

Supporting your business in Waverley



Waverley
BOROUGH COUNCIL



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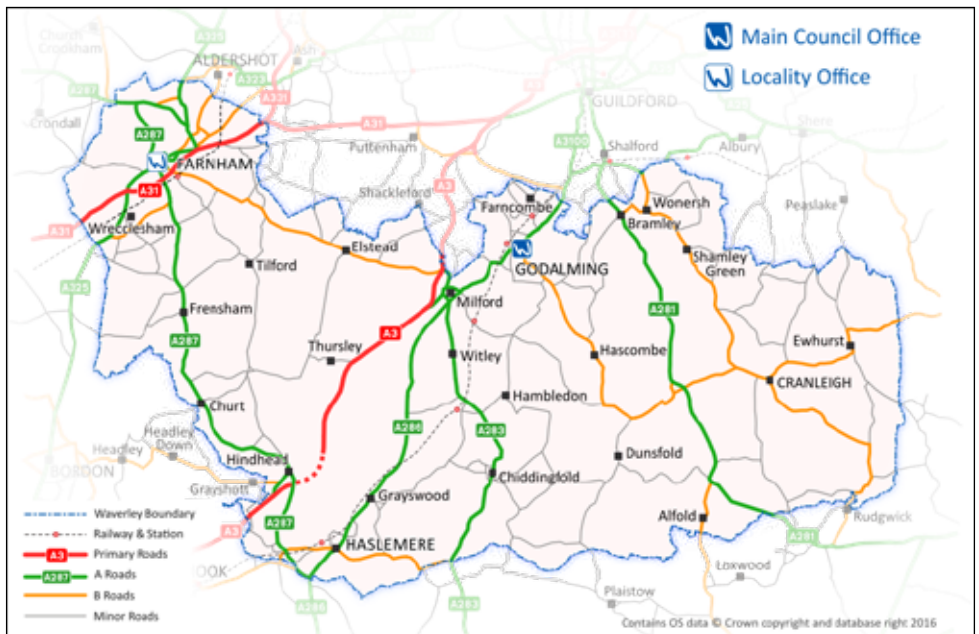
Waverley for your business

Waverley is a fantastic business location.

We are very fortunate to have a borough with historic market towns, quality housing and access to a highly skilled workforce, all set within a diverse rural landscape, and importantly within easy reach of London, Guildford, the M4 corridor, Heathrow and Gatwick airports and the South Coast.

This is why over 8,200 businesses with an annual turnover of over £4.9 billion are based in the borough.

Prosperity is one of the council's three key priorities, along with place and people, and creating a place where local businesses can flourish, supporting high quality jobs and enabling economic prosperity for all, is the vision for our economic development work in Waverley.



Waverley by numbers



79% of residents aged 16-64 are economically active – **56,900**



17% of 16-64 year olds are self-employed – **13,500** people



£4.9bn total business revenue



More than **8,200** VAT registered businesses



57% of residents aged 16 and above hold Level 4 qualifications or above



91% of businesses employ less than 10 people



£30,347 average wage for those working in Waverley



More than **10,000** homeworkers – the highest density in Surrey



28,000 commute out for work
20,000 commute in



47 Industrial parks



2,900 businesses based in rural areas



80% of the countryside is designated as an Area of Outstanding Natural Beauty (AONB)

Our business support service

The council's Economic Development team works to help and support every size of business at whatever stage they are looking for support.

Our Economic Development Strategy and accompanying Action Plan for 2018-2032, has six key priority areas:

1. Encourage sustainable business and employment growth in both our urban and rural areas
2. Provide high quality business and employment support
3. Support healthy town and village centres
4. Encourage a successful visitor economy that is right for Waverley
5. Expand links with and support for the education sector
6. Support the right housing developments in Waverley

Business rates

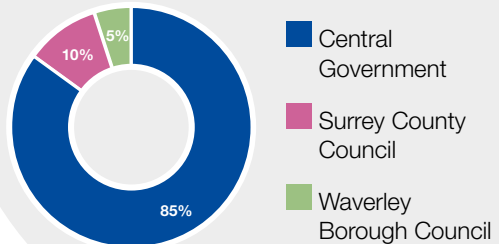
Every year, Waverley Borough Council collects around £38 million in business rates. Currently 5% is retained by the council for use in local services.

