

ECONOMY & EDUCATION HEALTHCHECK

WORKSHEET EC1: STRENGTH OF THE LOCAL JOBS MARKET

Questions	Answers
Q1. What is	
a. The ratio of employed people to the total working age population?	1a. 3,419 (73%) people were employed in Twyford Parish (<i>2001 Census</i>) out of 4,686 people aged 16 to 74 yrs.
b. The ratio of working women to working men?	1b. Males comprised 54% (1,857) and Females 46% (1,562) of the 3,419 total employed.
Q2. Commuting	
Q2: What proportion of local people commute out of the town/hinterland to work and how far do they go?	2. There is a net daily outflow of commuters of about 1,752 from Twyford Parish. This compares with 1,667 people working in Twyford or working from home. (The total 3,419 excludes 63 unemployed.) <i>There were no reliable figures from the 2001 Census at parish level on destination of commuters.</i>
Q 3 Household earnings:	
a. What are average household earnings?	3a. Data is not available below district or UA level. The median gross annual pay for Wokingham residents in 2008 was £29,310 cf. £22,882 for the SE and £20,801 for the UK (<i>ASHE – Annual Survey of Hours and Earnings 2008</i>)
Q 4 Employment	
4. How do employment rates in specific key industry sectors compare over time with regional and national averages?	4. Manufacturing has been declining in Twyford as it has been nationally, so that now the only employment in the Parish is in retailing and other services such as financial, IT, legal, education and medical.

Questions	Answers
Q 5 Employers:	
a. Which employers employ over 100 people?	5a. Only Waitrose employs over 100 people.
b. What is the proportion of the local workforce employed by them?	5b. In July 2008, Waitrose employed 208 people although only 50 of these were full-time. So about 12.5% (or 1/8) of all local jobs are with a major employer.
Q 6 What are local rates for	
male unemployment	6a. 2.7% (50 claimants) at Feb. 2009 cf. 2.3% in Wokingham and 3.8% in GB.
female unemployment	6b. 1.2% (20 claimants) at Feb. 2009 cf. 1.1% in Wokingham and 2.1% in GB.
youth unemployment	6c. Only 15 claimants were aged 18-24 in Twyford Ward in Feb. 2009 or 23% of all claimants (cf. 25% in Wokingham) and 30% in GB.
Q 7 Unemployment	
What sectors of the unemployed population are proportionally higher by age/gender than the regional and national averages?	7. Both male and female unemployment is lower than nationally but there are proportionately more males unemployed than in the rest of the Borough.
Q 8 Unemployment	
Has unemployment fallen or risen in the last 5 years, compared to the national average?	8. Twyford seems to be been more adversely affected by the current economic downturn than the rest of Wokingham. Twyford's unemployment rate between May 2004 and Feb. 2008 rose from 0.8% to 2.0%, Wokingham's from 0.8% to 1.7% and GB's from 2.3% to 3.8%. So the unemployment rate rose faster locally but is still almost half the national rate.
Q 9 Unemployment	
Are there any specific trends in unemployment in the local area, for example in a particular industry?	9. There are no statistics available on this, but local knowledge suggests that the increase in unemployed is across a wide range of jobs including retailing, construction, banking and IT.

Questions	Answers
Q 10 Unemployment	
What proportion of those who are unemployed have been out of work for:	10. Of the 70 total unemployed in Twyford Ward in Feb. 2009, 60 had been claiming for less than 6 months, which emphasises the dramatic effect of the current economic situation.
a. over 6 months	10a. Only 10 had been unemployed over 6 months.
b. one year	10b. None had been unemployed for over a year.
Q 11 Business success - what are: (VAT registrations not published for wards or parishes.)	
a. the success rates for new business start ups?	11a. In 2007, VAT registrations for Wokingham were 11% of stock (cf. 10% for SE and 10.2% for GB).
b. the failure rates for new business start ups?	11b. VAT Deregistrations were 7% for Wokingham (cf. 7.2% for SE and 7.3% for GB). (Source: Nomis)
c. How many specific business closures have there been in the last three years?	11c. The factory in the High Street, Village Lunch-box, WG Greene's pub (now an Indian restaurant), double-glazing shop (now conservatory manufacturers), Avocado bathroom shop, and Nationwide (May 2009), video shop (but now second-hand children's clothes and toys).
Q 12 Business expansion	
How many local firms are planning to expand?	12. None to our knowledge.
Q 13 Business support	
What economic development/inward investment grants are available?	13. "There are currently no economic development or inward investment grants available that we may claim from central government – this is one of the challenges that we have to overcome as a result of Wokingham Borough being a relatively affluent area." (Quote from Economic Development Officer for WBC)

