



# Township of Southwold Strategic Plan

Community Workshop



# Agenda

- **Introductions**
- **Today's Objectives**
- **Strategic Planning Process**
- **Economic & Demographic Analysis**
- **Your Insights**
- **Next Steps**



# Strategic Planning Process



# Today's Objectives

- Discuss the opportunities and challenges facing the Township
- Explore your vision for the future
- Identify your desired outcomes and performance measures



# Document Review

- **Township of Southwold**
  - Southwold Parks Strategic Plan
  - Township of Southwold Official Plan
  - Vacant Employment Land Inventory
  - Strategic Plan 2018
  - Strategic Plan Updates (2019, 2020, 2021)
  - Economic Development Plan 2020
  - Development Activity as of April 11, 2023
- **Elgin County**
  - Official Plan Housing and Affordability Discussion Paper
  - Draft Official Plan
  - Transportation Master Plan Needs and Opportunities

# ECONOMIC AND DEMOGRAPHIC REVIEW





# Key findings: Demographics



The population has increased by 9% over 5 years



The Township is younger than many rural communities. 46% of households have children compared to 37% across the country.



92% of households own their home



26% of the 2021 population did not live in the Township in 2016

# Key findings: Employment and income



Southwold has relatively high income levels, 26% of households reported over \$150,000, just 4% were below the poverty line



18% self employment (higher than benchmark communities)



The vast majority leave the Township for work. Only 12% who commute to work, work in Southwold.

