

Test Valley Economic Strategy TVP EDAG Meeting

Stockbridge, 2 August 2007

2000 Strategy - Progress

- North
- South
- Rural

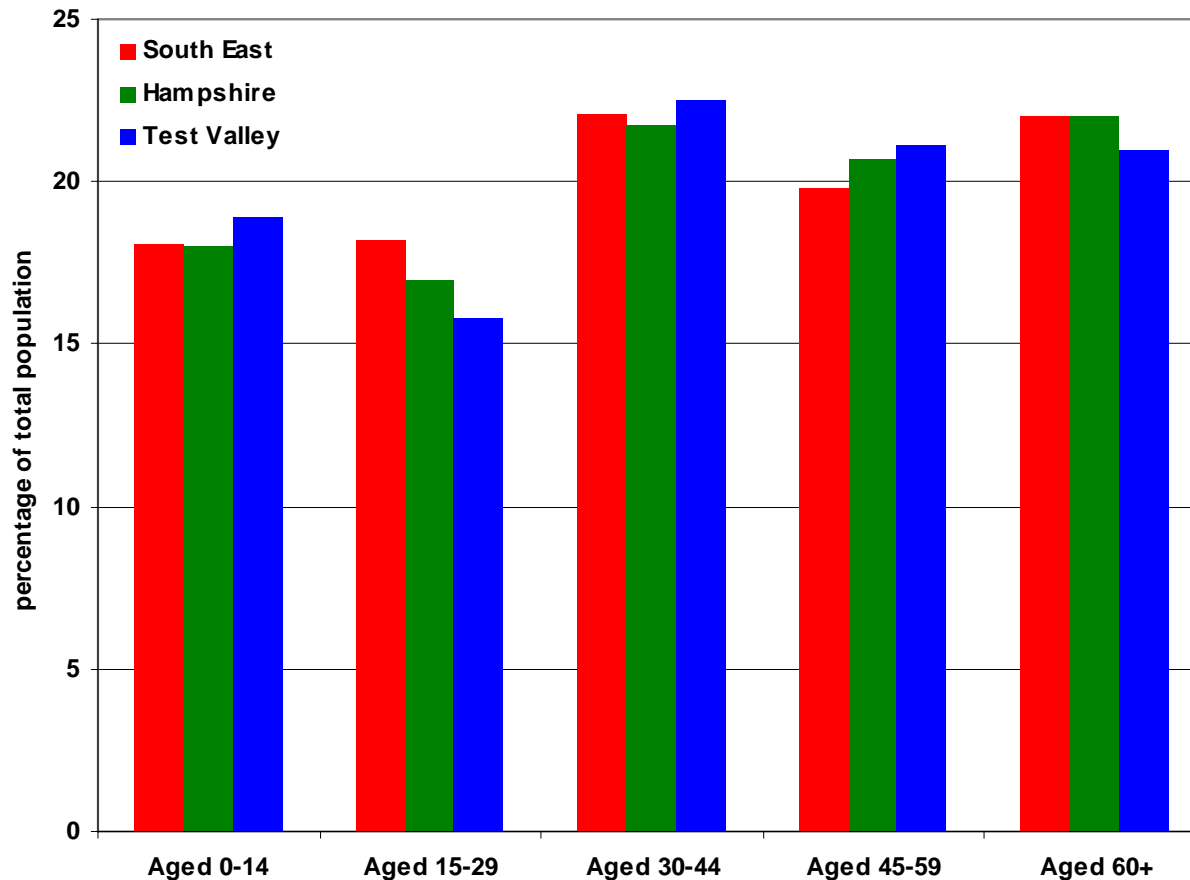
2007 – Issues for business

- Which factors contribute most to the competitiveness of businesses at present?
- What are the key factors inhibiting further business growth in this area?
- How would you rate the Test Valley as a place to conduct business?
 - Why is this the case?

