



Report to the Partnership for Urban South Hampshire Joint Committee

Date: 23 March 2010

Report of: Kishor Tailor, PUSH Economic Development Director

Subject: PUSH Inward Investment Service

SUMMARY

In 2008, the Joint Committee established a Task and Finish Group to develop, prepare and negotiate implementation arrangements for a PUSH Inward Investment service. Some progress has been made since that resolution however the creation of a sub-regional Inward Investment service remains outstanding.

The Economic Development Delivery (EDD) Panel has received a number of reports on this subject and in November 2009 approved an initial paper on establishing a PUSH-wide Inward Investment service following consultation with partners. At the February 2010 meeting it considered and approved a paper that set out the vision and functions of the PUSH Inward Investment Service and highlighted the issues that need to be addressed during a transition year (2010/11) prior to its full implementation from 1 April 2011 onwards.

During this process key partners, including Invest-in-Southampton and Harbour Economic Development Forum, other local authorities, plus SEEDA, have been consulted.

The purpose of this paper is to seek the Joint Committee's endorsement to the governance and organisational issues as set out in the paper.

RECOMMENDATIONS

The Joint Committee notes and endorses the action of the Economic Development Delivery Panel in establishing the governance and organisational issues as set out in paragraph 8 of the paper.

Inward investment achievements to date

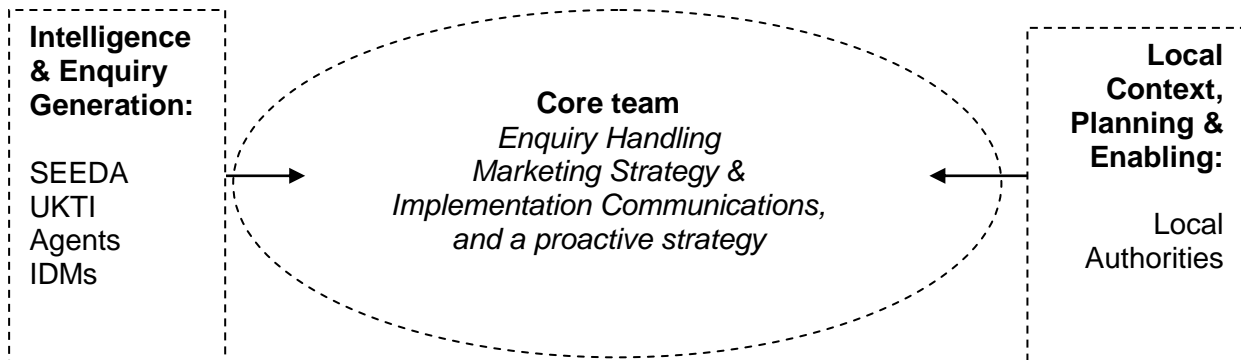
1. During 2009/10, in the absence of a formal PUSH delivery mechanism for Inward Investment, proactive joint working between Invest in Southampton and Harbour Economic Development Forum (HEDF) local authority partners achieved the following:
 - Two property databases merged to create one resource for whole of South Hampshire. Thereby achieving one of the original PUSH Business Plan Inward Investment Priority Actions.
 - HEDF Inward Investment service (PROP-SE) re-branded Invest-in-Portsmouth to create synergies with Invest-in-Southampton (reinforced by using same brand imagery).
 - Co-ordinated £30,000 marketing campaign to promote the new combined inward investment service. Launch event attracted over 100 property professionals and other campaign elements included print and web media advertising and direct mail initiatives.
 - Enquiry handling service for South Hampshire established, with staff resources shared between Invest in Southampton and HEDF.

