

Strategy for business 2015-2021

Our vision is to be the most business friendly council in the UK

Working collaboratively to create a sustainable local economy, a vibrant business & visitor destination with an unparalleled quality of life, where highly productive businesses create quality jobs for local people.

Products

Leading products developed and delivered by East Hampshire District Council to support business growth

Inward investment incentives

Whitehill & Bordon regeneration

Broadband delivery

Get East Hants Working enterprise apprenticeships



Destination East Hampshire



Strategic focus

3 pillars that will drive the delivery of our vision:



Capitalise on development/regeneration opportunities to enhance economic growth

Complete roll out of Hampshire high speed broadband programme across East Hampshire

Construction skills centre

Employment and training agreements

Employer led skills - connecting business with training providers

Dedicated business planning service

Small and medium sized enterprise (SME) support programme

Management of our town centres and business parks

Connecting local businesses with support & funding programmes

Our goals

- Jobs growth
- Improved business productivity
- Increased visitor spend
- Business base growth

Our vision is to be the most business friendly council in the UK

Working collaboratively to create a sustainable local economy, a vibrant business & visitor destination with an unparalleled quality of life, where highly productive businesses create quality jobs for local people.

East Hampshire's strengths

- Excellent location with good transport links to the national motorways, A3 corridor, rail networks and international gateways of Heathrow and Gatwick airports
- Within easy reach of Portsmouth and Southampton international freight port, which offers easy access to national and international markets.
- It boasts of a vibrant economy with a strong tradition of innovation
- A varied business base including multi-nationals and vibrant, diverse and responsible small and medium sized enterprises (SMEs)
- An unrivalled quality of life in an outstanding natural environment; the district successfully blends a rich natural heritage with prosperous commercial centres, thriving on the reputation of being a high quality location to work and live.
- The home of Jane Austen – our literary heritage and tourism offer is renowned nationally and internationally
- Our famous museums, galleries, country houses and the National Park continue to act as a magnet.
- Exemplary educational establishments, with a strong reputation



Our leading products

Get East Hants Working enterprise apprenticeships

Expansion of our highly successful initiative that helps SMEs to take on apprentices through a wage incentive and assist young people to access employment opportunities and help with transport and training costs

Whitehill & Bordon regeneration

The Regeneration of Whitehill & Bordon is our flagship opportunity – the regeneration of Quebec Park, Louisburg Barracks and a new town centre will provide new business space, jobs and training opportunities along with tailored business support programmes.

Inward investment incentives

The council will offer incentives to businesses locating and creating jobs in East Hampshire

Destination East Hampshire

The council will further develop and promote East Hampshire's unrivalled visitor offer to be a nationally and internationally significant destination through innovative marketing, PR and support for local tourism sector businesses

Broadband delivery

The council is committed to improve access to High Speed Broadband in rural areas and will work proactively with Hampshire County Council and local businesses to improve access for more remote areas by 2017



3 pillars that will drive the delivery of our vision:

Infrastructure

Skills

Business

Supporting activity

Infrastructure

Capitalise on development & regeneration opportunities to enhance economic growth

We will take opportunities to deliver land and property for commercial use for growing East Hampshire businesses with a focus on our main business centres

Complete roll out of Hampshire High Speed Broadband programme across East Hampshire

We will invest in the High Speed Broadband programme for Hampshire to accelerate improvements to broadband services across the district by 2015

Skills

Skills Centre

We will work with partner organisations to develop a construction skills training centre at Whitehill and Bordon to equip residents with specialist skills to build new high quality homes

Employment and Training agreements

We will ensure residential and commercial developments provide employment and training opportunities for local residents through S106 agreements

Employer led skills

We will work to ensure the voice of business influences training provision and meets the needs of the local economy

Business

Dedicated business planning service

We will develop a dedicated planning service for business customers including the recruitment of a dedicated business planner

SME Support Programme

We will provide support to our SMEs through a yearly support and training programme

Management of our town centres and business parks

As the most business friendly council in the UK, we will ensure that our main town and business centres are clean, safe & accessible trading environments

Connecting local businesses with support & funding programmes

We will help our businesses to remain located and grow in East Hampshire by connecting with local and national business support programmes and services provided by Hampshire County Council, Local Enterprise Partnerships, Fieldfare Local Action Group and national government

Enabling delivery

We are an ambitious area and we will work collaboratively with our private and public sector partners and develop new innovative delivery models to realise this strategy.

Explore innovative ways of ensuring sustainable financing of this strategy in the long term, including external funding and new modes of financing and commercialisation of council services.

We will foster strong private sector leadership and engagement through our Non Executive Board, Business East Hants Partnership and sector specific groups including EH Tourism and Marketing Partnership.

We will seek new investment and funding opportunities, freedoms and flexibilities to deliver our priorities including from LEPs, Government and European Union.