'Business rates' is the commonly used term for non-domestic rates which are charged on most non-domestic premises including most commercial properties such as shops, pubs, warehouses and factories. If you use a building or part of a building for business, you will probably have to pay business rates.

If your rateable value does not exceed £15,000 you may be entitled to small business rate relief. For a property with a rateable value of no more than £12,000 the ratepayer may be entitled to receive 100% reduction in their rates bill. For more information go to www.waverley.gov.uk/businessrates

Business rate funding for Waverley 2017/18

Waverley collected £38 million but kept only £2 million



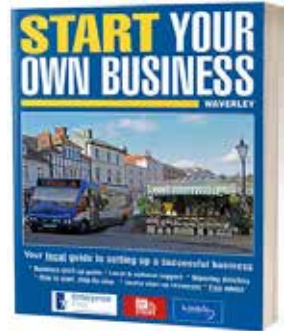
Free business advice

Anyone who is thinking of starting a business, or currently has their own business in the borough, can receive free, independent and confidential advice from Enterprise First, funded by Waverley Borough Council. Appointments can be booked with an experienced business adviser by visiting www.enterprisefirst.co.uk or calling 0800 6526254

This free book is available to download on our website or can be ordered in hard copy at www.waverley.gov.uk/business

The team, and wider council, can also help with:

- Free premises searches
- Registering for public sector contracts
- Skills, training & apprenticeships
- Business rates and relief advice
- Planning information
- Grants in the community sector
- Free business newsletter



Local support and networks

Waverley Borough Council works with a range of partners to support local businesses. We are fortunate to have four active chambers which are a great place for businesses of all sizes to meet, network and exchange information.

Find out more and join:

Farnham: farnhamchamber.org.uk

Haslemere: haslemerechamber.co.uk

Godalming: godalmingchamber.org.uk

Cranleigh: cranleighbiz.co.uk

Business networking

Networking is vitally important; and a great way to make contacts and grow your business. There are a range of opportunities available locally: via Waverley Borough Council events, the local chambers of commerce (website details above) or Surrey Chambers of Commerce (surrey-chambers.co.uk) and other local providers.

For more information on Surrey's business networking opportunities visit www.networkinginsurrey.co.uk

Flexible office space

Looking for flexible and affordable office space? Waverley has a range of options including Haslemere Business Centre, run by Haslemere Chamber of Commerce – see www.haslemerechamber.co.uk and, in Godalming, the newly refurbished Peppercot www.godalming-tc.gov.uk/the-peppercot

Did you know that Surrey's libraries in Bramley, Cranleigh, Farnham, Godalming and Haslemere also offer free computer access and other business services? Visit www.surreycc.gov.uk/libraries

Training and events

We regularly run **free** training and networking events for local businesses on a range of topics – including GDPR, cyber security, social media, marketing as well as sector specific events like tourist, retail or the film industry.

Waverley holds its annual business breakfast every February and here, amongst other topics, you can find out about council budgets and business rates.

Keep up to date with news, training and events in Waverley with our monthly business newsletter and register to complete our annual business survey.

Email: business.support@waverley.gov.uk



Regional and national partners

- The **Enterprise M3** Local Enterprise Partnership drives the economic growth of the area by working with businesses, key delivery partners and central government. They bring people, business, and public and not for profit sectors together and can offer grants in some cases. www.enterprisem3.org.uk
- The LEP's **Growth Hub** provides support and advice for businesses while enabling collaboration and connectivity. All businesses in the area are able to use the Growth Hub's resource network which includes a helpline [0300 456 3565](tel:03004563565)
- **DIT** – if you've considered exporting, you may be interested in speaking to the Department for International Trade to secure UK and global prosperity by promoting and financing international trade and investment, and championing free trade www.gov.uk/dit
- **FSB** – The Federation of Small Businesses offers its members a wide range of vital business services www.fsb.org.uk
- **Surrey Chambers of Commerce** works closely with all 11 local boroughs around the county as well as Surrey County Council www.surrey-chambers.co.uk

Business awards

Keep an eye out for updates on the **Waverley BIG Awards** which, organised with our partners the Chambers of Commerce and town councils, celebrate the work of many local businesses. They are a great way of receiving local press and social media coverage.