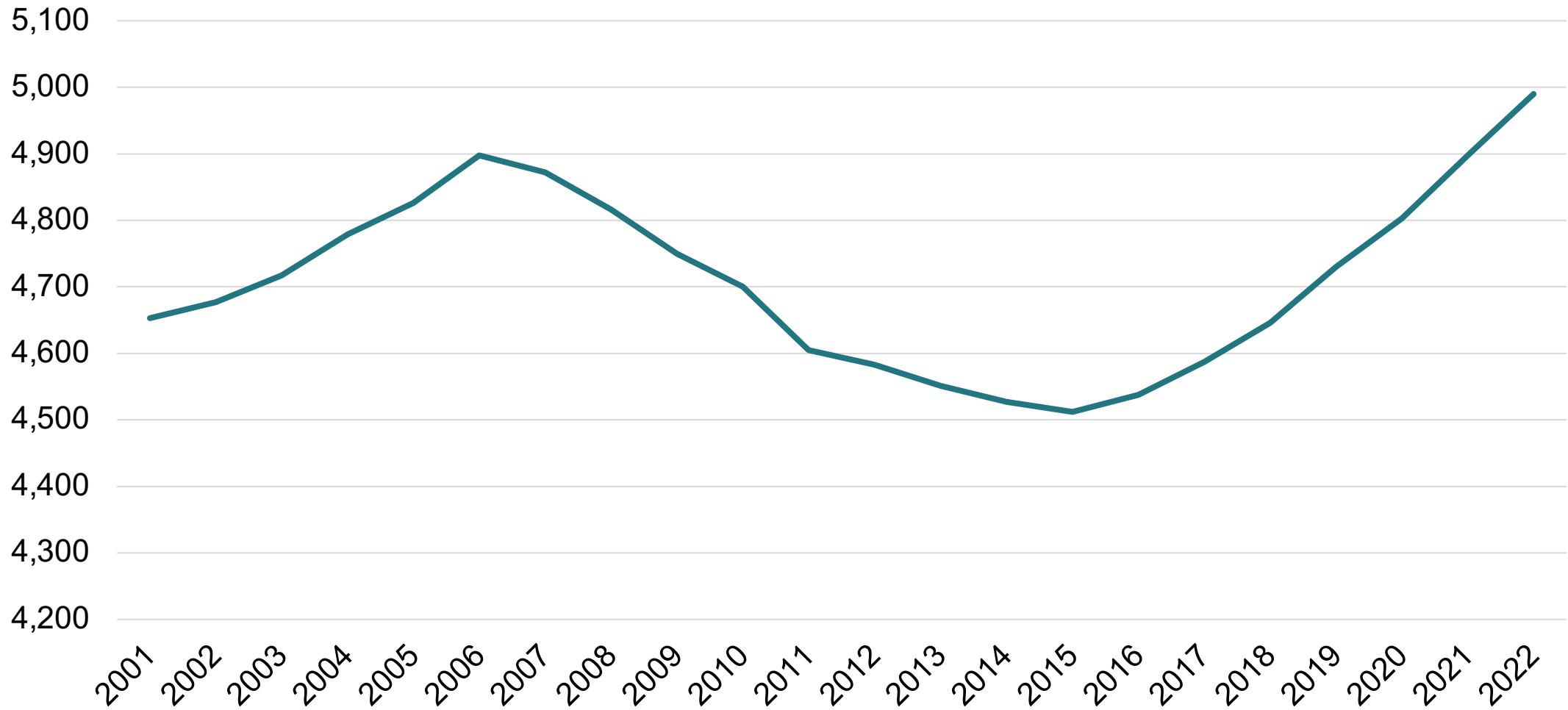


22% of residents worked from home in 2021 compared to 10% in 2016





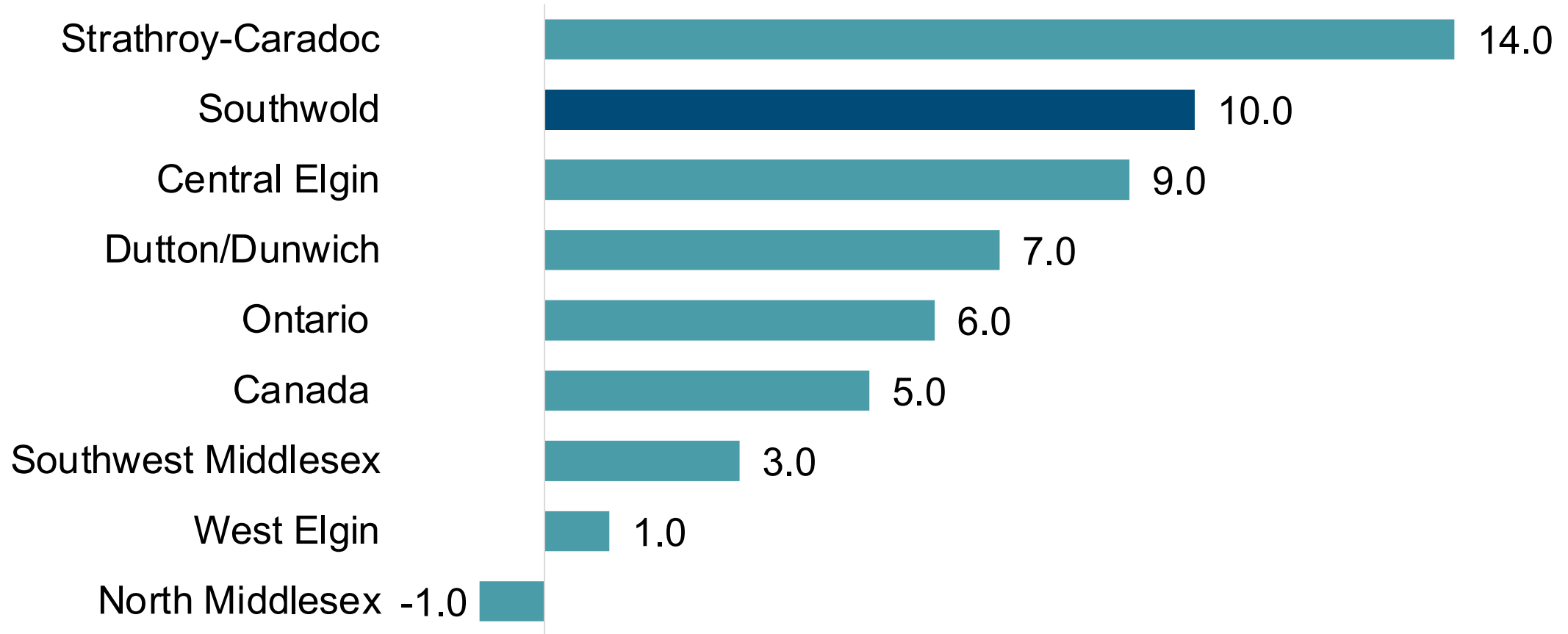
## Population growth rate - 2016 to 2021



Source: Statistics Canada 2021 Census.



