

# How can we support sustainable business growth across the district ?



## Rural economy

The majority of businesses in Uttlesford are small businesses and artisan businesses are important.

**What kinds of rural businesses should the Local Plan encourage and support? What kind of land should be protected and allocated for these businesses?**



## Working from home

Whether from a desk or workshop unit, home working and home based businesses are important for the district and increased due to Covid-19.

**How can we support home based working and businesses?**



## Supporting existing businesses

2020 was a challenging year with the coronavirus pandemic and Brexit.

**How can the Local Plan support existing businesses?**



## Changes to permitted development

Government's proposal to allow shops, cafes and high street uses to change to residential without planning permission could harm our town centres.

**How can the Local Plan protect and enhance our high streets?**



## Life sciences, research & innovation

This is an important sector providing high value jobs and opportunity for future growth.

**What buildings, land use and infrastructure are required to support this sector?**



## Agriculture

97% of the district is agricultural land, mostly arable. 379 holdings farm 51,152 hectares<sup>1</sup> employing 988 people<sup>2</sup>. Agriculture contributes less than 1% GVA<sup>3</sup> to the Greater Essex economy.

**How can we support agriculture and support creation of net gain in biodiversity?**



## Encourage growth & new business start-ups

Linking growth in jobs with homes is essential for sustainability. The Council is supporting the delivery of superfast broadband and connectivity.

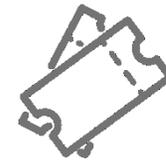
**What kind of businesses should we attract to Uttlesford? How can we support businesses to grow and create new jobs in Uttlesford?**

Sources and explanation:

1. DEFRA 2016

2. DEFRA 2013

3. GVA – gross value added is the value generated by any unit engaged in the production of goods and services. Source: Enterprising Essex: Opportunities & challenges. Essex Economic Commission. Jan 2017



## Visitor economy

Medieval market towns, rural villages centres, Saffron Hall and Screen, One Minet Skatepark, The Gardens of Easton Lodge, Stansted castle, Audley End and other tourist attractions, events and exhibitions across the district attract visitors and are enjoyed by people living in Uttlesford. **How can we support retail, leisure and culture across the district?**



## Stansted hub

The area around Stansted airport is important for transport, logistics and training.

**What kind of space, buildings and infrastructure is required to support the diversity of businesses around Stansted?**



## Living and working locally

contributes to sustainability and creates vibrant communities.

**How can we create the conditions to enable people to live and work locally?**



## The green economy

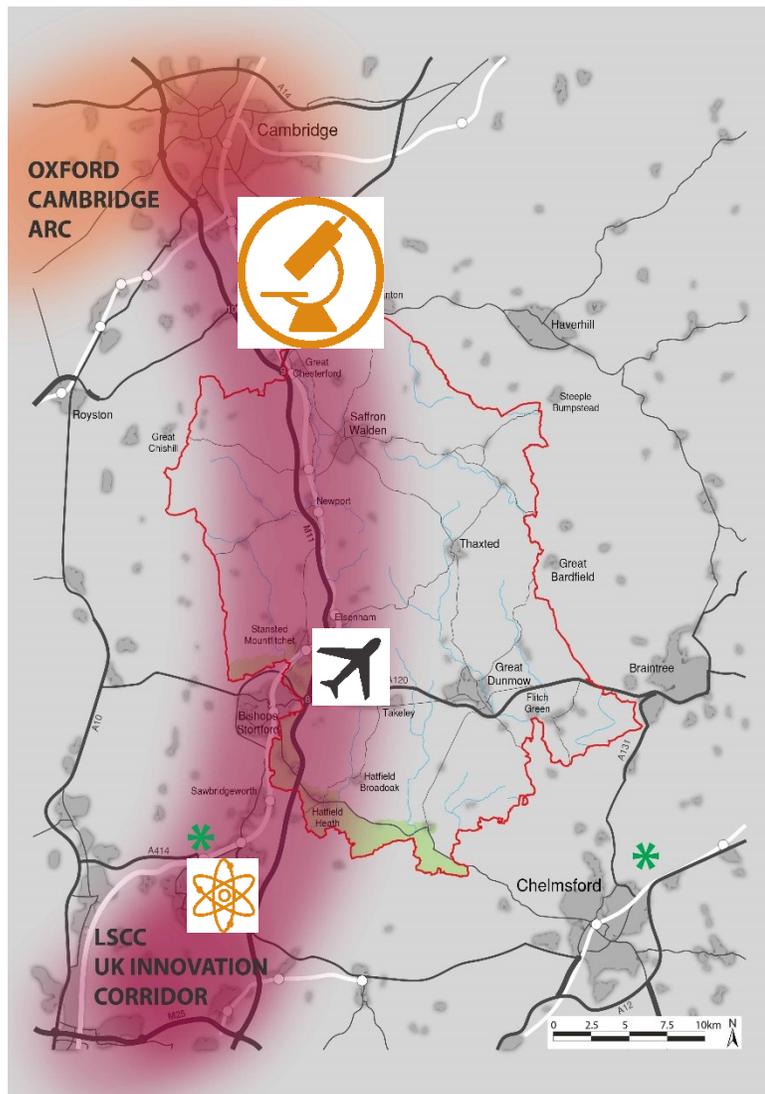
is low carbon, resource efficient and socially inclusive.