WORKSHEET EC1: SWOT ANALYSIS –STRENGTH OF THE LOCAL JOBS MARKET

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Is unemployment a significant issue locally?	Not really as even in the current downturn, it is still only about half the national rate.	✓	✓				
Are there any recent trends in long term unemployment?	There are no JSA claimants of more than 6 months duration in Twyford Parish.	✓	✓				
Is the town a dormitory town or has it a significant employment role?	Yes, Twyford is very much a dormitory village for the Thames Valley towns such as Reading, Bracknell, Maidenhead also Central and Greater London. There is also a sizeable business park in the adjacent parish of Ruscombe.	✓					
Is local employment particularly dependent on specific industry sectors and /or on a small number of large employers?	Employment in Twyford is almost entirely in retailing and other service industries, with Waitrose being the major employer.	✓		✓			
Is employment growth within only some industry sectors, or spread more widely?	n.a.						
How much confidence is there within the business sector?	General feeling that traders are riding out the recession fairly well, with hardly any vacant shops. Only more variety of shops will bring in more shopper footfall.		✓	✓	✓		
Is the number of jobs available locally increasing or decreasing?	Declining slightly because of the current recession.					✓	
What opportunities are there for job creation from the expansion of existing local firms?	Limited opportunities.					✓	
How vigorous is the local economy - based on new business start-ups / closures?	Current trading is holding up surprisingly well, with only one or two closures.	✓					

WORKSHEET EC2: SUPPORT FOR BUSINESS NEEDS

Questions	Answers
Q2 Which of the following organisations have a presence in the town?	
Small Business Service	No, but WBC working with Federation of Small Businesses
Business Link	No, but available via WBC
Chambers of Trade or Commerce	No, but available in Wokingham
Learning and Skills Council	No, but available via WBC
Enterprise Agency	No
Local food network/partnership or farm advisory service	No
Q3 How well used are business support agencies such as?	
Business Link	Not at all.
Chambers of Trade or Commerce	Not at all.
Learning and Skills Council	Not at all.
Enterprise Agency	n.a.
FRA/National Association of Farmers' Markets	n.a.
Q5 Town Centre Management	
a. Does the town have a town centre manager?	5a. No
b. Is there a town centre forum or similar partnership organisation?	5b. There is Twyford Village Partnership but currently Waitrose is the only business represented. No other businesses have volunteered.

Questions	Answers
Q6 Town Centre Management	
6. What results have there been from any existing town centre management work?	6. TVCMI, the predecessor of TVP, was established originally to run a Christmas Fair in early December in the main shopping street. The Fair still continues under the auspices of TVP.
Q7 What regular events are there to bring the business community together; for example, breakfast clubs and trade fairs?	7. None
Q8 What arrangements are there for local suppliers to be able to network? Examples may include a Business Directory or website for the town.	8. None
Q9 Business Venues	
a. What business meeting and business conference venues are available?	9a. No purpose-built venues.
Q10. What local training and support is there to help companies address ICT problems and to develop their ICT capability?	10. None
Q14 Why do some local businesses not use broadband?	14. It is available to all.
Q17 Which public sector offices and sites currently have broadband communication facilities for public access?	17. Twyford Library but opening hours are limited.

