Our vision: a strong and diverse economy to ensure prosperity in and around town.

What are the opportunities?
- Service centre job growth opportunities – in tourism, retail, small business start-ups, care services for the elderly

Development assumptions
- A significant proportion of employment in Winchcombe is home based, and requires flexible use of homes
- Small scale employment growth is to be encouraged, such as currently on Isbourne Business Park and at Withytrees Farm and the Dairy Farm at Sudeley
- There is potential to make better use of our assets – our history and landscape setting – and create business opportunities from serving visitors
- New jobs may also result from the provision of services that enable elderly people to stay in their own homes, or support them in residential accommodation
- On farm development is to be encouraged, to broaden on-farm activity, for example through development of small business units, and conversion of existing buildings for business.

Site-specific proposals
- The old Town Hall might contribute more to the tourism industry locally if adapted by removing the (non-original) cast iron railings and glazing the understorey to provide an enlarged Tourism Information Centre, able to offset its costs through the sale of locally produced goods
- Conversion and extension of Almsbury Farmhouse to create a 30 bedroom hotel would provide Winchcombe with tourist accommodation on a scale last available in the 1980s
- And the front of the Barn could provide space for a new Visitor Welcome Centre serving both Winchcombe and Sudeley, along with two rooms of exhibition space
- In the 2020s, there may be a need for further small business units; our plan identifies land behind Greet Farm as suitable
- Winchcombe Pottery has the potential to build on its national reputation and create a regional focus for pottery and craft focussed education and training – it is particularly suitable given that it is already a tourist destination with off street parking and could potentially provide new-build residential accommodation for course participants
- Withytrees Farm, opposite Isbourne Business Park, alongside the railway embankment is a suitable location for new business units… especially given the need for commercial vehicle access, without creating congestion in the town centre
- There is potential to expand at the Old Dairy Farm in Rushley Lane
- Investments at Sudeley Castle have the potential to encourage visitors, increase employment at the Castle and town businesses that provide services to the Castle

QUESTION
Are these the right developments to create new jobs in town? Do you have any other proposals we should consider?