**How can the Local Plan encourage and support the growth of new green sectors, businesses and innovation?**



# Uttlesford strategic business context

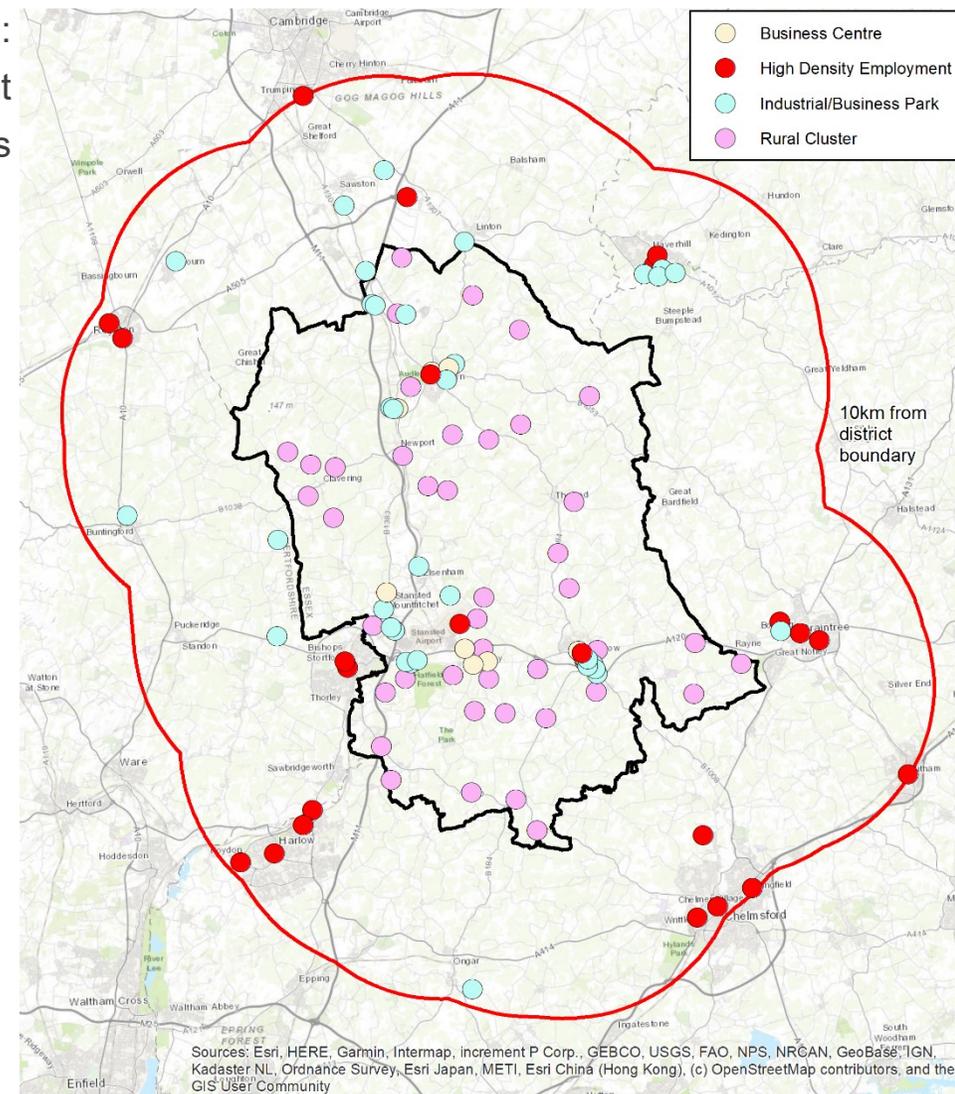
North of the district is home to the Chesterford Research Park with strong links to the science and innovation sector in and around Cambridge. London Stansted Airport is an important travel and business hub. The two market towns are vibrant retail and business centres and the rest of the district is characterised by a rural hinterland. Outside the district to the south, Harlow is going to be home to the new Public Health England Campus and a new data campus. There are strong links to London and Cambridge, with Uttlesford well placed within the UK Innovation Corridor.



