

Knowledge Economy Inquiry – Summary of Recommendations

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
<p>1) Solent Local Enterprise Partnership</p> <p>Southampton City Council and local partners work to ensure that the needs of Southampton, in respect of the knowledge economy, are given appropriate consideration and influence as the Solent Local Enterprise Partnership commences its role to provide a clear vision and strategic leadership to drive sustainable private sector-led growth and job creation in the Solent area.</p>	Y	<p>SCC has been awarded a place on the Board of the Solent LEP that will be taken up by the Leader of the Council. In addition, City Council officers will continue to be involved in the delivery of the PUSH Economic Development Strategy. These factors will provide the opportunity for Southampton to have influence in shaping the approach of the LEP towards the knowledge economy.</p>	Dawn Baxendale	On-going. Solent LEP Board to be appointed April 2011
<p>2) Improving Southampton Quality of Life and Infrastructure</p> <p>Recognising that a focus for the Solent LEP over the next 18 months will be on infrastructure priorities, including key land assets, transport and housing, flood risk mitigation and reliable high speed broadband it is recommended that, in the context of Southampton, Southampton City Council explores opportunities wherever possible to improve broadband speed and connectivity in the City, and continues to work with partners to deliver city centre transformational development schemes and improve the quality of the housing stock.</p>	Y	<p>SCC is continuing its existing city centre development programme and is extending that to 2026 through the preparation of the City Centre Masterplan. Major development schemes such as Watermark West Quay, the Cultural Quarter and Royal Pier are being implemented.</p> <p>SCC is committed to implementing the scale of housing set out in the Core Strategy of the LDF. In addition SCC is carrying out a major Estate Regeneration Programme that will improve the quality and quantity of housing and contribute to the diversification of housing tenure. Negotiations are underway with a major</p>	Paul Nichols/Tim Levenson/Dawn Baxendale	Each of the components referred to has its own implementation programme

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		broadband provider to improve speed and connectivity (this comment subject to updating and/or deletion dependent upon progress prior to paper being approved)		
<p>3) Sector Planning</p> <p>Southampton City Council works with partners to bring forward high quality employment sites that meet the needs of target clusters identified by the Solent LEP, particularly marine and advanced manufacturing . This should include:</p> <ul style="list-style-type: none"> • The provision of suitable office accommodation particularly a new office quarter for the city centre • Manufacturing space for advanced manufacturing, environmental technologies, marine and aerospace • Waterfront facilities for marine and environmental technologies • Studio and workshop space for creative industries • Labs and test facilities associated with advanced manufacturing, environmental technologies, marine and aerospace. 	Y	<p>SCC is currently bringing forward development sites that would be suitable for businesses that are within the South Hampshire Economic Development Strategy priority sectors: marine, aerospace, advanced manufacturing, business and financial services, health, transport and logistics, and environmental technologies.</p> <ul style="list-style-type: none"> ▪ The initial stages of preparation for a new Central Business District in the city centre are underway building on the work being carried out on the city centre masterplan. ▪ SCC is working with the prospective developer to bring forward Centenary Quay as a centre for marine engineering. A planning application is imminent. ▪ The City Council’s Low Carbon Strategy contains proposals to implement action to provide accommodation specific to businesses engaged in environmental technologies ▪ The University of Southampton is progressing the development of a centre of engineering excellence that will incorporate Lloyds Register Group Technology Centre 	Tim Levenson, Paul Nichols, Dawn Baxendale	Each of the elements has its own programme

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		<ul style="list-style-type: none"> ▪ A Space has leased from SCC space at Tower House for graphic designers and is progressing an opportunity for studio space in the city centre. ▪ Ocean Village Innovation Centre opened in November <p>SCC will continue to work with private sector and academic interests to encourage further accommodation options for businesses in the key sectors. SCC will also continue to monitor the local economy in order to be alert to the emergence of other sectors that have specific needs.</p>		
<p>4) Branding, Marketing and Promotion</p> <p>To support the aim of the Solent LEP to establish a single inward investment and place marketing function building on the streamlining of services that has already taken place, Southampton City Council works with Marketing Southampton and the Solent LEP to develop a consistent and improved marketing and branding approach for Southampton to build on existing cluster strengths.</p> <p>The approach needs to consolidate, and maintain, base data that answers all the basic questions about the current economy. This should be in the form of a high profile, easily accessed information portal that acts as a</p>	Y	<p>A bid has been made by PUSH to secure funding from the government's Transition Fund to create a co-located inward investment service based upon the existing SCC staff resource and incorporating the role of Business Southampton whilst maintaining Southampton's identity (this to be fully implemented and incorporating the IOW by September 2011). The bid will be used in part to create a knowledge bank of the type referred to here (work has already commenced in respect of marine and environmental technologies). Much of the information is already in place on the existing invest-in-southampton website.</p>	Dawn Baxendale	September 2011

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<p>foundation for marketing; presenting Southampton to inward investment and; carrying out gap analysis. The broad data headings that need to be covered are:-</p> <p>Strategic</p> <ul style="list-style-type: none"> - R&D profile of the Universities - Profile of the current economy (companies and sectors) - Supply chain quality and availability - Business support services <p>Staffing</p> <ul style="list-style-type: none"> - Workforce profile - Skills availability - Training support <p>People</p> <ul style="list-style-type: none"> - Quality of Life - Culture and recreation <p>Location and access</p> <ul style="list-style-type: none"> - Commercial Property data-base (exists) - Transport infrastructure – travel times to key (international and UK) destinations) - Services infrastructure 				

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(utilities, broadband) – Forecast issues, opportunities Regulation - Ease of doing business				
5) Developing Partnerships and Networking To improve the City Council’s relationship with, and understanding of businesses within Southampton, it is recommended that, through working with Business Southampton and the Hampshire Chamber of Commerce, Southampton City Council develops a more business friendly approach in its interactions with local companies. This should include establishing informal networks to support emerging and developing sectors. This will require the Council to become less formal and more focused on the needs and preferences of business.	In part	Working with the organisations listed plus existing and emerging sector organisations like Marine SE to achieve a better understanding of the needs of business Seek advice from key business organisations on how to improve relationships with existing businesses Implement as a priority a campaign aimed at businesses (as well as residents) in 2011/2012 that increases awareness of the role of the city council in economic growth and puts in place measures that provides new opportunities for business to access SCC that are sympathetic to their needs	Dawn Baxendale/B en White	March 2012
6) Developing Skills, Improving Business Support and Nurturing Businesses Working with the Solent LEP, higher education and agencies such as Solent Innovation Growth Network, Marine South East and Oxford Innovation develop a local implementation plan to complement the LEP’s aims relating to business support. This should	In part	Further work is required to establish the respective roles and to identify the resources available to address the matters referred to in bullet points 1-3. If agreed work on this could be undertaken for completion in November 2011 (note that SIGN is being wound up in August as a result of its funding coming to an end)	Dawn Baxendale	November 2011