WORKSHEET EC2: SWOT ANALYSIS – BUSINESS SUPPORT SERVICES

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are there shortfalls in the range of services offered by local bank branches, financial institutions and other business support services? If so, what are they?	Nationwide closed its Twyford branch at the end of May 2009, so NatWest is the only banking service available in the village. No business support services are available directly in the village, although WBC via the Economic Development Officer and the Partnership Development Manager are able to link up with national and regional support services and Business Link is available online.			✓			
Are there any opportunities to expand support for local businesses?	Probably too small a business community to justify this.	✓					
Is there is a need to create, develop and or fund business events?	There does not appear to be a demand for such events.	✓					
Are there are enough business meeting and conference venues locally?	None.			✓			
To what extent are local businesses making use of Broadband and Internet technologies	There are no barriers.	✓					
Are there are technical or security concerns with remote broadband access to public sector ICT systems?	No.	✓					

WORKSHEET EC3: SCHOOLS AND LEARNING

Questions	Answers																												
Q1 Pre-school to College Years																													
<p>How many pre-school places in nurseries and playgroups are there compared with the number of pre-school children in the area?</p>	<p>1.</p> <table border="1" data-bbox="902 411 1720 1040"> <thead> <tr> <th data-bbox="902 411 1126 608">Name of early years setting</th> <th data-bbox="1126 411 1335 608">Age range of children</th> <th data-bbox="1335 411 1491 608">Ofsted Registered Places</th> <th data-bbox="1491 411 1720 608">Number of 3 and 4 year old children claiming early education funding in Spring 2009</th> </tr> </thead> <tbody> <tr> <td data-bbox="902 608 1126 683">Cedar Park</td> <td data-bbox="1126 608 1335 683">1½ mths to 5 yrs</td> <td data-bbox="1335 608 1491 683">83</td> <td data-bbox="1491 608 1720 683">36</td> </tr> <tr> <td data-bbox="902 683 1126 758">Happy Hours Pre-School</td> <td data-bbox="1126 683 1335 758">2 yrs 9 mths to 5 yrs</td> <td data-bbox="1335 683 1491 758">24</td> <td data-bbox="1491 683 1720 758">35</td> </tr> <tr> <td data-bbox="902 758 1126 833">Little Acorns (Colleton) Pre-School</td> <td data-bbox="1126 758 1335 833">2 yrs to 5 yrs</td> <td data-bbox="1335 758 1491 833">26</td> <td data-bbox="1491 758 1720 833">47</td> </tr> <tr> <td data-bbox="902 833 1126 908">Twyford and Ruscombe Pre-School</td> <td data-bbox="1126 833 1335 908">2 yrs 6 mths to 4 yrs 11 mths</td> <td data-bbox="1335 833 1491 908">24</td> <td data-bbox="1491 833 1720 908">13</td> </tr> <tr> <td data-bbox="902 908 1126 983">Yellow Brick House Nursery</td> <td data-bbox="1126 908 1335 983">2 yrs 1 mth to 4 yrs 9 mths</td> <td data-bbox="1335 908 1491 983">26</td> <td data-bbox="1491 908 1720 983">38</td> </tr> <tr> <td data-bbox="902 983 1126 1040">Total</td> <td data-bbox="1126 983 1335 1040"></td> <td data-bbox="1335 983 1491 1040">183</td> <td data-bbox="1491 983 1720 1040">169</td> </tr> </tbody> </table> <p data-bbox="902 1040 1973 1145">The Office for National Statistics website states that according to the 2001 Census there were 432 children aged four and under in the Twyford and Ruscombe Ward of which 150 of these were three or four years old at the time of the census.</p>	Name of early years setting	Age range of children	Ofsted Registered Places	Number of 3 and 4 year old children claiming early education funding in Spring 2009	Cedar Park	1½ mths to 5 yrs	83	36	Happy Hours Pre-School	2 yrs 9 mths to 5 yrs	24	35	Little Acorns (Colleton) Pre-School	2 yrs to 5 yrs	26	47	Twyford and Ruscombe Pre-School	2 yrs 6 mths to 4 yrs 11 mths	24	13	Yellow Brick House Nursery	2 yrs 1 mth to 4 yrs 9 mths	26	38	Total		183	169
Name of early years setting	Age range of children	Ofsted Registered Places	Number of 3 and 4 year old children claiming early education funding in Spring 2009																										
Cedar Park	1½ mths to 5 yrs	83	36																										
Happy Hours Pre-School	2 yrs 9 mths to 5 yrs	24	35																										
Little Acorns (Colleton) Pre-School	2 yrs to 5 yrs	26	47																										
Twyford and Ruscombe Pre-School	2 yrs 6 mths to 4 yrs 11 mths	24	13																										
Yellow Brick House Nursery	2 yrs 1 mth to 4 yrs 9 mths	26	38																										
Total		183	169																										
Q2 Schools																													
<p>a. Is there access to good quality schools in the area? Are local schools over or undersubscribed?</p>	<p>2a. Twyford is served by The Colleton Primary School in the south of the village and Polehampton C of E Infants and Juniors in the north. The Piggott secondary school lies just to the north of the parish, with a wider catchment area of other settlements as well as Twyford. All these schools perform well. Colleton's latest</p>																												

