



PUSH DRAFT ECONOMIC DEVELOPMENT STRATEGY CONSULTATION

Start: 21st July 2010

End: 21st September 2010



Together shaping the future of South Hampshire

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Foreword

This Economic Development Strategy sets out our ambitions for the PUSH area in the light of substantial changes to the economic and policy environment since we developed our previous strategy.

Our fundamental ambitions have not changed. We wish to see a more prosperous future for the residents of South Hampshire. We wish to see everyone sharing in the benefits, with reduced levels of deprivation and increased levels of labour market participation. We wish to see our cities fulfil their potential as engines of economic growth and we wish to see the sub-region becoming an even greater place to live, work and do business, offering a fantastic quality of life. In order to deliver this, our strategy is centred on sustainable development, on ensuring the quality of life which we value so highly is enhanced and enriched, not jeopardised.

However, the context has changed. The recession has led to more of our residents becoming unemployed. It has created substantial challenges for both public and private sector investment both now and in the future. The change in Westminster government has changed the public policy environment. Whilst these changes could be seen as challenges, we see them as opportunities. They have forced us to look at how we work in this sub-region and how we can do things more efficiently. We must work together, pool our resources and align our priorities around a common agenda. We already have a track record of doing this in this sub-region. We are not starting from scratch, we are already ahead of the game.

We therefore believe we can deliver higher levels of growth, we can deliver more and better for less, we can grasp the opportunities afforded to us through the changes being proposed by the Coalition. Central to our strategy is taking action to be innovative in how we deliver and fund activities. Central to our strategy is joining up the public and private sectors to work together. Central to our strategy is using the assets we already have in the sub-region; our people, our world class businesses; our universities and our fantastic natural environment.

We have identified the areas of our economy where we need to invest and focus our efforts. Those sectors where we have great specialisms, world class innovation and skills and opportunities to drive economic output, those sectors which will underpin employment growth and create opportunities for our residents to access jobs and those sectors which are fundamental to South Hampshire offering a high quality of life.

We have also identified a series of transformational actions to ensure we do things differently and better than other areas, in order that we can deliver additional and more sustainable growth. We will ensure we have a well skilled and engaged labour market, we will invest in our cities, we will support our key sectors and we will continue to explore new ways of working together.



Seán Woodward

Councillor Seán Woodward

**Chairman
Partnership for Urban South Hampshire (PUSH)**

Executive Summary

Much has changed in the economic context within which business and other employers in the PUSH area operate since PUSH developed its first economic development strategy. The environment in which the public sector is operating has also changed substantially. It is time to consider in what way PUSH needs to do things differently in the future.

We have reviewed the economic evidence. This has identified:

1. The need to continue to invest to close the gap with South East and ensure prosperity for the residents of PUSH. The challenge we set ourselves previously is still valid.
2. The need to support the cities to fulfil their potential as engines for economic growth in the sub-region.
3. The need to address the impact of the recession and create jobs to tackle unemployment, as well as seeking to increase productivity. This is a notable change from the context in which the first Economic Development Strategy was drafted when unemployment was close to its lowest point in the last economic cycle and labour market indicators suggested a fairly tight labour market, albeit with some room for improvement compared to benchmark areas.

When looking forward, projections paint an undesirable picture of the South Hampshire economy in the future. Persistently high levels of unemployment as a result of rising population without sufficient employment growth will bring pressures on public services. In addition, our relative performance with the South East is likely to worsen again. If we are to achieve our ambition we must seek to do things differently.

We have a fantastic opportunity to do this. We are already ahead of the game. Whilst there are challenges, we have cause to be confident that we can deliver a brighter future. We have already achieved successes. We have demonstrated that we can bring people together around a common strategy. This has already enabled us to support the economy more effectively, with some encouraging signs in terms of our recent economic performance. We have already established a multi agency Employment & Skills Board among other examples of collaborative working. The proposed changes in the way economic development support is delivered through local and sub-regional partnerships align well with the way we are already working. We will therefore embrace these changes and ensure they can be used to prosper South Hampshire.

