

Economic Development Action Group-2 August 2007
Progress on Test Valley Long Term Economic Strategy – Action Plan

1. Establish the Vision-Council to communicate clear vision for Andover's long term future

Vision launched July 2006
 Andover Vision Manager appointed and a website is being created
 Junior Vision Ambassadors
 Pride of Andover Awards.

2. Ensure labour supply is not inhibited through lack of housing at Andover

Planning permission for land East of Icknield Way for about 2,500 dwellings, and at Picket Twenty, Andover for about 1,200 dwellings. Test Valley's housing market is therefore forecast to grow by over 3,900 homes.

Test Valley's labour supply is forecast to increase from 60,900 in 2005 to 63,800 by 2012 (Andover's will grow from 22,580 to 24,900).

The Council has adopted a policy on key worker housing in Test Valley and is looking at innovative ways to meet housing need.

In its response to the South East Plan Core Document the Council stated that "the Council considers that the proposed figure of 5,000 dwellings for Test Valley north is an appropriate level to support the provision of cultural, social and community facilities at Andover, to compliment the planned economic development of the town and to maintain its position as a sustainable community."

3. Establish a Promotional Campaign for Andover

Events planned for 2007/08 under Andover Live banner include:

- Sports Fair – 28th April 2007
- Summer Sounds – 1st July 2007
- Hampshire Water Festival – 7th July 2007
- Food Fayre – 16th September 2007
- Christmas Pageant – 16th November 2007

A number of specialist markets are planned including French Markets in May and November and an Italian Market in June. As in previous years Hampshire Farmers' Markets host monthly markets in the High Street every third Sunday in the month.

4. Town Centre Enhancement

Probably more development activity and more events happening in Andover town centre than for the last 5 years or so including new ASDA store and 4 screen cinema on Anton Mill, new 50 bed hotel, 120 homes and two restaurants on Ford Cottage site.

5. Andover Business Park

Following the grant of outline planning consent for 69,000sq.m. in 2003 Rosemound plc (now Goodman)

Current application for 100,000sq.m. of space comprising :

- 70,000sq.ft. hotel
- 4,000sq.ft. community building
- Unit 2A: 335,525sq.ft. warehouse
- Unit 2B: 6x warehouse/office units 173,200sq.ft.
- Unit 3: 165,940sq.ft. offices
- Unit 4: 882,600sq.ft. warehousing
- Bio-mass generator.

£120m. build programme including £20m. on infrastructure to create up to 2,000 new jobs including 1,200 at main operator.

6. Nurturing Existing Businesses

Test Valley Business Awards 2006/07

Southampton Region Industrial and Commercial Property Register

Test Valley 4 Business

Support for new businesses

Business Incentive Grant

Test Valley Business Directory.

7. Establish a Local Business Centre

The Basepoint Business and Innovation Centre was opened in February 2004 on plot 24A East Portway. It comprises 70 small business units (offices and workshops) available on "easy in – easy out" all-inclusive terms. At April 2007 about (87%) of the units were occupied. The Centre also hosts "virtual offices" whereby clients can work from home but make use of Basepoint's telephony and meeting facilities.

8. Local Skills Training Initiatives

Although not highlighted in the Long Term Economic Strategy Action Plan, enhancing economic prosperity of the Borough and quality of life of its residents through improved education, learning and workforce development, particularly at Andover, underlie the Strategy. It is also enshrined in the Test Valley Community Plan.

The following initiatives illustrate the Council's commitment helping to improve skills training in Test Valley.

In 2006/07 the Andover Skills for Competitiveness "brand" of training brokerage, run by IBP Training and Employment Ltd helped 192 employees obtain training in a variety of externally-funded programmes worth £59,000.

In addition, the Council sponsored 6 courses for 55 employees.

ACTION PLAN FOR THE SOUTH

1. Chilworth – The University of Southampton Science Park

April 2006 permission was granted for a health and fitness leisure centre – now nearing completion

2. Nursling Estate

December 2006 permission granted for CTC to use unit 12 on Nursling as a flight training (simulator) centre which sits alongside unit 130 which they moved into. Installation of the simulators into unit 130 represented an investment of £8m. Unit 120 takes the job tally to 50.

