

The Local Economy

Justification and Evidence

Twynning Parish enjoys a rural location whilst also benefiting from its close proximity to Junction 1 of the M50 motorway. This allows fast and convenient access to the major motorway and road networks of the midlands and south west. These excellent transport links connect with local employment and business centres in Tewkesbury, Cheltenham, Gloucester and Worcester and further afield to Bristol and Birmingham.

The Parish has a lower than average unemployment rate with 5.5% of working age adults receiving some form of “out of work” benefits compared to an English average of 9.8%. This may be due in part to the higher than average number of residents with level 4 qualifications - 35% compared to the County average 29% and English average 27.4%.

High employment rates and the social demographics help support the local economy:

- 63% economically active vs. national average of 61%
- 17% self-employed compared to 12% national average
- 35% retired compared to a national average of 25%
- 49% work in management, professional and technical occupations vs. national average 41%

Two business parks operate near the motorway junction supporting a diverse mix of businesses from award winning marketing agencies to cutting edge technology companies. The growth in technology based manufacturing and design businesses is consistent with the GFirst LEP vision for business support and growth along the M5 corridor. The skill and qualification profile of the local community should also provide local employment opportunities in this sector.

Whilst many of the businesses based in the parish operate in national and international markets others are more closely associated with the local economy. In the centre of Twynning is The Village Stores with Hairdressers above. Part-time postal services also operate from The Stores 3 days per week. Three pubs are located within the Parish attracting customers from the surrounding area and seasonal tourist trade. Independent small businesses in Shutonger and Stratford Bridge provide local vehicle maintenance and repair services. Haulage and transport companies frequently use the layby and parking

facilities in the Parish due to its proximity to the motorway junction and network and are supported by a Café and truck stop on the A38 near Ripple.

The parish has a notably higher number of self-employed than the national average. The business sectors are diverse including software development, health and beauty services, business consultancy and building services. Apart from the Hilton Hotel there are no specific businesses support services available in the Parish at present however Regus Group has opened a Business Centre at nearby Strensham Services providing meeting rooms and working space for hire.

As a rural parish the area has historically been highly dependent on land based businesses and employment including arable, livestock and mixed farms, market gardening, ornamentals and tree nurseries. These businesses continue to operate although they now accounts for less than 4% of employment.

Some land based businesses have diversified into leisure and tourism propositions including fishing lakes, riverside moorings, camping and caravan parks, B&B and holiday cottages. The parish is recognised by Cotswolds Tourism as a visitor and tourist destination due to its rural character, tourism offering and proximity to local attractions. The most significant local provider and employer in the sector is Hilton Group's Puckrup Hall Hotel in Shutonger. The business employs xx staff and attracts xx visitors to the area per annum.

Community Feedback

The following business requirements were identified from the Consultation Event, February 2014

- fast reliable broadband
- reliable electricity supplies
- improved transport services
- exploitation of river connections
- local employment: attract technology companies.

The following issues and requirements were identified from the December 2014 questionnaire:

- No further development of the business parks – 54%

- No mixed used residential live/work units – 52%
- Plan to include policies for working from home – 76%
- Improved infrastructure and services needed for people to work from home – 79%
- More leisure and tourism businesses - 44% in favour, 41% against