



Partnership for Urban South Hampshire

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Barbara Hammond
Strategy Director
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14 March 2008

Dear Ms. Hammond

SEEDA Draft Corporate Plan 2008-11: PUSH Consultation Response

Thank you for the opportunity to respond to SEEDA's Draft Corporate Plan 2008-11. I am pleased to convey the following comments on behalf of the Partnership for Urban South Hampshire (PUSH):

1. PUSH welcomes the draft Corporate Plan and its encapsulated milestones and actions that contribute to achieving the PUSH objectives. PUSH is grateful to SEEDA for its support and commitment to PUSH as a priority area. However, with reference to the action on enterprise culture, although South East Hampshire is identified as a priority area, PUSH recommends for SEEDA to view the whole of South Hampshire as a priority as this is an important issue that needs addressing in the sub-region.
2. PUSH seeks to work with SEEDA to develop the relationship which will require new ways of working. PUSH regards SEEDA as a key partner to achieve its ambitious targets and thus supports SEEDA's plans to strengthen Area Teams and to establish an internal task group that will ensure SEEDA's proposed investments in South Hampshire connect regional and sub-regional priorities.
3. SEEDA needs to set out more clearly and emphasise its commitment to advocacy to government regarding the needs of Sub-regional Partnerships such as PUSH particularly in the light of the designation in the RES of South Hampshire as a Diamond for Investment and Growth.
4. Further clarity is required on how SEEDA's Corporate Plan relates to Local Authorities and PUSH as a Sub-regional Partnership.

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5. PUSH would expect greater delegation of the SEEDA budget (and its leverage on which there should be more mention of, including set targets, in the Corporate Plan) to Sub-regional Partnerships particularly these with the necessary capacity. In this respect the PUSH Business Plan “A brighter future for South Hampshire moving to delivery 2008-11” is a significant milestone.
6. There is a need for more clarity on how funding will be delegated to Local Authorities and sub-regions. Similarly for the European Regional Development Fund which PUSH is keen to be involved. PUSH would like to reiterate the need for more open communication from SEEDA as soon as possible regarding these funding arrangements in order to avoid any delay to development and implementation of projects.
7. There will need to be greater clarity on the level of support for Multi Area Agreements (MAA) for which South Hampshire is a national pathfinder. The PUSH MAA will encompass the PUSH Business Plan and SEEDA’s Corporate Plan will need to indicate which aspects it aligns to, particularly as South Hampshire is a priority Diamond for Investment and Growth area.
8. The South Hampshire Area incorporates three Local Area Agreements (LAA) and SEEDA support for these are unclear. However, LAA’s are not yet progressed to becoming the main conduit for delegating RDA funding as implied by the draft Corporate Plan but are a tool to align delivery. The concerns are that only a part of SEEDA activity and delegated funding will align with current LAA proposals.

Please do not hesitate to contact Tim Levenson at Southampton City Council (Tel: 023 8083 2550 or e-mail: tim.levenson@southampton.gov.uk) who is the Chair of the PUSH Enterprise, Innovation and Business Support Sub-group if you have any queries or seek further clarification.

Yours sincerely

A handwritten signature in black ink that reads "Seán Woodward". The signature is written in a cursive, flowing style.

Councillor Seán Woodward
Chairman of PUSH