

Media Release

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



Date 21 July 2010

The Future of the South Hampshire Economy

An Invitation to Contribute to the Future of South Hampshire

The Partnership for Urban South Hampshire (PUSH) and partners have commenced an important consultation on the future of the South Hampshire Economy, and they are keen to hear the views of all interested parties including ; the local community, businesses, key agencies, the voluntary sector and the Higher and Further education community. The consultation opens on 20 July 2010 and will close on 20 September 2010

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.

The strategy retains the underlying ambition for economic growth in a sustainable manner which benefits the residents of the area and tackles deprivation but ensures it reflects the economic environment of today and the coming decade.

It sets out an ambition to create a prosperous economy and thereby improving the quality of life of local people. 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 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.

The Partnership for Urban South Hampshire (PUSH) and partners share the same vision of improving the quality of life for local people in the long-term.

PUSH Chairman, Councillor Seán Woodward, said:

"PUSH is passionate about putting local people and businesses first to ensure that what we deliver meets their needs and that of future generations. Their views as residents of South Hampshire are therefore very important to us. As part of this public consultation we wish to invite the public to have their say by answering a few questions relating to the strategy. We are also keen to encourage a wide range of ideas so that we can create the right environment for business and growth in the area."

Together shaping the future of South Hampshire

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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, 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