

Ware Neighbourhood Plan Survey

Employment, Skills and Training

Common themes included:

- The negative impact of high rentals and business rates – discouraging small business and start-ups.
- the prominence of GSK and its' importance to the local economy and that it should be encouraged.
- the need for digital infrastructure in the town and good broadband services to support economic activities e.g. use of larger buildings.
- the “local” aspect of answers was prominent. Ware would benefit from offering opportunities for residents to work locally rather than commute (may be higher uptake following lockdown and home working). This might take the form of shared offices or small modern workshops in the centre of town.

Mix of High Street businesses

- Balanced mix of businesses in the High Street retail, service and leisure would encourage local custom and loyalty but needs range of products
- Lack of High Street banks, suggestion of mobile banks for business (reluctant to travel for banking by small businesses or cash handling).
- Neighbourhood Plan should recognise the changing economy, more affordable small workspaces and less reliance on traditional High Street uses. Small local businesses should be encouraged.

Skills and Training

- Hertford Regional college plays a major role in training for the local area and can identify shortage skills and work with local businesses to provide training in these skills.
- Work experience essential for young people and a need to match small business placements or internships
Note: need understanding of what “on the job training” requires from the employer not just the college
- Business hub for training, advice and networking for new start-ups or redesigning of existing businesses for the digital age
Note: WENTA was providing this but not in the town centre

Comments related to Employment and Training but more general

- Protect outlying areas for light industries and engineering small modern units e.g. Crane Mead and Marsh Lane and Gentleman’s field
- Encourage emerging sectors to operate in Ware, focus on small businesses as these are common in the town and grouping can aid networking.
- STEM (Science, Technology, Engineering, and maths) and digital skills should be encouraged as these will be a positive factor for GSK and other local businesses
- Training for adults, loss of evening courses and leisure
- Encourage “cottage industries” to support and maintain the heritage of the town – links to skills loss of many “crafts” e.g thatching, micro brewing, woodcraft, creative industries.

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