

Media Release

From the Partnership for Urban South Hampshire
www.push.gov.uk



30th July 2010

PUSH Business Consultation Event

The Partnership for Urban South Hampshire (PUSH) and partners have commenced an important consultation the future of the South Hampshire Economy, with a significant event aimed at businesses, higher education and further education community in South Hampshire.

The consultation event took place today, and was over subscribed. Over 140 key businesses and the academic community assembled to consider the future economic prospects for the South Hampshire area. The conference provided the business community with an opportunity to be involved in shaping the future of the South Hampshire economy and it included a key note speech from Mark Hoban MP, Financial Secretary to the Treasury.

PUSH is committed to ensuring that over the next 20 years South Hampshire will gain renown as a location of choice for growing businesses; as a major centre of excellence in innovation and technology enabling smarter and more sustainable growth and as a place where the benefits of growth are shared by all sectors and communities. We aim to provide a high quality of life for local people. This brighter future will be based on raising the performance of our economy. PUSH commissioned a refresh of the economic evidence base and strategy to inform a more comprehensive approach to future economic development. The draft strategy is focused on putting business at the heart of economic growth in South Hampshire thereby enabling this globally competitive area to realise its full potential.

It sets out an ambition to create a prosperous economy and thereby improving the quality of life of local people and it is set against the backdrop of the current economic climate and outlines the need to use the assets that already lie within the area to drive our economy forward. Increasing the number of local people in work with higher levels of workforce skills will underpin growth in employment and productivity, securing higher wages for employees and reducing the pressure for in migration. It also emphasises the role of the private sector in delivering the growth and a need to build on the innovation and leadership in the identified key sectors where there is a strong foundation on which to

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build. Sectors of Advanced Manufacturing, Marine, and Aerospace, Transport and logistics and Environmental Technology have been identified as areas for growth. PUSH is determined to work in partnership with local people, business, the universities and Further Education to re balance the economy towards the private sector and the invitation from Government to work with them on the development of local enterprise partnerships is central to this vision.

PUSH Chairman, Councillor Seán Woodward, said:

“I gave a commitment at an initial meeting with businesses in February 2010 that once our draft strategy had been developed I would reconvene another event to inform a more comprehensive approach to economic development in partnership with business, the universities and public sector organisations to ensure that we have a strong and coherent strategy which is endorsed by all partners. Turnout at this event demonstrates that there is strong enthusiasm for developing a coalition under the framework of a Local Enterprise Partnership, led by the private-sector but with support from the academic community and civic leaders. This will build on the successes of the past and will take on the challenge of tackling deprivation, meeting the skills needs of the economy and urban regeneration. This event will pave the way to shaping the economic future of the sub region and this brighter future will be based on raising the performance of the economy”.

Ends

For further information on PUSH, please contact the Executive Director, Anne-Marie Mountifield via email to Anne-Marie.Mountifield@push.gov.uk

Notes to the Editor

PUSH

1. PUSH is a partnership of eleven local authorities including unitary authorities of Portsmouth and Southampton; Hampshire County Council and the district authorities of Eastleigh, East Hampshire, Fareham,

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Gosport, Havant, New Forest, Test Valley and Winchester.

PUSH in collaboration with local partners and government agencies continue to work to deliver sustainable, economic-led growth and regeneration to create a more prosperous, attractive and sustainable South Hampshire, which offers a better quality of life for all who live, work and spend their leisure time in the sub region.

2. 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. For more information please visit the website www.push.gov.uk