

# Appendix 7 - 2022/23 Q4

## LEVELLING UP, REGENERATION, BUSINESS DEVELOPMENT AND TOURISM

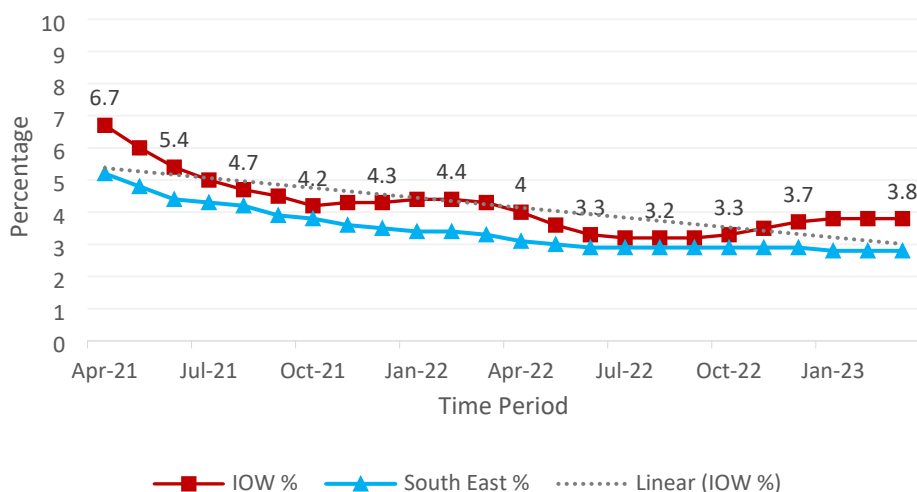
**Cabinet Member:** Councillor Julie Jones-Evans

**Portfolio Responsibilities:**

- Economic Development
- Events
- Regeneration Projects
- Levelling Up, SLEP
- Tourism
- Leisure Centres
- Sports Development

### Performance Measures

#### Average number of out of work benefit claimants (per month)



**Aim:** Reduction in the number of out of work benefit claimants

**UN Sustainable Development Goal:** 8

**Most Recent Status:** March 2023

**Monitoring Measure Only**

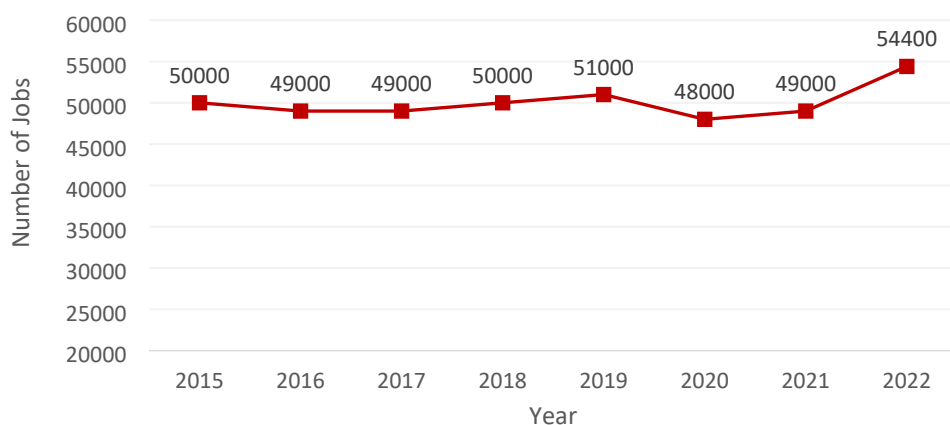
**Previous Status:** December 2022

**Monitoring Measure Only**

- Labour market data from Office of National Statistics shows that the number of out of work benefit claimants rose slightly over quarter 4, though we remain well below the 4.4 percent for the same period last year.
- We remain above the South East average of 2.8 percent, but on a par with the England average of 3.8 percent.
- This rise is not unexpected, given there was a similar seasonal rise in claimants during quarter 3 and 4 of the 2021-22 financial year.

Date	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Claimant count	3145	2855	2856	2560	2565	2585	2600	2790	2905	2990	3025	3010