Vision for PUSH Inward Investment Service and its key functions

2. The vision is to develop a high quality, customer focussed and marketing service that will attract business investment from the UK and overseas into South Hampshire and significantly contribute to PUSH's economic growth targets.
3. In doing so it will have the following key functions:-
 - Proactively promote South Hampshire sub-region as a place for inward investment to UK and international markets. PUSH is progressing a piece of work on establishing identity which has been jointly commissioned by the Economic Development and Quality Places themes and which will feed into the development of the strategy;
 - Develop and implement a PUSH Inward Investment Strategy within the context of the refreshed Economic Strategy;
 - Focus on place marketing and work in partnership with SEEDA, UKTI, developers, property owners and commercial agents;
 - Provide a "first-stop shop" for developers and businesses looking to invest or relocate to south Hampshire; including information provision and access to support services;
 - Act to co-ordinate local public sector inward investment activity to improve effectiveness and generate economies of scale; and
 - To input to, work with and draw from related activities undertaken by other PUSH sub-group, local authorities and partners.

Issues to be addressed in establishing PUSH Inward Investment Service

Consultation with key partners has helped identify the preferred model set out below.



4. The consultation also identified a number of issues that need to be addressed:
 - Governance and organisation structure has to be agreed and established;
 - PUSH Inward Investment Strategy and annual delivery plans are needed;
 - Resourcing of the service needs commitment from all PUSH local authorities on a fair and equitable basis, and in a form that provides for a sustainable service. Additional sources of funding from other public and private sector partners also need to be established; and
 - Embedded in-kind support from PUSH local authorities to inward investment needs to be reviewed and options explored to improve alignment and coordination of resources;

Proposed priorities for 2010/11

5. Given the significance of a number of these issues, it is proposed that 2010/11 be a transition year, where a transitional Inward Investment Board will be established. This will allow the Board to consider the issues emerging from the consultation and to enable them to be addressed, with an intention that a PUSH Inward Investment Service is fully operational by 1 April 2011 at the latest.
6. Subject to the support of HEDF authorities and SCC, the joint working outlined in section 2 should be sustained as an interim measure during 2010/11, until such time that issues are resolved and/or resourcing commitments are in place to support the development of the service.
7. The Isle of Wight has expressed a wish to join the PUSH wide service, further discussions are planned to establish their requirements, involvement and contribution to a future service
8. Governance and organisation should be established as a priority, including:-
 - Establishing a transitional PUSH Inward Investment Project Board to be active by 31 March 2010; and

- Reporting to the Economic Development Delivery Panel, providing strategic direction and responsibility for preparing and monitoring an annual service delivery plans and the existing pooled and available resources. The Board is expected to be small and “fit for purpose”. It is suggested that the Board will include members, officers and private sector representatives and chaired by a Councillor Mark Hook (nominee of the Economic Development Delivery Panel) . Suggested membership is as follows:-
 - 2 Elected members (including the Chairman);
 - 2 Privates Sector representatives;
 - 1 University/HE representative;
 - 1 UKTI/SEEDA representative; and
 - 1 PUSH – Economic Development Director.

Subject to further negotiations with Isle of Wight a place on the Board could be considered, and it is recommended to delegate the authority to the Economic Development Delivery Panel to review and refresh membership of the Board as appropriate.

- Proposed Terms of Reference and membership to be agreed in advance and would be presented to the EDD Panel at their next meeting.
- Reconvening of the Inward Investment Task Group as agreed by the Joint Committee in 2008, to develop, prepare and negotiate implementation arrangements for a full PUSH inward investment service. In principle the Task group should be made of a representatives of the lead Authorities of Hampshire County Council, Portsmouth City Council, Southampton City Council, a PUSH district local authority plus SEEDA and chaired by the PUSH Economic Development Director. We are entering into discussions with the lead Authorities with regard to their involvement on the Team. The Task Group will report to both the ED Panel and the Inward Investment Board
- Subject to the above and agreement of support, to establish a Core Team by 30 June 2010; ideally comprising three members of staff, one of whom will have team leader responsibilities and report to the PUSH Economic Development Director

RECOMMENDATIONS

The Joint Committee notes and endorses the action of the Economic Development Delivery Panel in establishing the governance and organisational issues as set out in paragraph 8 of the paper.

Enquires

For further information on this report please contact: Kishor Tailor, Economic Development Director PUSH (kishort@push.gov.uk).