Questions	Answers
	OFSTED report of Spring 2009 has found them 'outstanding' in all categories. Colleton is currently full as is Piggott in all year groups but Polehampton Infants and Juniors have spare places (<i>WBC Education Dept</i>)
b. What links exist between the local schools and the local community?	2b. Evening classes are held at Colleton and Piggott, and Polehampton Junior's outdoor swimming pool is available for community use during the summer, for a small membership fee. Adult education at Piggott benefits from its specialist language status and includes French, Spanish, Italian, Mandarin Chinese, as well as Watercolours and Yoga. Other societies using Piggott facilities are the Barber shop choir, Local History Society, Stagecoach, Caravan Club, Berkshire Cricket, Wargrave Tennis Club, Lower Earley Badminton Club, DD circuit training, RNLI.
Q3 Academic achievements	
How well qualified are local school leavers? Compare to the regional and national averages the number of pupils at	
a. age 16 with five or more GCSEs at A-C level.	3a. Piggott School (main secondary school for Twyford children) 78.3% in 2008 cf. 70.7% for Wokingham, 66% for South East and 65.3% for England (<i>Dept. for Children, Schools & Families</i>).
b. average point score per pupil at A/AS or equivalent.	3b. In 2008, average point score per student at Piggott was 767.5 cf. 740.8 for Wokingham and 739.8 for England (<i>Dept. for Children, Schools & Families</i>).
Q4 Is there a high number of school exclusions?	4. No, very low. 0.12% in Wokingham Borough in 2007/8 (<i>WBC Education Dept.</i>)
Q6 Do local training organizations provide vocational work based training that reflect the needs of local residents and employers?	6. A local organisation in Wokingham, Rathbone, provides e2e training (education to employment), which is pre-vocational and is targeted at young people who are not in employment.

Questions	Answers
<p>Q7 What non-vocational courses are provided locally and how easy is it for people to access a wide range of courses?</p>	<p>7. At Piggott.</p>
<p>Q8 How many public Internet learning and access points are there within the town and its hinterland? Where?</p>	<p>8. In the Library, but this is only open for a limited number of hours.</p>
<p>Q9 What proportion of households have Internet access at home, work or school/ other educational establishments?</p>	<p>9. Very high.</p>

WORKSHEET EC3: SWOT ANALYSIS – SCHOOLS AND LEARNING

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are there are sufficient pre-school places in nurseries and playgroups?	There have been no real complaints about shortages of pre-school places. The Mother & Toddler Focus Group agreed there were no shortages.	✓	✓				
Is there is a problem in local schools with academic achievements or exclusions?	No, the local schools are performing above the national average and receive very satisfactory OFSTED reports.	✓	✓				
Are there significant vocational or non-vocational training gaps, which could be filled locally?	None that have been voiced in resident consultations.	✓					
What proportion of people have access to the Internet?	High.	✓	✓				