Map 1:  
Strategic context

- KEY**
- Uttlesford District
  - Settlement area (designated)
  - Metropolitan Green Belt
  - Railway line
  - Motorway
  - Dual carriageway
  - Other trunk road
  - Other A road
  - Uttlesford B road
  - ✱ Garden community
  - ✈ Stansted airport and business hub
  - ⚛ Proposed campus for Public Health England and a new Kao data campus for NVIDIA supercomputer
  - 🔬 Science & research parks located to the north of the district and around Cambridge

Map 2:  
Employment locations



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

Uttlesford TRACC Dataset (2020)

# Facts about Uttlesford



Overall, Uttlesford residents have above average skills and income levels. Population and employment growth varies across the region.

The working age population of Uttlesford was 55,200 in 2019 including:  
 31,200 employed (56.6%)  
 13,500 self-employed (22.9%)  
 1,000 unemployed (2.2%)

Uttlesford has . . .

- the highest job density (jobs per working age person) in Greater Essex at 0.90
- higher proportion of employed residents in senior positions (Directors / Managers / Associate Professional / Technical roles) at 56.5% than the GB average 49.2%
- the highest average resident earnings in Essex (workplace earnings are significantly lower)
- a well-qualified resident population (e.g. 46.4% at NVQ4+ - 4% higher than the national average) and a strong entrepreneurial spirit

The table below shows growth between 2009 and 2019 in our largest settlements:

	Population growth	Employment growth
<b>Saffron Walden</b>	14.4%	0.2%
<b>Stansted Mountfitchet</b>	36.7%	42.6%
<b>Great Dunmow</b>	20.8%	-4.3%

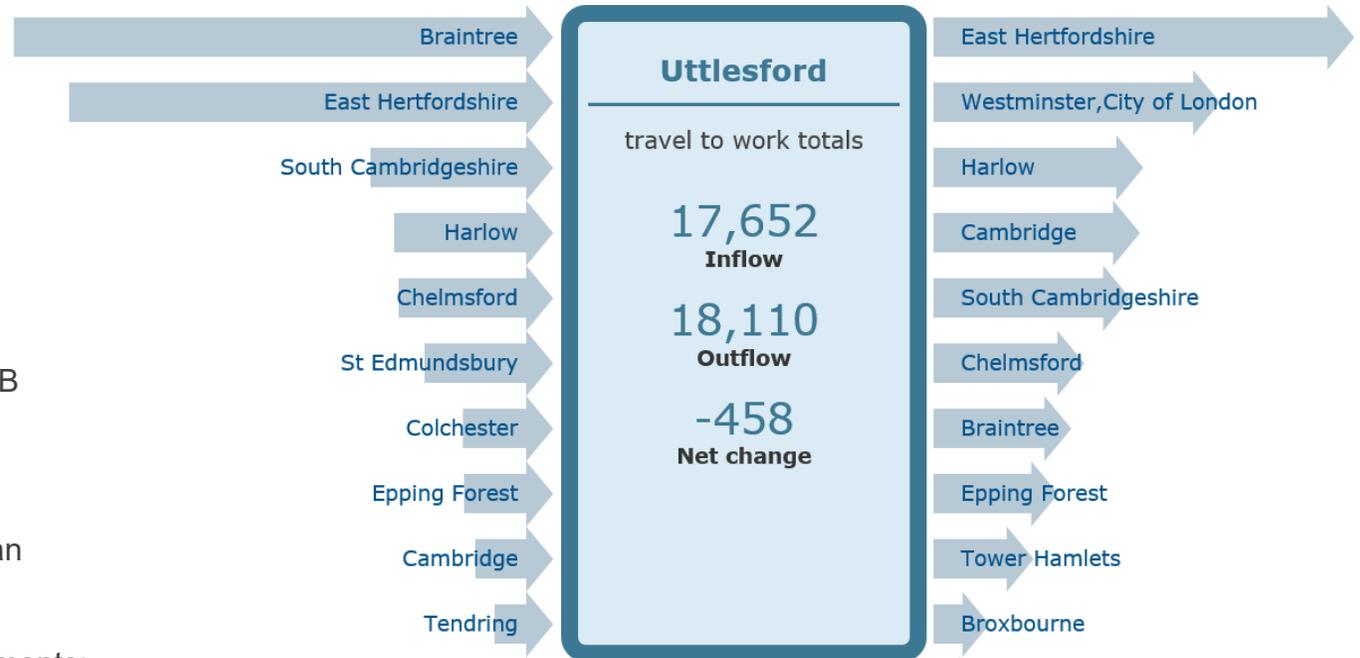
Source: ONS Understanding Towns in England and Wales: spatial analysis. December 2020