We have therefore set out a vision for the future which includes a higher level of employment in the sub-region and greater levels of participation among our workforce so that the benefits of growth are open to our residents. This is a vision of a more sustainable economic future that utilises the assets we already have in the sub-region. It will build on our key sectors, on our resident population, on our world class businesses and on our existing institutions.

We have developed a strategy that is aligned to the circumstances in which we now find ourselves. Collaboration and partnership working has always been our strength. We will build on this in the coming years to ensure that whilst the financial resources at our disposal will be reduced, we can be innovative and creative in driving efficiencies and ensuring delivery. In particular we have identified seven transformational actions to achieve our ambition:

1. Leading on employment and skills – our brighter future is based on a skilled workforce that can underpin higher levels of growth and ensure our residents are engaged and suited to the jobs that are created.
2. Supporting the growth of our cities – ensuring our cities fulfil their potential as drivers of a sustainable and growing economy.
3. Ensuring sites and premises to facilitate growth – making sure we can accommodate the growth we are striving for by prioritising investment in the most important areas.
4. Establishing a single inward investment and place marketing function – to ensure we use resources efficiently to attract new businesses to the sub-region.
5. Developing our world leading sectors – to ensure we continue to be recognised as a leading location for marine, aerospace and advanced manufacturing.
6. Strengthening innovation networks to drive productivity growth – ensuring innovation and knowledge lies at the heart of our economy.
7. Driving innovation in delivery and funding models – ensuring that creative and innovative delivery is at the centre of all that we do.

Name:

Organisation (if applicable):

Questions

Q1. A future vision for PUSH is to create more local jobs and better jobs for local people.

Do you support this statement?

Yes

No

Q2. Prioritising support for and building on our key sectors and assets that exist in the area is important.

Do you support this statement?

Yes

No

Q3. We must make sure we do all we can to secure our ambition for a high quality of life for residents, workers and visitors. This will require us to ensure that new developments contribute to the quality of the place and that we protect and enhance our important natural assets, such as the coastline and nearby national parks.

Do you support this statement?

Yes

No

Q4. PUSH's policy is to maintain a supply of homes to support the housing needs of local people in the area. This includes meeting a shortage of quality housing across all housing sectors and increasing access to affordable housing.

Do you support this statement?

Yes

No

Q5. To support the growth of our economy it is vital that we facilitate the development of appropriate sites and premises. This will require us to align our planning functions and infrastructure and site investments to our overarching strategy.

Do you support this statement?

Yes

No

Q6. The Economic Development Strategy identifies 7 transformational actions.

Do you support these actions?

Yes

No

Comments:

Your Views

We welcome views from all interested parties including, the local community, businesses, key agencies, the voluntary sector, the Higher and Further Education community and others. A list of those organisations and individuals consulted is at Annex A. Please tell us if you know of other parties who would be interested in receiving this consultation. Copies of the Draft Economic Development Strategy and supporting documentation can be found at:

<http://www.push.gov.uk/work/joint-committee.htm>

How to Respond

When responding please state whether you are an individual or representing the views of an organisation. If you are responding on behalf of an organisation, **please make it clear who the organisation represents, and where applicable, how the views of members were assembled.**

The responses must be submitted by **21st September 2010** and can be submitted either via:

1. Letter

The PUSH Office
54a High Street,
Fareham,
Hampshire.
PO16 7BG

2. Completing our online questionnaire

www.push.gov.uk/frm-edstrategy-consultationquestionnaire.htm

Next Steps

The outcome of this consultation will help inform the development of the Economic Development Strategy, and a final draft will be presented to the Joint Committee in November 2010.

The new Strategy (when agreed) is likely to be adopted in 2011.

