

Economics

DRAFT MINUTES



Website www.yourtestvalley.com

NOTES OF MEETING

Team:	Economic Development Action Group		
	Review of Test Valley Community Strategy Economic Development Outcomes		
Date:	27 th February 2007	Copies to:	As Listed
Venue:	The Grosvenor Hotel, Stockbridge, 4:30-6:30pm		

Present		
Rachel Andrews (Area Manager, SEEDA)	Alan Chatfield (Vice Chair, Southampton FSB)	Malcolm Crabtree (Managing Director, Leckford Estate)
Sarah Davis (TSE)	Robert Fennell (Fennell Property)	David Gleave (EDO, TVBC and Co-ordinator for the action group)
Peter Hudson (Economic Development Manager, Business Link)	Philip Liddell (Chairman, President of Romsey Chamber of Commerce)	Laurence Martin (Vice Chairman, North Hants FSB and MD, Black Swan Training Solutions Ltd.)
Maria Middleton (Front of House Manager, Jobcentre Plus)	Lisa Mitchard (Tourism Officer, TVBC)	John Mitchell (Chief Executive, Enterprise First)
Lt. Col. Alan Parvez (Commanding Officer, Defence Logistics Organisation)	Mrs MEPaviour (Stockbridge & District Chamber of Commerce)	Nigel Wolstenholme (Frobisher Limited)
Marion Woods (Test Valley Partnership)		
Apologies		
Gavin Elliott (Director, Chilworth Manor Hotel)	Derek Whitney (MD, SHEA)	

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Agenda	
1.	Introductions–Chairman
2.	Welcome, Roger Tetstall, Chief Executive, TVBC
3.	MW-Original 2003 Community Strategy
4.	DAG-Community Strategy
5.	MW-Headline for the Economic Development chapter
6.	What will be different when we have achieved our ideal?
7.	What progress are we making towards these ideals?
8.	Four Priority Outcomes
9.	Philip Liddell thanked everyone for attending and closed the meeting

Summarised notes of the discussion and action points	
1.	Introductions–Chairman
2.	<p>Welcome, Roger Tetstall, Chief Executive, TVBC</p> <p>Local government has been criticised for failing to listen to business. We are genuinely concerned to hear the voice of business and take on board the messages we hear.</p> <p>The world is complex and often the economic dimension is excluded from the sustainability argument. I am genuinely interested in what happens in Test Valley at the economic level. The review of the Community Strategy to identify our new economic priorities will be an important exercise.</p>
3.	MW described the process by which we would review the economic outcomes in the original 2003 Community Strategy.

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<p>4.</p>	<p>(DAG) Resume of outcomes in the current (2003) Community Strategy</p> <p>These had emerged from the 2000 Test Valley Long Term Economic Strategy. As well as reviewing the Community Strategy the Council was also reviewing the Long Term Economic Strategy and the Test Valley Local Plan. All three documents would have to be considered together to provide the framework for the future economic priorities for Test Valley over the next 20 years. He gave a resume on what had been achieved and what was left to do:</p> <ul style="list-style-type: none"> • Promote a long term Vision for Andover's economic future • Ensure the Borough has a competitive workforce • Support small businesses across the Borough • Foster a mutually supportive relationship with the Test Valley business community • Promote the key business sites of southern Test Valley and enable the local business community to prosper • Promote the rural economy.
<p>5.</p>	<p>(MW) Headline for the Economic Development chapter of the Test Valley Community Strategy "A Community with a thriving local economy" – Agreed.</p>
<p>6.</p>	<p>What will be different when we have achieved our ideal?</p>



7.	<p>What progress are we making toward these ideals?</p> <p>Overall aim</p> <p>It was agreed that the overall aim should stay in its original form:</p> <p>‘A community with a thriving local economy’</p> <p>How would we know that we had achieved that aim – what would be different?</p> <p>As skilled workforce that meets the needs of employers (Score 7)</p> <p>A strong economy in rural areas (Score 6)</p> <p>First class business support (Score 3)</p> <p>Smart growth, carefully managed green environment/history etc. (score 7)</p> <p>High level training provision (score 3)</p> <p>Levels of economic activity across all groups and ages (score 2)</p> <p>Affordable, accessible provision of quality childcare (score 1)</p> <p>Less out commuting for employment (score 1)</p> <p>Housing would not encroach on commercial development/business has the freedom to operate 24 hours (score 2)</p> <p>Opportunity for older people to start businesses (score 1)</p> <p>Apprenticeships without red tape (score 2)</p> <p>Small businesses understand what is available ‘out there’ (score 1)</p> <p>Better infrastructure (score 1)</p> <p>More hotels with better facilities (with particular reference to young people) (score 2)</p>
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Lower level of incomes support claimants (score 1)	
Queue of businesses wanting to move into Andover's Industrial Estates (no score)	
Govt. (both central and local) would recognise the importance of business and the local economy (score 3)	
Less restriction – a regulatory framework that encourages business rather than stifles it (score 12)	
Planning regulations that would not stifle smart development (score 7)	



8. Four Priority Outcomes

The Group identified **regulation and inspection** as one of the main challenges facing businesses today. However, because this is generic criticism, common to most parts of the country, not just Test Valley, (much of which originates from the EC) it would be inappropriate to include it as one of the chief outcomes for the Test Valley economy. Instead, because it is important, the Group would wish the Community Strategy to pledge that where regulation and inspection is the responsibility of public agencies represented in the TVP (such as TVBC, HCC) it is undertaken as responsibly as possible and used wherever possible to educate rather than penalise business.

ED1. There will be a skilled workforce that meets the needs of employers and can rise to the challenges of employability in the 21st century .

Performance Indicator

- % population without any qualifications
- % population gaining NVQ Level 2 Apprenticeships
- % population gaining Level 3 qualifications

ED2. There should be a strong rural economy

Performance Indicator

- Number of rural businesses starting up and surviving
- Number and share of rural jobs

ED3. There should be high quality business advice

Performance Indicator

Number of Test Valley businesses receiving advice which adds value to the business

ED4. Economic Growth should be SMART

“Smart Growth” means using ICT to enable flexible working in order to raise productivity, achieve higher skills, better use of workers’ time and generate less commuting. The use of Broadband technology to provide services can also make the sick, elderly and disabled feel more secure at home and help reduce social exclusion .

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	<p>PerformanceIndicator TakeupofBroadbandgrants/businesssessionsbyTestVal leybusinesses</p> <p>Test Valley businesses progressing up e-ladder (<i>increasing use of broadband bythebusiness,fromusinge-mailtotransactionalwebsitesande-orderingetc</i>)</p> <p><u>Agreed:</u>tocirculatedraftoutcomes</p>
<p>9.</p>	<p>PhilipLiddellthankedeveryoneforattendingandc losedthemeeting.</p>
<p>Signed:</p>	