#### Number of jobs on the IOW



**Aim:** increase in the number of jobs available

**UN Sustainable Development Goal:** 8

**Most Recent Status:** March 2023

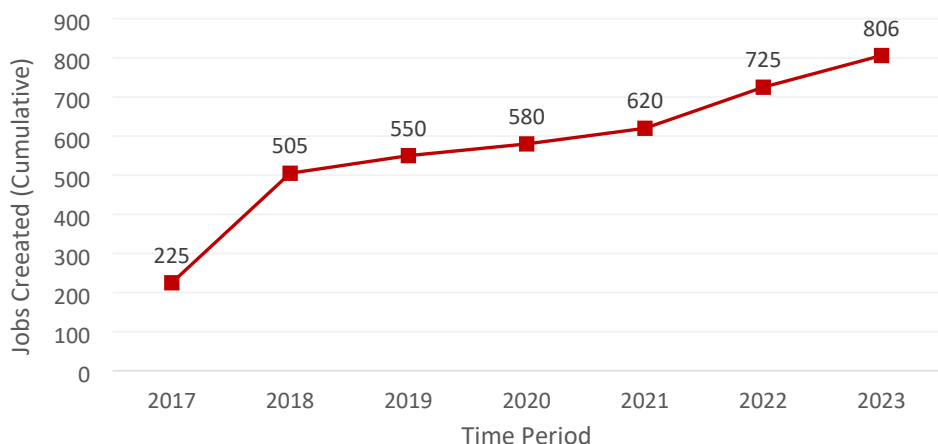
**Monitoring Measure Only**

**Previous Status:** March 2022

**Monitoring Measure Only**

- Data taken from the office of National Statistics annual population survey and based on number of individuals in employment by occupation. Last publication was Sept 2022, update expected late 2023.
- Employee jobs exclude self-employed, government-supported trainees and HM Forces, and farm-based agriculture.

**New jobs created by regeneration projects**



**Aim:** increase in the number of out of jobs created

**UN Sustainable Development Goal:** 8

**Most Recent Status:** March 2023

**Monitoring Measure Only**

**Previous Status:** N/A

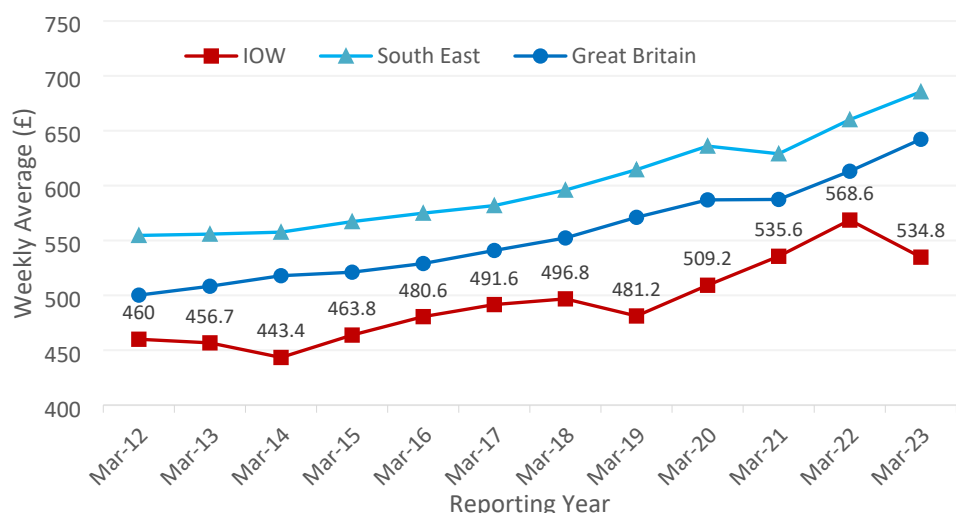
**Monitoring Measure Only**

- Building 41 opened in February 2023. This created 52 Full-Time Equivalent jobs that are directly associated with the building
- The Branstone Farm project resulted in 181 new construction jobs through the development, with a further 100 indirect jobs to be created from 2023/24 – 2029/30
- Levelling Up Fund output targets are 138 Full-Time Equivalent jobs created by projects and 20 Full-Time Equivalent jobs facilitated by projects by 2025/26.

**Number of visitors to IOW**

- Due to Covid-19 related travel restrictions data collection had to be suspended and a temporary gap in the reporting of the domestic tourism monitors has resulted.
- According to data released by Visit IOW, during the three months of October to December 2022 there were a total of 1,870,533 bed nights on the island, up 14 percent on the same period in 2019. 60 percent of these bed nights were spent in commercial accommodation
- Overall, 50 percent had visited one of the Island's visitor attractions during this period (46 in 2019), including 5 percent of staying visitors and 29 percent of day visitors.
- The average spend per day trip has increased slightly to £33.25 per head (£24.30 in 2019). The spend per head of overnight visitors also increased when compared to the same period in 2019 to £293.41 per head (£198.20 in 2019).