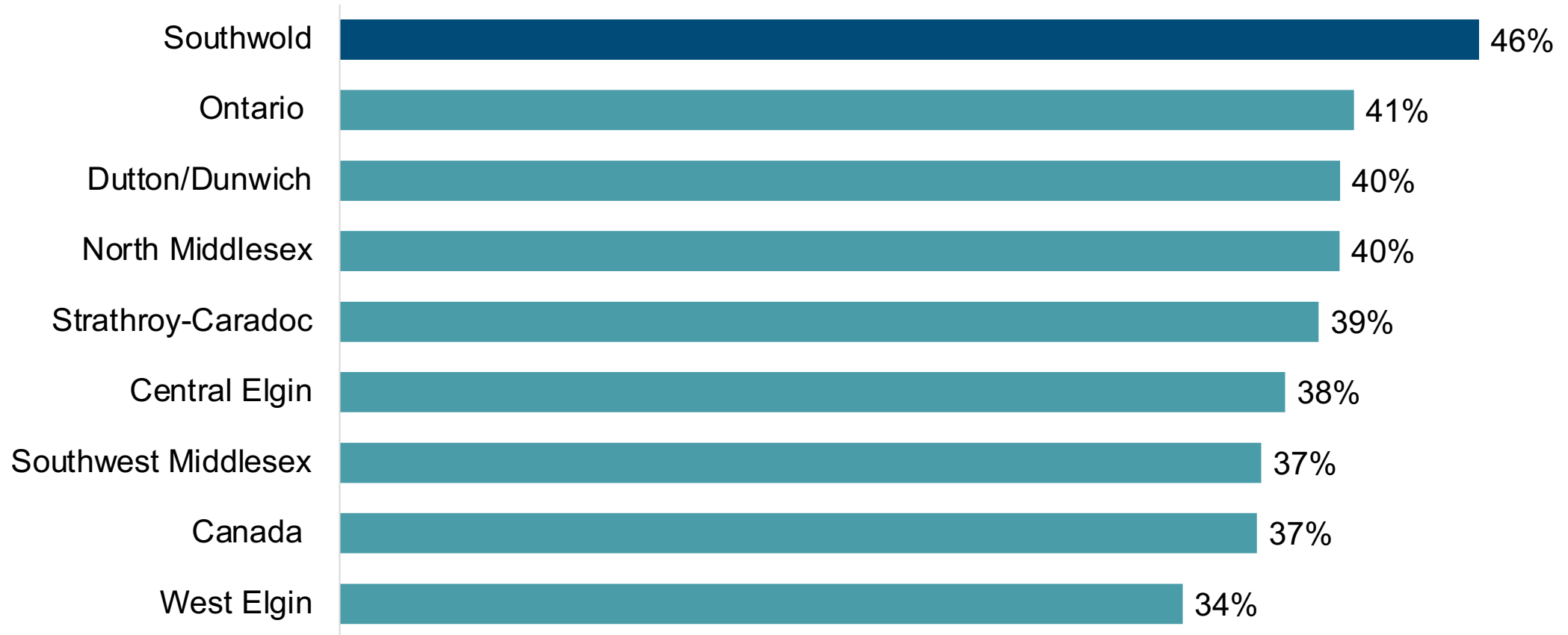
# Population growth (% change), 2016 to 2021



Source: Statistics Canada 2021 Census.