## Movement in and out of Uttlesford for work

The diagram below indicates commuting patterns in and out of Uttlesford, although the pandemic will have changed this dramatically.

**How can the Local Plan support sustainable travel for key commuting routes?**

**Who is moving into Uttlesford for work? What kind of skills do they have? and what kind of housing do they require?**



Based on all methods of travel, 2011 Census

Source: [www.nomisweb.co.uk/census/2011/WU03UK/chart/1132462189](http://www.nomisweb.co.uk/census/2011/WU03UK/chart/1132462189)

Sources: ONS Population estimate 2019  
 ONS Inter-departmental Business Register 2019  
 ONS annual survey of hours and earnings 2019  
 ONS UK Business: Activity, size & location 2020  
 ONS Annual Population Survey 2019/20

NOMIS Local authority profile. Labour market profile Oct 2019 – Sept 2020

# The make-up of Uttlesford's economy



**5,475**  
businesses

**<4**  
employees

In 2020 there were 5,475 businesses (VAT and/or PAYE based enterprises) in Uttlesford

76% of businesses have less than 4 employees  
91% of businesses have less than 10 employees

**<£250k**  
turnover

69% of businesses have a turnover of less than £250,000

Source: ONS UK Business: Activity, size & location 2020

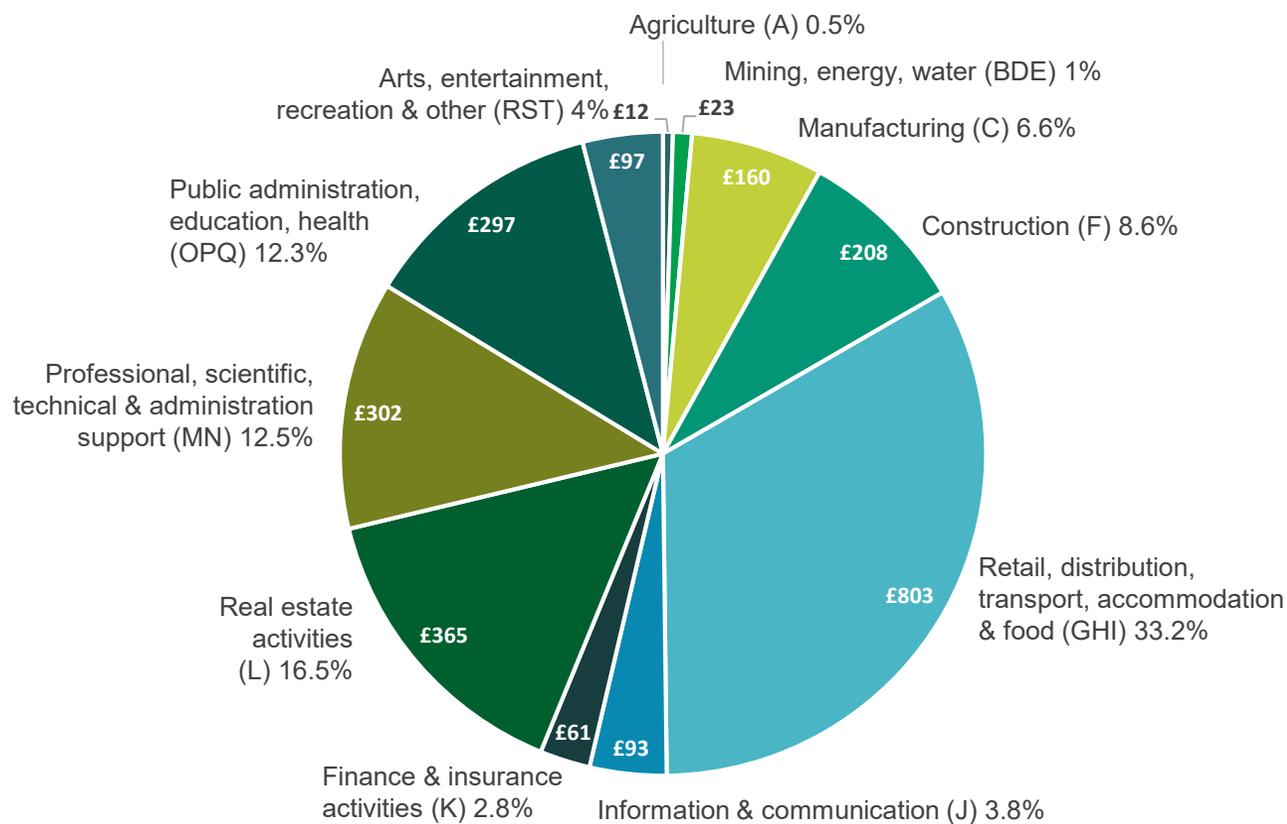
## Number of businesses by industry type (2019)



