

FINDINGS PACK

Review of the Economic Development Service

**Economy, Planning, Development and Prosperity
Havant Scrutiny and Policy Development Panel
Scrutiny and Policy Development Panel**

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2016/17

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Introduction

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This scrutiny was undertaken because there was a general feeling among councillors that economic development may not have been delivering good value for money for tax payers.

Involvement of local business was considered vital to the investigation and a survey of their opinions was carried out. It was originally intended to interview business representatives but once the outcome of the review was clear this was not considered necessary.

A paper audit of economic development at many other councils was carried out and two local councils were visited by the team.

Progress was delayed by two election campaigns and two changes of panel chairman, but in between this disruption work continued by both the panel and officers. Possibly because of the delay a review by senior officers was carried out towards the end of the investigation with similar conclusions to those of the panel, namely that economic development as currently carried out was not effective but that by introducing a more business –driven approach it could be made useful.

In order to concentrate of generating this new model the panel recommends that other economic development activities are given lower priority in the immediate future.



Councillor Mike Fairhurst

August 2017

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Recommendations

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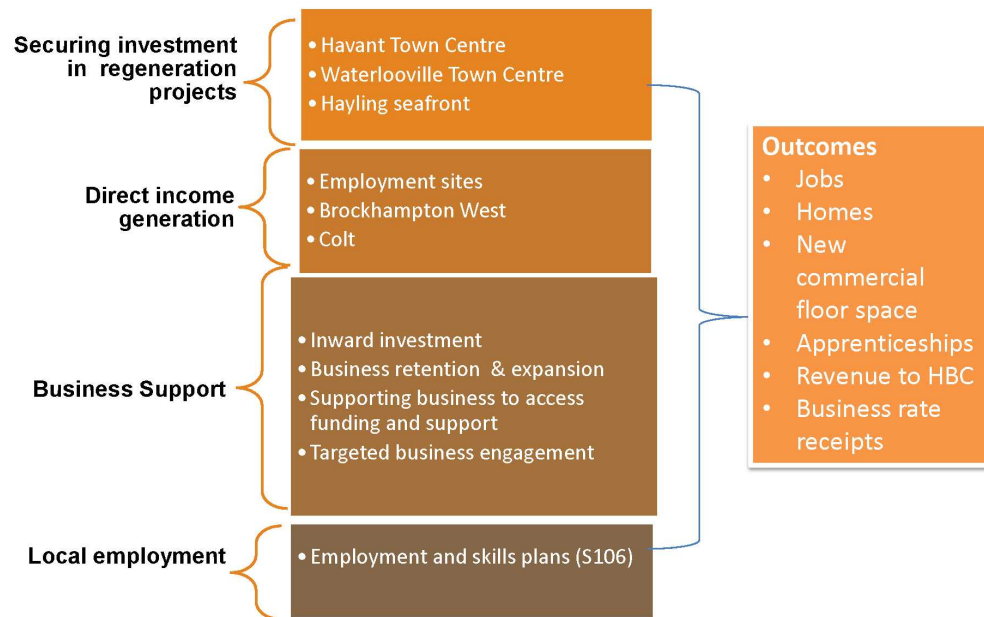
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RECOMMENDATIONS

1 It is recommended that Cabinet:

1.1 endorse the recent officer's review of the Council's economic development service and agree that role of the service in the future will be to provide a clear project focus & deliver the outcomes shown below



1.2 directs that the service concentrate on high impact projects and put minimum resources into the current legacy activities such as market contract management until the impact of new aims and objectives of the economic development service can be evaluated;

1.3 agree to the economic development service being provided to the Council by EHDC via a Section 101 Agreement;

1.4 reconsider the Council's current policy of updating CIL rate relative to changing construction costs and inflation to ensure that CIL does not detrimentally affect the economic viability of developments; and

1.5 agree to a workshop to establish the housing economic climate in the Borough and to rethink the Council's strategy for housing delivery in this climate.

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Conclusions

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Conclusions

A Economic Development Service

1 Problems with the Current Service

1.1 The current service lacks:

- (a) a clearly defined role;
- (b) priorities, and
- (c) targets.

This is demonstrated by the fact that 92% of the businesses that took part in the survey, did not know or were unsure about the Council's economic service.

1.2 There is no quantifiable return on investment and resources are not directed towards the Council's needs

2 What is Required

2.1 The service needs:

- (a) clear project focus and outcomes.
- (b) to concentrate on high impact projects with clearer financial and economic incomes and less on the legacy activities such as market management;
- (c) to draw on wider skill base especially from the business sector;
- (d) to focus on revenue generation; and
- (e) to direct its resources towards the needs of the Council.

B The Borough's Economy

1.1 The Panel is concerned to learn that the Council is unlikely to meet its Housing Supply targets due to a number of factors including the Gross Development Value of land in the Borough and the Council's CIL Charging Structure.

1.2 Of particular concern, is that the increase in the CIL rate (25% over the past five years) had detrimentally affected the economic viability of developments and the Council's ability to provide affordable housing through CIL. .