Annex A – List of consultees

1st Saxon-Clenmay Ltd	BDML Connect Ltd
A2Dominion South East	Bishops Printers Ltd
ACW Technology Ltd	Blaze Construction Ltd
Adams Morey Ltd	Blue Arrow Catering Ltd
Advanced Resource Managers Ltd	BN Group Ltd
Affinion International	Bon Voyage Travel & Tours Ltd
Aggreko UK Ltd	Bond Pearce LLP
Allied Healthcare Ltd	Brazier Construction (A Division Of Kier Regional Ltd)
Allied Irish Bank (GB)	Brook Street (UK) Ltd
Amiri Construction Ltd	Brymor Contractors Ltd
Apollo Fire Detectors Ltd	Business Post Ltd
Associated British Ports	Business Southampton
Aster Group	C & D Technologies (UK) Ltd
B & Q Plc	Calfordseaden
BAE Systems Intergrated System Technology	Cavendish Ship Stores Ltd
Barfoot Farms Ltd	CEMEX UK Marine Ltd
Barratt Homes West	Chamber of Commerce
Barton Peveril College	Chemring Group Plc

Chesapeake Branded Packaging
 Claremont Group Interiors Ltd
 CLC Group Ltd
 Cleansing Service Group Ltd
 Clivet UK Ltd
 Condor Logistics
 Connaught Environmental Ltd
 Crest Nicholson
 Currie & Brown
 Dalkia
 De Vere Grand Harbour
 Deloitte & Touche LLP
 Denplan Ltd
 DP World Southampton
 Draper Tools Ltd
 Drew Smith Group
 Drum Housing
 Dunham-Bush Ltd
 Dyer & Butler Ltd
 EADS Astrium Ltd
 East Hampshire District Council
 Eastleigh Borough Council
 Eastleigh College
 Eaton Aerospace
 Eaton Hydraulics Ltd
 EMCOR Facilities Services Ltd
 Environment Agency
 EPB
 Employment and Skills Board
 European Metal Recycling Ltd
 EXFO UK Ltd
 Fareham Borough Council
 Fareham College
 Federation of Small Business
 Femcare-Nikomed Ltd
 First Hampshire Ltd
 First Wessex Housing Group
 First Wessex Housing Group
 Foreman Homes
 Fortis Insurance Ltd
 FPT Industries Ltd
 Freight Transport Ltd
 G E Aviation
 G L Hearn
 GEA Pharma Systems Ltd
 GED Sitec Ltd T/A Sitec
 Geodis Wilson (UK) Ltd
 Geoff Betteridge Meats
 GMK Ltd
 Goadsby
 Gosport Borough Council
 Grainger Estates
 Gunwharf Quays Management Ltd
 H & S Aviation Ltd
 Hampshire County Council
 Havant Borough Council
 Havant College
 Haydon & Co Ltd
 Homes and Communities Agency
 Hendy Group Ltd
 Hampshire Economic Partnership
 Hermitage Housing
 Highbury College
 Highwood Construction
 Highwood Group
 HTEC Ltd
 Hughes & Salvidge Ltd
 Huhtamaki (UK) Ltd
 IBM UK Ltd
 ICS Cool Energy Ltd
 InterCash Bureau de Change Ltd
 Inward Investment Board
 Institute of Directors
 Isle Of Wight College
 Itchen College
 ITS Maritime (UK) Ltd
 JCP
 Kenwood De Longhi Ltd
 Kier (Southern)
 Kitsons Thermal Supplies Ltd
 Kongsberg Maritime Ltd
 Lambert Brothers Haulage Ltd
 Lawton Communications Group Ltd
 Leadbitter
 Lewmar Ltd
 Lift & Shifts Skip Hire Ltd
 Linden Homes
 Lockheed Martin UK Integrated Systems
 Local Strategic Partnership - Isle of Wight
 Local Strategic Partnership - Portsmouth
 Local Strategic Partnership - Southampton
 MacFarlane Packaging
 Magnet
 Mainland Market Deliveries Ltd
 Manpower Plc
 Mansell Partnership Housing
 Marina Developments Ltd
 Marine South East
 Marquis Motor Homes
 Matchtech Group Plc
 Mazars LLP
 Meachers Group Holdings Ltd
 Menzies Distribution Ltd
 Microlink PC (UK) Ltd
 Mitie Property Services (UK) Ltd
 Mitie Property Services (UK) Ltd
 Molex Premise Networks
 Morgan Ashurst Plc
 Mott MacDonald
 National Apprenticeships