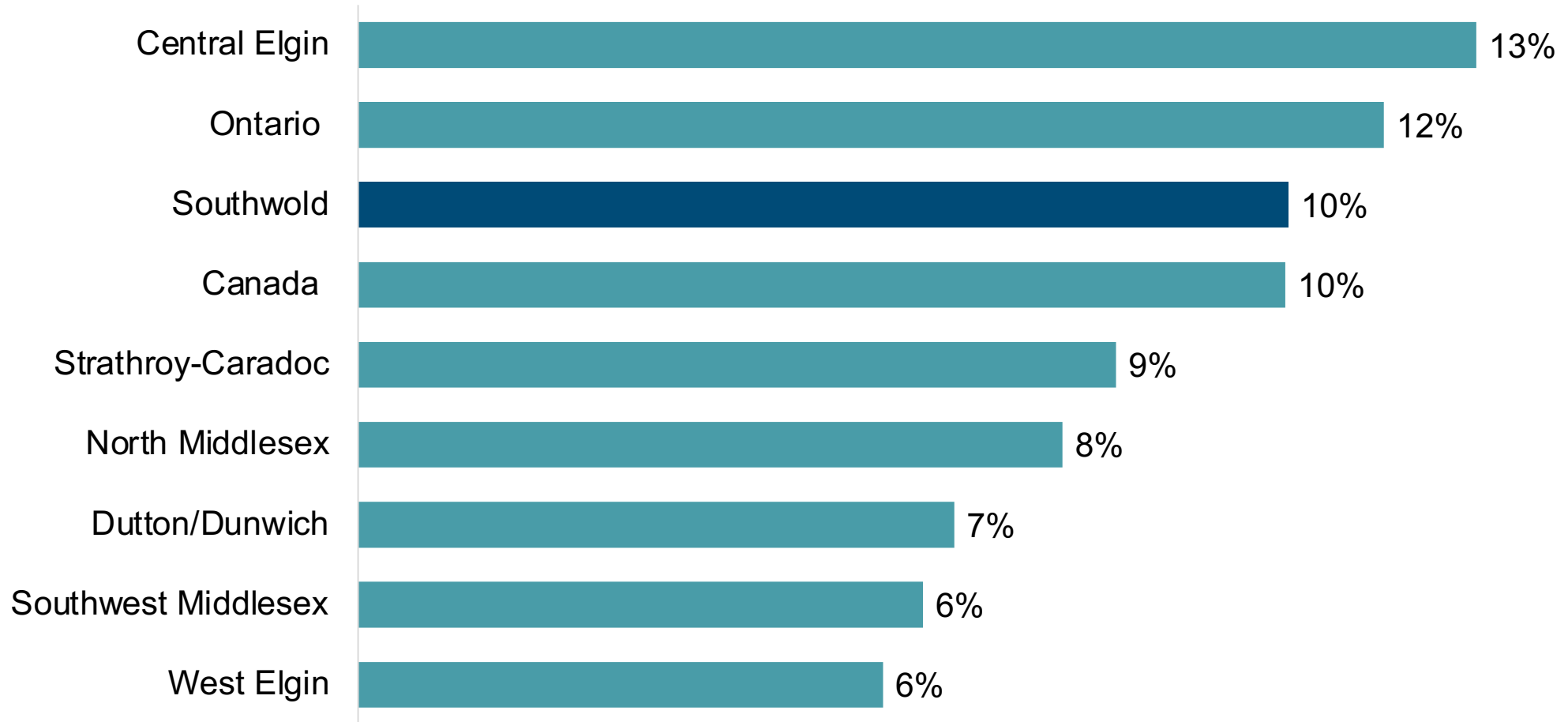
## % of households with children



Source: Statistics Canada 2021 Census.



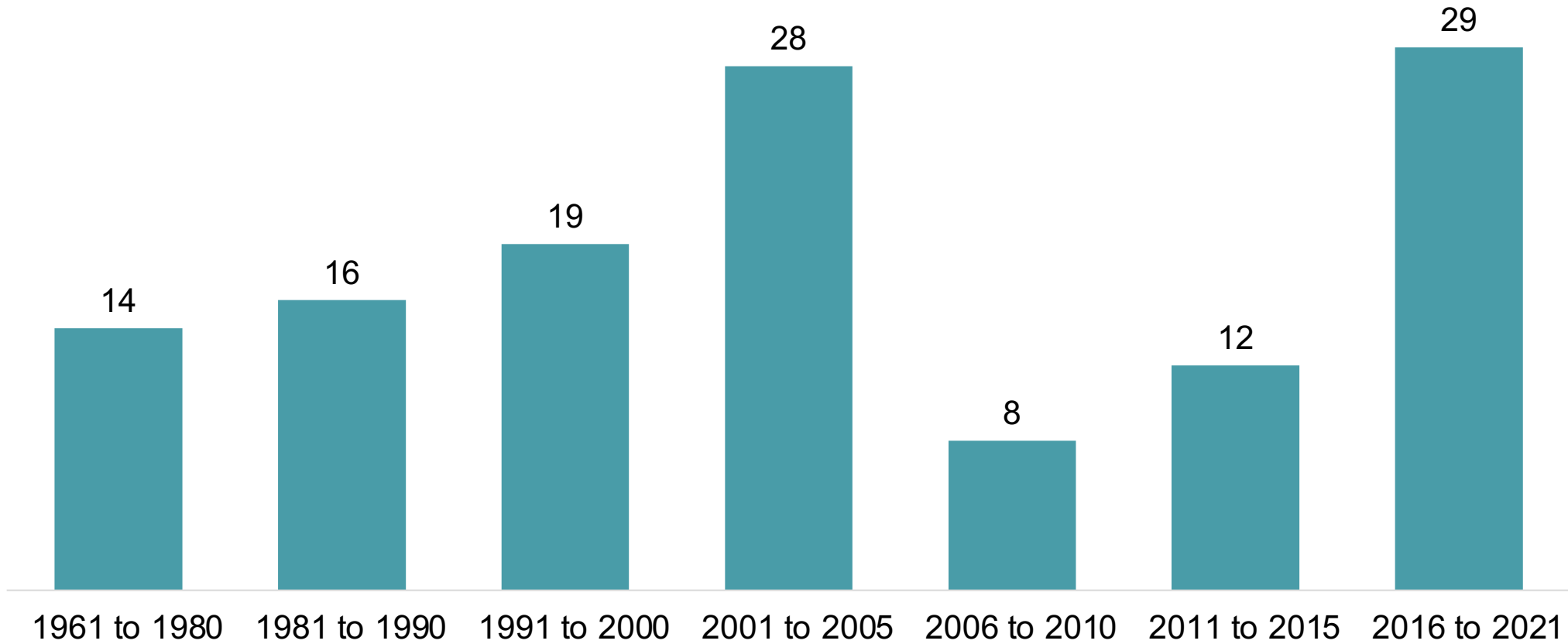
# % of individuals reporting over \$100,000 in income