WORKSHEET EC4: QUALITY & SUITABILITY OF LOCAL LEARNING & TRAINING OPPORTUNITIES

Questions	Answers
Q1. What are the regional norms and trends for those industry sectors that are present in the village?	Q1. Predominantly retail, which is particularly struggling in this economic recession after a retailing boom for several years.
Q2. Is your village thriving or in decline?	Q2. Waitrose is the only multiple store, and so far the village has fared quite well even during this recession as this part of the Thames Valley has not been hit too badly. However, residents would prefer to see more convenience everyday stores rather than comparison stores like bathroom shops that are rarely frequented by locals.
Q4. What are the issues around the attainment of basic literacy and numeracy skills?	Q4. Basic education attainment levels are high locally, so this is not an issue.
Q5. Skills What particular generic skills needs do the industries in your area have?	Q5. None in particular.
Q6 Training: 6. How do existing training services in the village meet employers' requirements?	Q6. There are no training services, but plenty at Thames Valley University (Reading) for all ages from 14 years onwards, as well as at Henley and Bracknell & Wokingham Colleges. Waitrose and Zappas hairdressers run their own extensive in-house training schemes.
Q12. Is there adequate local provision for all the types and levels of learning that are needed?	Q12. There appears to be.
Q14. To what extent do people have to travel elsewhere to match their skills and aspirations with appropriate employment?	Q14. There are very limited employment opportunities in Twyford or Ruscombe so the majority of workers commute out to Reading, Maidenhead, Bracknell, or to London. The excellent rail and road communications encourage this.

Questions	Answers
Q16 Voluntary Sector	
Q16. How important is the voluntary sector in the town as a pathway to skills development?	Q16. It is frequently the route to alternative employment for mothers at home with young children, for example, by providing experience on PTA's, running registered charities, organizing school fetes, being school governors.
Q17. What is the voluntary sector's track record as a training provider?	Q17. VAWB or Voluntary Action Wokingham Borough provides a wide range of courses.
Q18. Is transport an issue specifically in the context of accessing training/education?	Q18. Not really as there are good rail links to Reading and Henley which have Further Education colleges. Bracknell & Wokingham College though is difficult to access except by car as it is cross-country and there is no direct bus or train service.

WORKSHEET EC4: SWOT ANALYSIS – LOCAL LEARNING & TRAINING OPPORTUNITIES

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are industries in the village in the growth sectors of the regional economy? Are the skills needs of these sectors being met?	Retailing is the main business and this has been one of the nation's growth sectors.	✓					
How does the health of the local economy compare with other towns and the regional economy as a whole?	The village seems to be faring better than most market towns such as Wokingham because they are mainly independent traders.	✓	✓				
What significant skills shortages or recruitment problems are existing businesses experiencing?	There do not appear to be any local skill shortages. The schools and colleges are producing a skilled workforce.	✓	✓				
Can local people access training locally that will improve general skills levels in the community and work to the benefit of local businesses and the local economy?	Yes, there is good access to colleges in neighbouring towns although public transport to Bracknell & Wokingham College could be improved to widen access to non-car owners.		✓	✓	✓		
Where are decisions made about the provision of training opportunities within the village? By whom are these decisions made?	Local colleges.	✓					

WORKSHEET EC5: LOCAL SHOPS AND SERVICES

Question	Answers
Q2. Type of shops and services	
2a. What type of shops and services are there in the town centre and surrounding villages?	<p>Q2a. and 2b. In the village centre, there are (at May 2009): 20 comparison stores, inc. 3 bathroom, 1 carpet, 1 kitchen, 2 dress, a motorbike and lighting shops, a goldsmith's, funeral directors, car showrooms, antiques, art gallery, cake accessories, pottery painting, photographers, conservatory showrooms, children's good-as-new, interior design; Waitrose supermarket; 21 convenience stores, inc. 2 pharmacists, post office, 2 hairdressers, barbers, 2 dry cleaners, launderette, off licence, florist, 2 travel agents, stationers, newsagents, beautician, bookmakers and 5 estate agents. Public houses – 3 Restaurants – 4 Indian, 1 Thai, 1 Italian, 1 Mediterranean, Takeaways – 1 Fish & Chips, 1 Chinese, 1 both, Café – 1 Natwest Bank Nationwide (closed end May 2009) Other services – Optician, 3 private dentists, 1 NHS dentist opening shortly, 2 vets (1 in centre and 1 in Hurst Road), physiotherapy clinic, 1 solicitor, 2 accountants Longfield Road shops – 1 mini-mart, hairdressers, pharmacy, craft shop</p>
2b. List them by numbers and percentages of each type.	
2c. Identify any particular shops and services that attract visitors and shoppers from outside the town. Include any shops and services which have branches in other areas or towns.	<p>Q2c. Specialist comparison stores like the bathroom shops and the photographic studio attract shoppers from the widest distance, several miles away. Waitrose and most of the other shops have a catchment area wider than Twyford parish, serving Ruscombe, Hurst, Charvil, Sonning, Wargrave, Hare Hatch, Knowl Hill and the Walthams; in other words, the northern parishes of Wokingham Borough plus villages towards Maidenhead.</p>
2d. Multiples...	<p>Q2d. The only multiple is Waitrose, apart from the estate agents, so Twyford is definitely not a 'clone' village.</p>
2e. Has retail floorspace in the town centre been lost in the last five years? If so, by how much?	<p>Q2e. A couple of shops in the High Street, somewhat removed from the centre, have reverted back to residential, as have a couple more in Station Road.</p>