### Average gross weekly wage for an IOW resident (mean income level)



**Aim:** Increase in the gross weekly wage for an IOW resident

**UN Sustainable Development Goal: 8**

**Most Recent Status:** March 2023

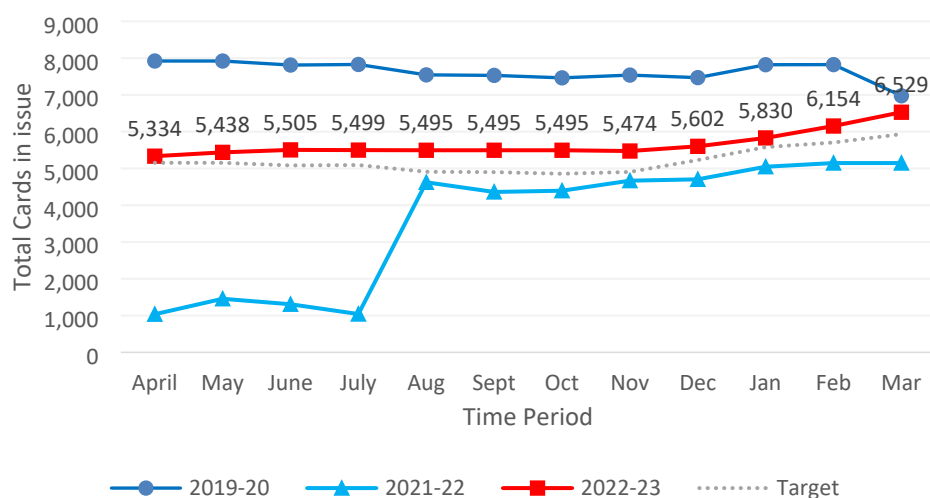
**Monitoring Measure Only**

**Previous Status:** March 2022

**Monitoring Measure Only**

- Annual Nomis data released by Office of National Statistics, based on the Annual Survey of Hours and Earnings conducted in April each year. Year end 2022/23 data is therefore taken from the survey position in April 2022.
- 2022-23 figure for IOW has decreased by 5.9 percent, while the South East average rose by 3.8 percent and the national average has increased by 4.7.
- We are currently investigating the drop off in gross weekly wage income with NOMIS and will update once more fully understood

### Total number of One Cards in issue



**Aim:** Increase in the number of One Cards in issue

**UN Sustainable Development Goal: 3**

**Most Recent Status:** March 2023

**GREEN**

**Previous Status:** December 2022

**GREEN**

- Data from Leisure Facilities shows the number of One Cards (giving unlimited access to selected sports and leisure activities, subject to availability) in issue has seen a steady rise since the phased re-opening of facilities began in the 2021/22 financial year with the first accurate reflection of membership numbers appearing in September 2021 once the first post-Covid direct debits and cancellations have been processed.
- The council recognises the importance of leisure services to residents and visitors to the island and is carrying out a review of services in the light of the large increases in fuel costs and the overall impacts of the rise in the cost of living.
- We are now beginning to see a return to the level of One Cards in issue as seen before the pandemic (6,529 for March 2023 compared to 5,147 in 2022 and 6,976 in 2020).
- We are entering the expected start of seasonal increase, which also reflects the impact of sales campaigns, and have been consistently above target throughout the year.

## Service Updates - Key Aspirations and Ongoing Business

### The following activity supports UN Sustainable Development Goal 8:

Heads of terms have been agreed for pop up business units, in place from August 2023, subject to the outcome of planning application. A full review and updated development appraisal and phasing plan for Newport Harbour will be presented to Regen Members Board (RMB) on 25 April 2023.

A procurement for Extra Care housing at the Venture Quays site is underway. The procurement process is estimated to take 3 months. Homes England agreed to vary the terms of the Option to Purchase agreement on the site by 12 months for the council to secure planning permission by the end of March 2024, with development starting on the site by end of March 2025.

Heads of terms have been agreed in relation to the Shanklin Spa site, this is subject to planning permission being submitted by the developer during quarter 1 2023/24.

The Digital Innovation Centre, 'Building 41', is now fully open and operational. The official opening was held on 2 February 2023. Demand for offices is high with 9 now let and interest in those remaining. Co-working is increasing, and further marketing is planned. Business Boost and Go for Growth are using the building and delivering the necessary outputs. External activities are also ongoing, including the Island Ambassador training being organised through Visit Isle of Wight (VIOW).

In relation to the Branstone Farm development, the lease on the Brewery to Goddards was completed in March with a planned opening to the public at Easter 2023. The Business Park achieved practical completion in November 2022 and tenants started moving in earlier in 2023. Leases have been completed on Unit 2 and Unit 3 and Areas of Outstanding Natural Beauty (ANOB) were able to move back to Units 7 and 8.

UK Shared Prosperity Fund (UKSPF) Managers have been appointed to deliver key regeneration projects in the towns of Cowes, East Cowes, Newport, Ryde, Sandown, Shanklin and Lake. A new Bay place plan is also being established to help shape works in Sandown, Shanklin and Lake. An improvement project for works on the revetment have started ahead of the commissioning of the Bay Area Place Plan.

An Empty Properties officer has been recruited, a role which will help to tackle the number of empty properties across the Island. The Empty Property Strategy is being updated, which will include a review of the current data and an action plan to ensure issues are addressed. A report will be made to Cabinet in July 2023.

### The following activity supports UN Sustainable Development Goal 11:

Through the Heritage Action Zones (HAZ) Public Realm improvement projects in Ryde and Newport are being commissioned, with expected delivery in early 2024. The first round of shopfront improvement grants has been issued, with improvement works due to start in early Spring. Guidance has also been produced by consultants around the repurposing of upper floors and other unused spaces in High Streets to provide additional residential accommodation.

The Visit Isle of Wight Spring marketing campaign is underway, including the Channel 5 programme 'Jewel of the South' (six episodes). VIOW are developing a Local Visitor Economy Partnership (LVEP) proposal that is linked to the Visit England and government programme.

**The following activity supports UN Sustainable Development Goal 16:**

The Local Skills Improvement Plan (LSIP) has been the focus of the Skills Board, with an Island business workshop to be held in March 2023.

**Strategic Risks**

N/A