Source: Statistics Canada 2021 Census.



# Average annual dwelling construction by year and timeframe



Source: Statistics Canada 2021 Census.



## Housing and shelter costs, 2021



	% of owner households spending 30%+ income on shelter	Average value of dwellings	CAN=1.00	Average monthly shelter costs for owned dwellings
<b>Southwold</b>	<b>6%</b>	<b>\$655,000</b>	<b>1.06</b>	<b>\$1,432</b>
Central Elgin	11%	\$623,500	1.01	\$1,398
Dutton/Dunwich	10%	\$497,000	0.80	\$1,340
West Elgin	13%	\$444,400	0.72	\$1,063
Southwest Middlesex	9%	\$467,600	0.76	\$1,135
Strathroy-Caradoc	8%	\$531,500	0.86	\$1,271
North Middlesex	10%	\$569,500	0.92	\$1,316
Ontario	18%	\$807,000	1.30	\$1,700
Canada	15%	\$618,500		\$1,498

Source: Statistics Canada 2021 Census.



## Commuting patterns

Live in Southwold and work in:	#	%
St. Thomas	580	39%
London	480	32%
Southwold	175	12%
Central Elgin	85	6%
Dutton/Dunwich	55	4%
Strathroy-Caradoc	30	2%
Aylmer	20	1%
Malahide	15	1%
Middlesex Centre	15	1%
Ottawa	10	1%
Mississauga	10	1%
Waterloo	10	1%
Ingersoll	10	1%
<b>Total outward commuters</b>	<b>1,495</b>	

Source: Statistics Canada 2021 Census.



## Employment by place of work, 2016 and 2021, Southwold



	2016	2021
Worked at home	10%	22%
Worked outside Canada	0%	0%
No fixed workplace address	14%	11%
Usual place of work	77%	66%
Work within municipality	11%	12%
Work outside municipality but in county	45%	49%
Work in a different county	44%	40%

Source: Statistics Canada 2021 Census.





## Industries in Southwold with LQ values greater than 1.00, 2 digit NAICS



Industry:	% of total employment	LQ (CAN=1.00)	% change (2016-21)
11 Agriculture, forestry, fishing and hunting	10%	4.28	-12%
23 Construction	11%	1.46	+40%
31-33 Manufacturing	11%	1.30	-5%
53 Real estate and rental and leasing	2%	1.14	+175%
62 Health care and social assistance	17%	1.27	+28%
71 Arts, entertainment and recreation	2%	1.12	0%

Source: Statistics Canada 2021 Census.

# YOUR INSIGHTS



# REVIEW

# Next Steps



# More Information

- Southwold website  
[www.southwold.ca/stratplan](http://www.southwold.ca/stratplan)
- Community Survey
  - Paper copies due **May 19**
  - Online survey by **May 22**  
[www.surveymonkey.com/r/Southwold](http://www.surveymonkey.com/r/Southwold)



# Thank you!



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