Question	Answers
Q 3. Vacancy Rates	
3a. How many shops are vacant in the town centre?	Q3a. There is one former café vacant. (April 2009) and now the former Nationwide (May 2009).
3b. How many have been vacant for more than two years?	Q3b. None (April 2009).
Q4	
4a. How many new shops in the centre have opened in the last three years?	Q4a. Two ladies dress and accessory shops, an additional beautician's, lighting shop, a delicatessen has changed hands to become a café and the video rental shop has become a good-as-new children's clothes and toys. So vacancy levels are extremely low considering the current national economic recession.
4b. How many shops have had major refits in the last three years?	Q4b. Three pharmacies have incorporated consulting booths.
Q 5	
5a. Do the town and surrounding countryside have markets?	Q5a. – 5f. There are no markets held in Twyford village centre but a monthly farmer's market is held at Hare Hatch nurseries, selling local produce. The nursery also has a permanent farm shop, but the produce is not necessarily local.
5b. What kind (eg, provision markets, livestock markets, farm shops, farmers' markets, WI markets)?	
5c. How many?	
5d. How often?	
5e. What size?	
5f. How many of these sell local produce?	
Q7a. What are the potential threats to the local markets?	Q7a. The only current threat is that in the economic recession, customers might choose cheaper outlets for food.

Question	Answers
Q8	
<p>Are local retailers confident about future trading and the town's role as a shopping destination?</p> <p>Find out whether local retailers plan to expand or move to new premises, or if they are concerned about particular constraints on future business. If they have concerns, what are they?</p>	<p>Q8. The lack of vacant shops indicates that the village and surrounding area have not been affected as badly by the recession as some other parts of the country.</p> <p>However, lack of closures is also a reflection of the high number of independent traders rather than multiples and does not mean that profitability has not been damaged.</p>
Q10 Tourism	
<p>10a. In which brochures or other publicity material is the town centre actively promoted as a shopping destination?</p>	<p>Q10a. None</p>
<p>10b. Is the town actively promoted as destination for shopping, tourism or business?</p>	<p>Q10b. No.</p>

WORKSHEET EC5: SWOT ANALYSIS –LOCAL SHOPS & SERVICES

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How much of the local shopping provision is in the town centre, out-of-town centre or in the villages?	All local shopping provision in Twyford is in the village centre, apart from the Longfield Road shopping parade. The farm shop and farmers market are in the Hare Hatch garden centre, about ¾ mile from the village centre.	✓	✓				
Are there any obvious gaps or shortages in provision of different types of shops and services?	The number of requests in the household Q for an ironmongers/DIY/hardware/electrical shop, was well over double that for any other shop. It is also the one type of shop that might be able to compete with existing stores. The other requests were less clear cut, as there were many for independent butchers, greengrocers, bakery, patisseries, organic and deli foods but particularly selling local produce and this overlapped with requests for a weekly or farmer's market in the village centre itself. It would be more difficult for these to compete with Waitrose. Other shops needed were clothes and shoe shops for adults and children, haberdashers/wool shop, charity shop, toy shop, building society or bank (now that Nationwide has closed) and even another restaurant so long as it wasn't another Indian.			✓	✓		
How effective is the use of retail floorspace?	Too many estate agents and probably too many comparison stores, which locals use very infrequently if at all, rather than more convenience stores which would be more useful and save travelling to other towns. Several residents actually said they valued having a good number of restaurants to walk to in the village so the total number is not seen as too much of a problem, but many complained about not enough variety amongst them.			✓	✓		
Has the town centre become a more or less attractive location for retail development?	Waitrose has generally made it an attractive location for modern convenience shopping, although the individual butchers and greengrocers inevitably closed as a result of the arrival of the supermarket. Waitrose has saved many residents having to travel to Woodley or Wokingham to shop and has helped build community spirit in the village by providing an inevitable informal meeting		✓	✓			

	place for locals.						
Is there is commercial demand for additional retail floorspace?	The Q showed that local residents would welcome a few more convenience shops to save them travelling farther afield. Both the elderly and young mums for example often find this difficult.			✓			
What is retail confidence like?	Bearing up better than most retail centres in this recession.		✓				
Are the local markets vulnerable to closure	No.		✓				

