Alresford that could potentially accommodate growth are:

- The Dean employment area;
- The Fire station; and
- Post Office depot.

References & other sources of data

- 1 Business survey conducted by the Alresford Chamber of Commerce, 2013; Business survey conducted by the Alresford Professional Group, 2014.
- 2 [Review of Employment Prospects, Employment Land & Development Projections](#), Winchester City Council, August 2011. See Figure 2.7 on page 14. It was also assumed that Alresford would have a specific requirement for additional education jobs, primarily resulting from the predicted expansion of the Sun Hill schools, given the projected increase in school age children during the plan period.
- 3 [Review of Employment Prospects, Employment Land & Development Projections](#), Winchester City Council, August 2011. Figure 2.7 on page 14 predicts a 30% decrease in manufacturing jobs across Winchester District by 2025, with a further decrease of 12% in the period between 2025 and 2031.
- 4 [2011 Census table QS702EW \('Distance Travelled to Work'\)](#). We have assumed that a home worker is anyone who answered question 40 of the 2011 Census (about their workplace address) by ticking the box stating that they "mainly work at or from home." This will include employees, self-employed and freelancers.

Appendix A

Recalculated based on Revised Population figures created by the Sub Group and agreed by the Full Group on 6th March 2015.

Current Data 2011	Alresford	Percentage	Source
1 Population	5410	100%	2011 Census
2 People aged 16-74	3787	66%	2011 Census
3 Economically active (EA)	2727	72%	2011 Census
3 Hosted Jobs In Alresford	1250		2011 Census, Business Surveys
4 Working & Living in Alresford Employed in Business Premises	550	=20% of EA	2011 Census, Business Surveys
5 Homeworkers	400	=14.7% of EA	2011 Census, Business Surveys
6 Employment Needs Sub group estimate of those living & working in Alresford	950	=35% of EA	2011 Census, Business Surveys
Revised Forecast for 2031	Alresford	Percentage	Source
7 Population	6237	100%	Rev HCC Forecast
8 People aged 16-74	4179	67%	Rev HCC Forecast
9 Economically active (EA)	3009	72%	Rev HCC Forecast
10 Hosted Jobs In Alresford			
11 Working & Living in Alresford Employed in Business Premises	600	=20% of EA	Based on existing + 10%
12 Homeworkers NOT requiring Business premises	600	=20% of EA	Based on existing + 50%**
13 Employment Needs Sub group estimate of those living & working in Alresford.	1200	=40% of EA	
Revised Additional jobs working & living in Alresford 1200 minus 950	250		Group discussion
Additional Jobs Solely Employed in Business Premises by 2031 Row 11 – Row 4	50		Census Trends

* Predictions based on APG Business Survey, existing 2013 ENG report and Chamber of Commerce business survey and regional and national economic trends – example document 'Megatrends', trends shaping work and working lives, 2013 Chartered Institute of Personnel and Development.

** Extrapolations from 2001 and 2011 census data; Hampshire Economic Area Topic paper 2011 Census, HCC; Characteristics of Homeworkers 2014, Office of National Statistics

Appendix B

2031: Where may people work? Alresford residents in Alresford jobs

Alresford's Employment Sectors	2011 Economically active residents	2014 Economically active residents	Type of employment space
Retail:	150	165	Shop
Health:	45	55	Surgery/Care Home/mobile
Education:	50	60	Schools
State:	5	5	Council offices etc.
Commercial:	95	85	Industrial sites
Office:	50	65	Above shops, industrial premises or specific office sites
Hospitality:	80	95	Pubs, restaurants, hotels etc.
Others	75	70	Various
Homeworkers	400	600	Home
External Jobs	1777	1809	Out of town

Notes:

- These numbers are a prediction of the likely growth and decline in Alresford's employment sectors to 2031.
- The sectors only show economically active residents. Clearly Alresford employs, for instance, a greater number of people in the retail sector than the number shown above, however a significant proportion of these roles are filled by non-residents.
- Most economically active Alresford residents find employment out of town.

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