3. Promotion of Adanac as a strategic site

Ordnance Survey are preparing a planning application to re-locate their HQ from Maybush, Southampton to Adanac, only one mile away. According to agents, this will form part of a larger planning application for the whole 25 hectare site.

The scheme for a 175,000 sq.ft. campus development on 15.75 acres is estimated to cost £45m. and will house about 1,160 staff.

Subject to planning consent, such is the scale and complexity of the project, staff are not likely to move to Adanac Park until 2008.

Kier Property to build the new HQ and release the existing 24 acre Maybush site for mixed development.

4. Promotion of Romsey as a Visitor Destination

The Romsey Heritage Centre received 29,251 in 2006/07 – a decline of 7%.

Romsey Tourist Information Centre handled 62,562 visitor enquiries

Test Valley is promoted in a variety of markets - overseas, national and regional (e.g. Milestones Museum Basingstoke) and through a variety of media including: the press, radio and the Test Valley Borough and Test Valley tourism web sites: www.testvalley.gov.uk, www.visit-testvalley.org.uk and www.hampshirescountryside.co.uk

Six Hampshire Farmers' Markets will be held in Romsey during 2007.

Royal Charter of Romsey - 2007 is the 400th year anniversary. The Charter Celebration events were promoted at a Day Out Fair organised by Tourism South East in January 2007.

Refurbishment of White Horse hotel as a boutique hotel.

5. Active Participation in South Hampshire Economic Partnership-Solent Gateway

PUSH which has undertaken extensive work in response to the South East Plan, which runs to 2026, being produced by South East England Regional Assembly (SEERA). In particular it has commissioned a series of consultants, notably DTZ, since 2004 to inform the sub-regional strategy for South Hampshire. For the purposes of the SEP South Hampshire includes the southern part of Test Valley south of the A3090 corridor and includes Romsey. PUSH supports an economic growth rate of 3-3.5% over the next 20 years with associated targets for employment, land, jobs, growth, skills, innovation and enterprise and improvements to physical infrastructure. PUSH submitted to SEERA its recommendations for the content of the SHSRS in November 2005. In addition, PUSH has responded to SEEDA's draft Regional Economic Strategy which designates South Hampshire as a "growth diamond."

ACTION PLAN FOR THE RURAL AREA

1. Employment Growth and Business Activity Growth in Rural Areas

- **Rural Hampshire Enterprise Gateway**
- **£130,000 by Stockbridge Area Partnership under SEED A's Hampshire Market Towns Programme.** Centred around restoring the town hall the bid encompasses a wide range of business and social projects including gastronomy tourism.

2. Tourism Development in Rural Areas

- **Tourism marketing for Test Valley** is undertaken under the brand 'Hampshire's Countryside'. This is a partnership between Test Valley Borough Council, East Hampshire District Council, Basingstoke and Deane Borough Council and Rushmoor Borough Council.
 - Visit Hampshire website
 - **Visit Hampshire's Countryside Guide** aimed at attracting staying visitors to the area. It will contain quality assured accommodation advertisements and some editorial referring to visitor attractions and the general attractiveness of the area.
 - **Days Out in Hampshire's Countryside** (Pocket Guide) aimed at day visitors and for staying visitors to use once in destination. It will contain visitor attraction and pub & restaurant advertising.

- **Tourism Economic Impact Study 2005**

Estimates that over **3.2 million people visited the Test Valley in 2004, generating £135 million for the local economy and supporting over 3,500 jobs.**

See www.hotel-investment.co.uk

- **The CLA Game Fare** – “the world's largest country sports event” held at Broadlands, Romsey in July 2006, generated £15.68 million of economic benefit to the Region. 32% of visitors to the show stayed in the area, 80% of whom spent 2 or more nights in the area, spending large sums of money with hotels, pubs, guesthouses, restaurants, shops and a wide selection of other businesses.
- The success of the Hampshire Hospitality Awards pilot undertaken in 2006 by Test Valley Borough Council and Winchester City Council is being built on this year with businesses from across Hampshire participating. Test Valley Borough Council had 20 participating businesses in 2007.

- **The Test Valley Tour 2007** is being provided through a partnership with GorrickMBC offering 4 events.
- **A Test Valley Food Trail**, a guide to local food, drink and craft producers has been produced by Test Valley Borough Council in conjunction with Hampshire Fare.