WORKSHEET EC6: THE LOCAL COMMERCIAL PROPERTY MARKET

Questions	Answers
Q1 Supply of property	
1. How much land for development has been allocated in the Local Development Plan?	1. None
Q2 Floorspace	
a. What is the total amount of commercial and industrial floorspace available?	2a. No data available.
b. Where is it?	2b. All in village centre, plus along Station Road and into Gas Lane by the railway arches, and in The Grove.
c. How much of it has been built or let in the last three years?	2c. No new building in the last 3 years, but quite a high turnover of ownership with premises not vacant for long.
Q3 Affordable premises	
3. How many premises suitable for new small businesses are there at affordable rents?	3. Gas Lane starter units. Small offices in Church St, Station Rd, High St.
Q5 Available floorspace	

Questions	Answers
<p>a. How much available office or industrial floorspace is vacant or on the market?</p>	<p>5a. (June 2009)</p> <ul style="list-style-type: none"> • Former factories in High Street (site now earmarked by Bridge House owners for redevelopment as retirement village although no planning permission as yet); • All-weld site in The Grove; • former furniture showroom in Wargrave Road; • 6,558 sq. ft of former offices at 21 London Road above Amin’s restaurant (refurbished and now to let, with parking) although also has planning permission for a private gym; • one retail unit to let at 1 High Street of 933 sq ft; • on the north side of the High Street, ground floor offices of 1,071 sq.ft (99.5 sq m) • former Nationwide office.
<p>Q6</p>	
<p>What have been the trends in vacancy levels in industrial and commercial property?</p>	<p>6. Quite a high and healthy turnover of ownership with premises not vacant for long. Lack of financial backing during the national economic recession is probably leading to delays in schemes coming forward on the larger sites in the village (first 4 bullet points at 5a above).</p>
<p>Q9</p>	
<p>9. What economic development and funding initiatives are in place to assist the expansion of local firms and incoming firms?</p>	<p>9. There are none available from central or regional government because Wokingham Borough is regarded as a prosperous area.</p>

WORKSHEET EC6: SWOT ANALYSIS – LOCAL COMMERCIAL PROPERTY MARKET

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How have vacancy levels for commercial properties changed in the last three years?	Vacancy levels have remained unchanged despite the economic situation, and are particularly low at the moment.		✓				
Are there sufficient premises at affordable rents for new small businesses, and for businesses that want to expand?	No, there is not much scope at the present time, although the old furniture showroom in Wargrave Road could provide some more premises.			✓			
What is the overall demand for, and gaps in the provision of, different types of commercial and industrial property. Take into consideration size and age of available property.	Probably the main demand is for small starter units, especially for people taking that first step from working at home.				✓		

WORKSHEET EC7: VISITOR AND TOURISM NEEDS & FACILITIES

Questions	Answers
Q6 Activities:	
a. What are the main tourist or visitor activities in the village or nearby?	6a. No real tourist attractions for visitors in the village itself, but very close to the River Thames, Henley, Sonning etc. A few ramblers from farther afield use Twyford as a starting point for walks and fishermen come to the River Loddon and gravel lakes.
b. Are there any specialist tourism enterprises, such as language schools or conference centres that may encourage people to visit the area? If so, what proportion of visitors use these facilities?	6b. None.
Q7 What are the transport links?	
a. To the village in the first instance (for example, road and rail)	7a. Excellent links by rail to Twyford Station via the mainline from London Paddington and the West Country and Wales through Reading. The branch-line to Henley-on-Thames also serves Wargrave and Shiplake. By road , the A4 on the northern boundary of the Parish provides links the A404(M) in <10 mins. and thus to the M4 and M40.
b. For visitors once they have arrived (for example, buses, hire cars)?	7b. Taxis and hire cars are always available in the station forecourt. Local buses to Reading and Wokingham are on about a half-hourly service.
c. Are there viable alternatives to private cars?	7c. Twyford is sufficiently compact to enable any reasonably fit visitors to walk or cycle around the village and paths in the surrounding countryside.
Q8 Accessibility	
8. How accessible is the village and its facilities for people with disabilities?	8. The village is on level ground, so is basically very accessible. Dropped kerbs have been installed at most crossing points. Wider pavements in the High Street and Church Street would make people with disabilities feel safer, as they would mothers with small children and pedestrians in general.