Test Valley in 2007

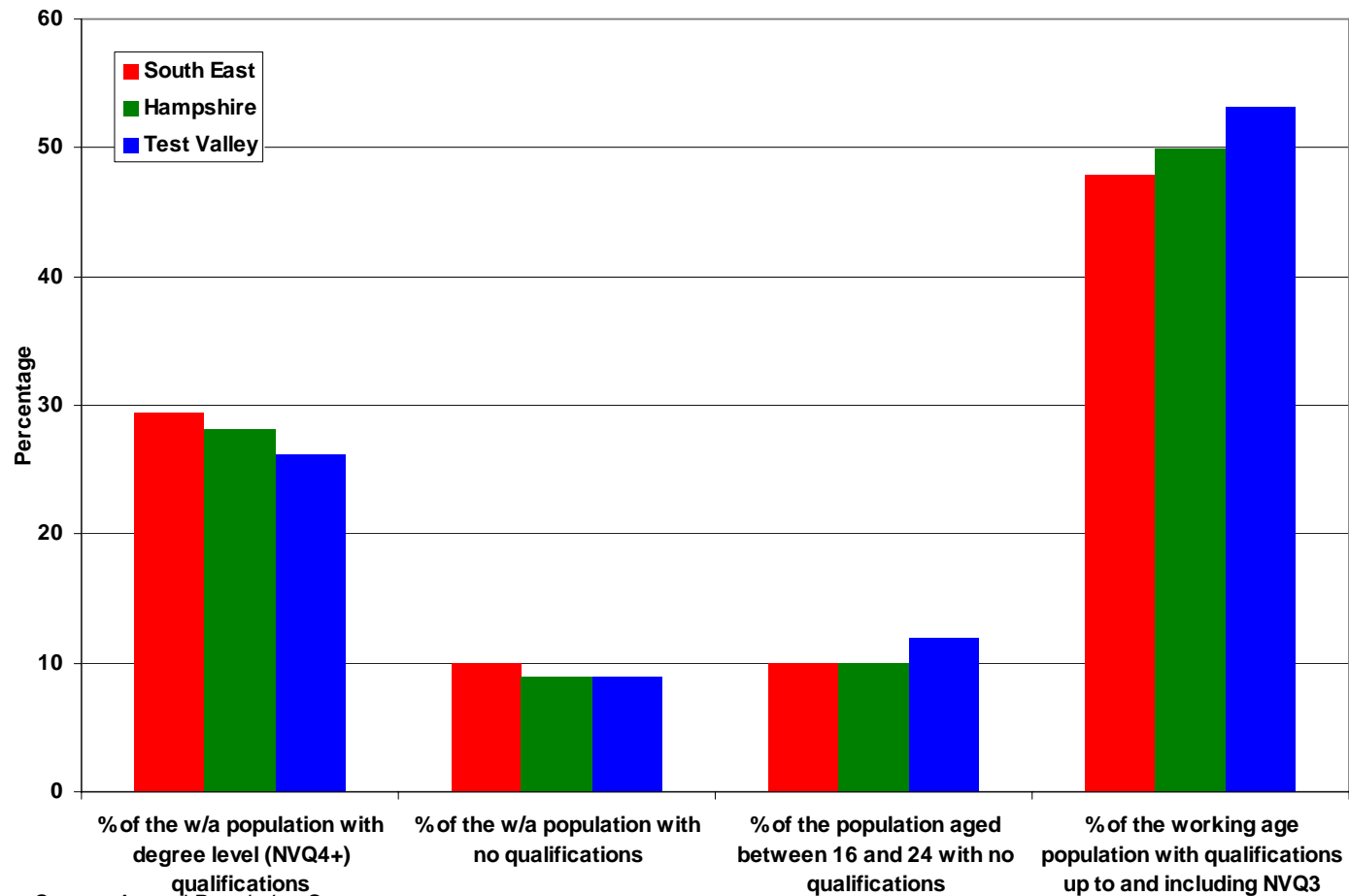


Population - age



Source: ONS Mid year population estimates 2005

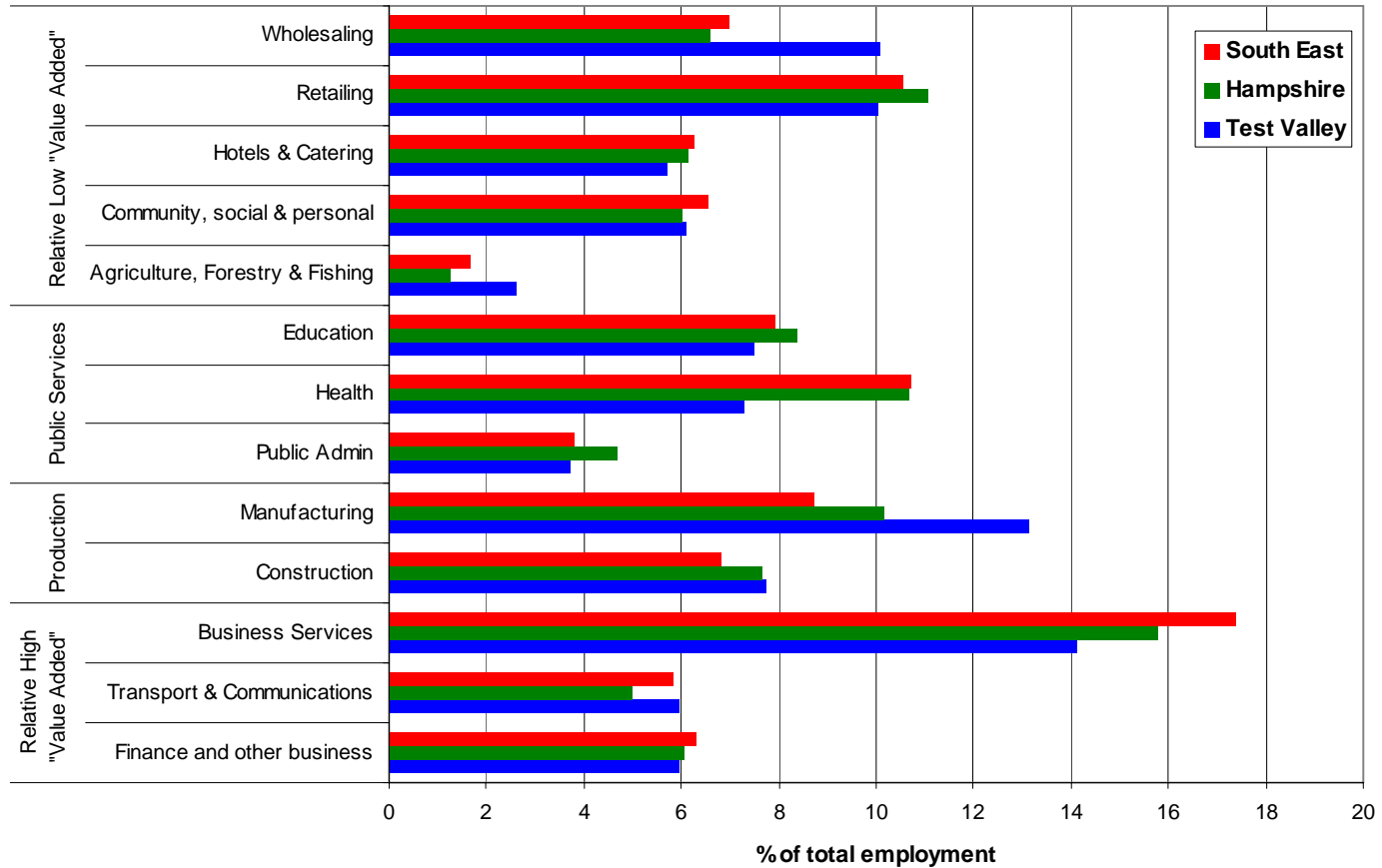
Population - qualifications



Source: Annual Population Survey

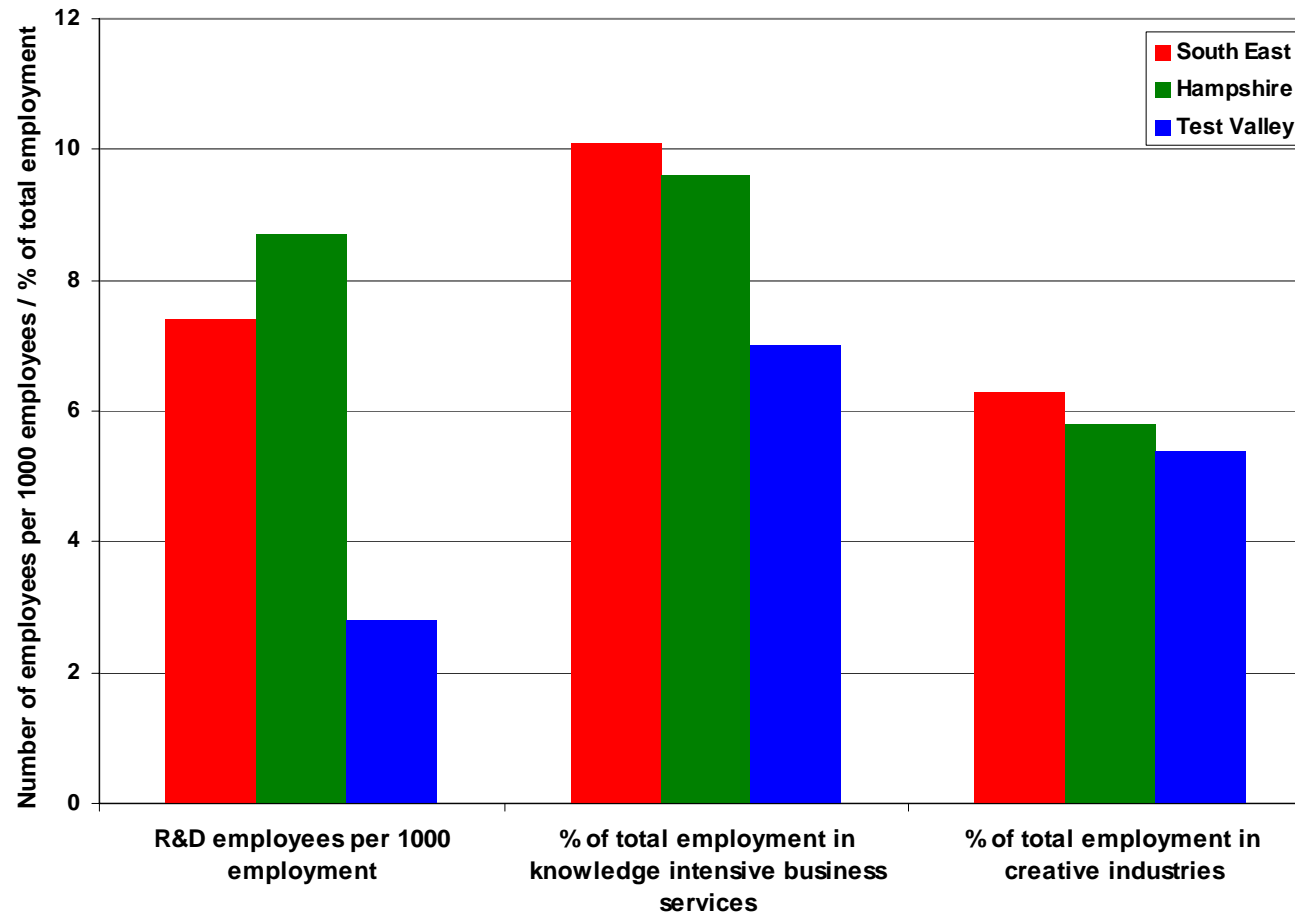
Employment - broad

Test Valley's employment structure



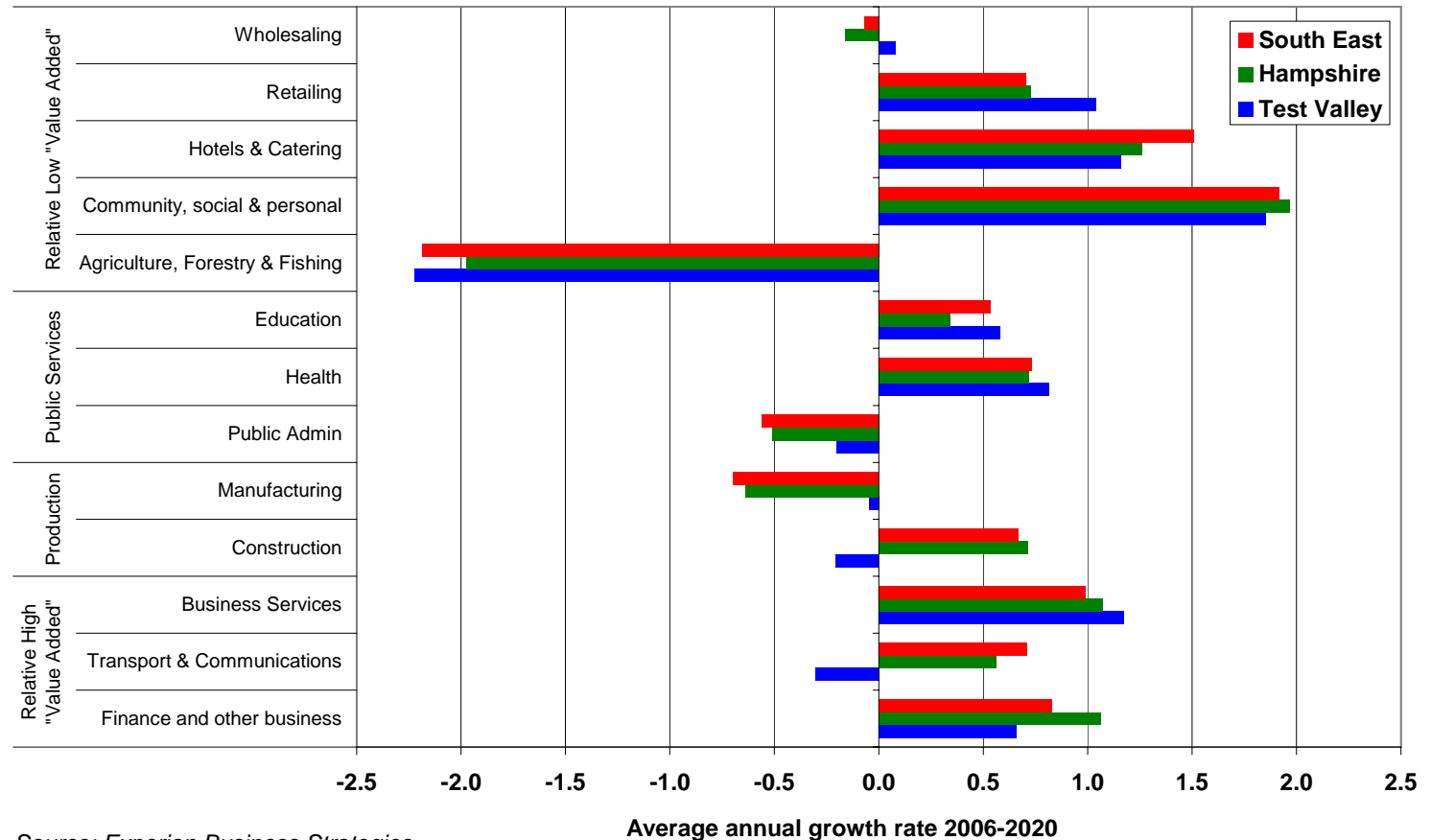
Source: Experian Business Strategies

Employment - high value



Source: Annual Business

Employment - forecast



Source: Experian Business Strategies

2007 – Strategic priorities

Towards an updated Economic Strategy – strategic aims, themes and priorities	
Responsiveness to business – create “business friendly” conditions which include business support, employment sites and skilled labour	Enterprise – build on Test Valley’s already-strong entrepreneurial traits to establish a real culture of enterprise in the Borough
Environment – protect <i>and</i> market Test Valley’s rural areas, environment and quality of life offer, a genuine Unique Selling Point for the Borough	Cultural/leisure offer – enhance Test Valley’s cultural/leisure offer to attract jobs, visitors and residents to the Borough
Skills and aspirations – increase the supply of higher-level skills/courses and reduce numbers of higher-skilled people commuting outside to work	Young people – attract and retain young people in the Borough through investment in appropriate housing, culture/leisure and jobs
Partnership working – work closely with partners in the Borough, including businesses, but also outside the Borough at the regional/national level	Funding, planning and delivery – work closely across the Council and with stakeholder to ensure funding, planning and delivery is joined-up

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Close

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