## Sector contribution to Uttlesford's economy

Gross value added (GVA) is the value generated by any unit engaged in the production of goods and services. It provides an indication of the different sector's contribution to the local economy.

## Gross value added £ million (2016)



Source: ONS Regional Gross Value Added (Income Approach) by Local Authority in the UK : 1997 to 2015 (released 15 December 2016) GVA per head

Source: NOMIS Local authority profile. Labour market profile Oct 2019 – Sept 2020

# Impact of the pandemic on Uttlesford

The pandemic and exit from the European Union have created a very challenging economic environment. The local economy will need to adapt to survive and new opportunities will arise. There will be winners and losers. Life may not return to the pre-pandemic “normal” but instead a paradigm shift is underway.



## How can the Local Plan support the economic recovery following the COVID-19 pandemic? What are the lasting changes in our behaviour and use of local facilities that are likely to stay?

### Business closures

Viable businesses have been required to close or have lost their customer base due to social distancing restrictions. The hardest hit include:

- Hospitality – restaurants, pubs and cafés
- Retail, personal care (hair and beauty) and their supply chain
- Wedding and party venues and associated businesses – photography, floristry, decorations, catering
- Businesses near railway stations have been hard hit

### Visitor economy hard hit

Negative impact on seasonal visitors, impacting coach companies and local tourism venues. Accommodation and hospitality are struggling with large numbers of cancellations as customers chose to stay at home.

### Challenging retail environment

Non-essential retail has seen more sales move to on-line platforms as customers find different ways to shop. Huge increase in home deliveries.

### Shifts in travel behaviour and requirements

Decrease in commuter travel out of the district to London and Cambridge. Reluctance to use public transport. Changes in the use of car parks, and new forms of season tickets may be required.

### Aviation has suffered

Huge drop in passenger travel numbers, however, freight travel has increased.

### Focus on local facilities

Less time spent commuting increases leisure time and activities, decreases carbon emissions and increases demand for local shops, and more leisure activities, even though many are currently virtual. There is likely to be a growth in demand for local flexible meeting spaces, bringing new life into community assets.

### Digital transformation

Since March, thousands of people in Uttlesford have been working from home and discovering that most things are possible from their home office. This has resulted in an increasing demand for fast broadband services in rural areas.

### Movement out of cities to smaller towns and rural areas

Since restrictions were lifted in the summer people are moving homes to find better quality of life, more space and access to the facilities they need.

### Unemployment has risen

In September 2020 4.1% of the working age resident population (2,555 residents) were claiming Universal Credit<sup>1</sup>. The last time the district's unemployment rate was 4.1% was May 1994. 665 residents were claiming Universal Credit in February 2020.

1. Source: ONS Claimant Count, September 2020