Q9 Accommodation	
9. What is the range and capacity of accommodation available with respect to these grades:	
a. B&B	9a. 3 establishments: Loddon Acres (6 rooms – 12 spaces); The Hermitage (6 rooms – 12 spaces); Yewhurst Close (3 rooms – 4 spaces)
b. Guest House	9b. None
c. Hotel	9c. None in Twyford but the Wee Waif Lodge in Charvil, just a mile away, has 42 bedrooms.
d. Self-catering	9d. None
e. Caravan and camping	9e. None, except for occasional Caravan Club weekends using The Piggott playing fields.
f. Youth hostels	9f. None
Q10 Competitions:	
a. Does the town enter any national competitions, such as 'Britain in Bloom'?	10a. Not now, but did many years ago.
b. Do the surrounding villages enter the 'Best Kept Village'?	10b. Not now, but did many years ago.
Q11 Food directory	
11. Is there a local food directory for the town and surrounding hinterland?	11. No.
Q13 Visitor information	
a. If there is a Tourist or Visitor Information Centre in the town, how well used is it?	13a. There is no Tourist Information Centre.

b. Around the town and its environs, are there:	13b.
• current visitor guides	None
• town trails	Village walks booklet produced by Local History Society, available to purchase in Newberry's, the stationers.
• up to date walking and cycling trails	None that are still for sale or otherwise available.
Q14 Signage	
14. Is there adequate and effective pedestrian and road signing to visitors' attractions and services (for example, parking and public toilets, the Tourist Office and the town centre)?	14. The signage is adequate for parking. Public conveniences are being closed down by WBC, so this is now a major problem for ramblers and cyclists etc using Twyford as their base and destination for walks.
Q15 Public transport	
15. How convenient is public transport for shopping areas/facilities and tourist attractions?	15. The station is only 2 minutes walk from village centre and buses also stop in main shopping street.
Q16 Parking	
a. How many car parks, coach parks, meters, free parking zones, etc, are there?	16a. See Worksheet T3, Q7a for full list of parking facilities.
b. Are they situated conveniently for the Town Centre, shopping and tourist attractions?	16b. They are all within 5 mins walk of the centre and there is ample parking for visitors to the village.
Q17	
17. To what extent does the number, range and quality of visitor services and ancillary services match visitor expectation and needs?	17. We only have personal opinions, but our view is that first-time visitors to Twyford will find it a rather charming and quaint village and would therefore be expecting to find more in the way of facilities such as a Tourist Information Office (perhaps in a full-time library), a small museum, public toilets, town trail, more tourist noticeboards.

WORKSHEET EC7: SWOT ANALYSIS – VISITOR & TOURISM NEEDS & FACILITIES

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How important is tourism spending and tourism-related employment to the local economy?	Non-existent.	✓			✓		
How do historical employment rates and business stocks in tourism related services, such as hotels and catering, compare with regional and national averages over the last 3-5 years?	Not applicable.						
Is visitor activity concentrated mainly within the town itself or within the hinterland?	Mainly in the hinterland, along the River Thames, and further south in the Loddon Valley in Dinton Pastures.			✓	✓		
How good are the transport links into the town and to tourist attractions?	Very good, especially by rail.		✓				
What Tourism information sources there are in the area, and how well used are they?	None, apart from one noticeboard on the history of Twyford in Wellington Square outside Waitrose.			✓	✓		
Do the town and its hinterland have adequate parking facilities for both residents and visitors?	Yes. The only problem is insufficient parking for rail commuters.		✓				