Retail support and customer service awards

Good customer service is critical to a healthy high street and we regularly support retail customer service awards on high streets across the borough through targeted mystery shopping projects.

Planning information for business

Looking to add a sign to your business? Changing the nature of your business? Find out about general permitted development at www.waverley.gov.uk/planning

Thinking of adding more floor space to your business? You might need planning permission. Waverley Borough Council offer a paid for pre-application service. If you are an existing business in Waverley you might qualify for a 10% discount.

www.waverley.gov.uk/preappplanningadvice

www.waverley.gov.uk/businessplanningguidance

Building Control Service

If you are altering your workspace or building new offices Waverley's Building Control team works with your experts (architects, builders, structural engineers) to ensure that your project progresses efficiently. Our building control surveyors are knowledgeable, responsive and solution focused; ready to help drive the project forward. As a local team they can react to your on-site needs with a same day inspection service and have an excellent understanding of the ground conditions that could affect your project. They develop great relationships with their clients and have strong relationships with the construction experts in the area.

www.waverley.gov.uk/buildingcontrol

Email: buildingcontrol@waverley.gov.uk

Tel: 01483 523323



Skills and employment

We know local businesses can find it hard to recruit and retain the right people but an organisation such as **Waverley Training Services**, now based at the Memorial Hall, Farnham, can assist with your skills and training needs.

Waverley Training Services

Waverley Training Services, offers training and apprenticeships throughout Surrey and the surrounding borders of Hampshire, Berkshire and Sussex.

With over 30 years experience of delivering funded, work-based qualifications and apprenticeships, they are quality approved and have kite marks such as Investors in People, Matrix Quality Standard for information, advice & guidance as well as being inspected by Ofsted (Grade 2).

Apprenticeship qualifications include:

- Accountancy
- Business Administration
- Customer Service
- Management
- IT
- Social Digital Media
- Supporting Teaching & Learning in Schools.

There are no age limits and it is an excellent opportunity to train and reward current staff. All qualifications are awarded by either City & Guilds, ILM or AAT. They can also help recruit new apprentices into businesses at no extra cost.

Local colleges and universities include:

- Godalming and Farnham Sixth Form Colleges
- University for the Creative Arts, Farnham
- University of Surrey, Guildford.



A step by step guide to upskilling your workforce

Take advantage of the new apprenticeship funding, upskill your workforce and grow your business.



Waverley Training Services plan, manage and deliver apprenticeship training, taking care of the recruitment process, as well as helping you recover your apprenticeship levy and take control.

Find out more

waverley.gov.uk/wts | 01252 725872 | qualifications@waverley.gov.uk

 [facebook.com/waverleytrainingservices](https://www.facebook.com/waverleytrainingservices)



Contact us

Economic Development team

Email: business.support@waverley.gov.uk

Telephone: 01483 523584

Facebook: www.facebook.com/WaverleyBC

LinkedIn: www.linkedin.com/company/waverley-borough-council

Twitter: www.twitter.com/WaverleyBC

www.waverley.gov.uk/business

Contacts within Waverley Borough Council

Business rates

01483 523522

nndr@waverley.gov.uk

Planning enquiries

01483 523583

planningenquiries@waverley.gov.uk

Environmental Health

01483 523393

environmentalhealth@waverley.gov.uk

Licensing

01483 523219

licensing@waverley.gov.uk

Waverley car parks

01483 523408

parking@waverley.gov.uk

Estates & Property

01483 523478

propertyestates@waverley.gov.uk

Waverley Training Services

01252 725872

wtsadmin@waverley.gov.uk

Business Support – general queries

01483 523584

business.support@waverley.gov.uk

Tenders & Contracts

01483 523149

Building Control

01483 523323

buildingcontrol@waverley.gov.uk