National Housing Federation
 NATS
 New Forest District Council
 Newsquest Hampshire
 Nice CTI Systems UK Ltd
 Northcroft
 Norwest Holst Ltd
 Novatech Ltd
 Oast Agencies
 Office Angels Recruitment Consultants Ltd
 Oil Spill Response
 One Community
 Ordnance Survey
 P J Hayman & Co Ltd
 Pall Europe Ltd
 Persimmon Homes
 Peter Green Furnishers
 Peter Symonds College
 Peters & May Ltd
 Picador Plc
 Polimeri Europa UK Ltd
 Portsmouth Aviation Ltd
 Portsmouth City Council
 Portsmouth College
 Portsmouth Commercial Port
 Portsmouth Housing Association Ltd
 Portsmouth Water Ltd
 Preferred IT
 Premier Marinas Ltd
 Princes Trust
 Principal III Ltd
 Pruprim
 QinetiQ
 R F Webb & Son Ltd
 Randstad Employment Bureau Ltd
 Rank Hovis Ltd
 Raymarine Ltd
 Red Funnel Group
 Rexel Senate Electrical Wholesalers Ltd
 Rich Products Ltd
 Righton Ltd
 Rimor Ltd
 Roadways Container Logistics
 Robin Appel Ltd
 ROK Building Ltd
 Roughton Group Ltd
 Saacke Ltd
 Sanderson Multi Channel Ltd
 Savills
 Scottish & Southern Energy Plc
 Searle Ltd
 SEEDA
 Selwood Ltd
 Serco Technical & Assurance Services
 Serenity Holidays Ltd
 Skills Funding Agency
 SHB Hire Ltd
 Silverdell (UK) Ltd
 Skandia
 Snows Motor Group Ltd
 Solent Skills Quest
 Solent Synergy
 South Coast Port Services Ltd
 Southampton City College
 Southampton City Council
 Southampton International Airport Ltd
 Southampton Solent University
 Southampton Voluntary Services
 Southern Co-Operatives Ltd
 Sparsholt College
 Spectrum Housing
 SPI Lasers
 St. Vincent College
 Station Motors
 Sumika Polymer Compounds (UK) Ltd
 Supreme Freight Services Ltd
 Swaythling Housing Society
 TAB Projects Ltd
 TAB Projects Ltd
 Tandberg Television
 Taylor Wimpey (Strategic Land Manager, Sthn Counties)
 Telsis Ltd
 Test Valley Borough Council
 TFB Plc
 The Danwood Group Ltd
 The Hyde Group
 The Partnership
 The Royal Bank Of Scotland
 The South Downs College
 Totton College
 Trant Construction Ltd
 Turbomeca UK Ltd
 TUV Product Service Ltd
 TW Metals Ltd
 University Of Portsmouth
 University Of Southampton
 University Of Winchester
 Uniworld Communications Ltd
 UTI
 Vail Williams
 Vear Building Services Ltd
 Vector Aerospace Helicopter Services
 Veolia ES Hampshire Ltd
 VES Andover Ltd
 VT Education & Skills
 VT Flagship
 Wallenius Wilhelmsen Logistic UK
 Warings Construction Group
 Warsash Maritime Academy
 Wartsila UK Ltd

Welling Partnership Property & Construction
Wessex Lift Co Ltd
Wessex Petroleum Ltd
Westminster Dredging Company Ltd
White & Co Plc
Whitegrove Group Ltd
Wight Salads Ltd
Wilding Butler Construction Ltd

Williams Trade Supplies Ltd
Winchester City Council
WKB Toyota (Waterlooville)
Working Environments Ltd
Wyeth
Xyratex
Zurich Insurance

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