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Panel Members

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Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel

Review Lead:

Councillor Fairhurst

Panel Members:

Councillors Fairhurst, Davis, Lenaghan, Lloyd (Scrutiny Lead from 5 July 2017), Ponsonby (from 27 June 2017), Rees (up to 10 May 2017), Satchwell (up to May 2017) and Wade.

Cabinet Lead:

Councillor Guest (Cabinet Lead for Economy, Planning, Development and Prosperity Havant)

The attendance record for meetings of the Panel are shown below:

Attendance Record – Panel Members

Councillor	Total Expected Attendances	Present as Expected	Absences (inc. Apologies)
Davis	8	8	0
Fairhurst	8	8	0
Lenaghan	8	6	2
Lloyd	1	0	1
Ponsonby	2	0	2
Rees	6	1	5
Satchwell	6	5	1
Wade	8	7	1

Attendance Record – Guests

Councillor	Total Attendance
K Smith	1

Attendance Record – Cabinet Lead

Councillor	Total Attendance
Councillor Guest	5

Attendance Record – Scrutiny Board Chairman

Councillor	Total Attendance
Councillor Buckley	2

List of Contributors

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Contributors to the Review

Who?	Contribution	When?
James Hassett, Director of Operations and Place Shaping	Provided details of the Council's current service and proposed changes following an officer review	July 2017
Julia Potter – Head of Development	Provided advice on the role of the Council's economic development policies and service	Throughout the whole review
Dan Grindey – Business, Economy and Town Services Manager at HBC	Provided details of the Council's current service and proposed changes following an officer review	Throughout the whole review
Local businesses sampled	Local businesses who completed survey undertaken by the Panel	March 2017
Ward Councillors	Ward Councillors who circulated the questionnaires to local businesses in their ward	March 2017
Chris Herbert, Senior Economic Development Officer, Eastleigh Borough Council	Gave advice on the economic development service provided by Eastleigh Borough Council	February 2017
Chantal Havard, Business Centre Manager, Eastleigh Borough Council	Gave advice on the economic development service provided by Eastleigh Borough Council	February 2017
David Gleave, Economic Development Officer, Test Valley Borough Council	Gave advice on the economic development service provided by Test Valley Borough Council	February 2017
Councillor Peter Giddings, Economic Portfolio Holder, Test Valley Borough Council	Gave advice on the economic development service provided by Test Valley Borough Council	February 2017

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Methodology

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Purpose of the Review

To review the Council's role in relation to economic development within the Borough.

Links with the Corporate Strategy and Business Plans

One of the key aspects of the Council's Corporate Strategy is a commitment to economic growth within the Borough. The Strategy also makes a commitment to transforming local town and commercial centres, encouraging and supporting local businesses and working with stakeholders to deliver major development opportunities.

Scope of the Review

1. The project examined selected elements of the Prosperity Havant Strategy to test the role and effectiveness of the Council in encouraging economic development in the Borough.

In particular the following areas will be examined:

- a. What information and support does the Council provide for local businesses?
 - b. What has been achieved and delivered by the economic development team? How is the impact of this measured?
 - c. What has been the level of interest in the support / information that the Council provides?
 - d. Is the Council's work on economic development visible or effective enough? Is the work the Council does cost-effective?
 - e. Is the Council the most appropriate and best-placed authority to carry out work on economic development, or should it be carried out on a larger scale?
 - f. How does the economic development service make Havant an attractive place for businesses to work in?
2. The Panel also received evidence on the current state of the Borough's economy and the situation regarding the Council's housing supply target.

How the Review Was Conducted

	How Achieved	Plan	Actual
Agree project plan		Sept – Oct 16	11/10/16
Areas to be Examined Under the Project's Scope			
Examination of Information and Support the Council provides for Local business	Prosperity Havant Strategy and Commercial Directorate Business Plan	Sept – Oct 16	11/10/16
	Interviews with Head of Development and Business, Economy and Town Centre Manager (See Section J - Notes of the meeting held on 8 Nov 2016 and Section G)	Oct-Nov 16	08/11/16
	Internet Survey of Services Provided by the Council (see Section H – Benchmarking Survey)	Sept-Nov 16	Sept/Nov 2016
	Interview with Business, Economy and Town Centre Manager (See Section J – Notes of the meeting held 11 July 2017)	11 July 2017	11 July 2017
What has been achieved and delivered by the Economic Development Team? How is the impact of this measured?	Interviews with Head of Development and Business, Economy and Town Centre Manager	Oct-Nov 16	8/11/16
	Questionnaires to be sent to local businesses	March 2017	March 2017
What has been the level of interest in the support/information that the Council provides?	Questionnaires to be sent to local businesses	March 2017	March 2017
	Interviews with a selected number of local businesses being arranged	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17

Is the Council's work on economic development visible or effective enough? Is the work the Council does cost effective?	Benchmarking survey of services provided by local authorities	Sept – Nov 16	08/11/16
	Interviews with Head of Development and Business, Economy and Town Centre Manager	Oct-Nov 16	08/11/16
	Briefing note detailing the Budget Scrutiny Panel interview with Head of Development and Business, Economy and Town Services Manager (See Section G)	Oct-Nov 16	08/11/16
	Questionnaires to be sent to local business	March 2017	March 2017
	Interviews with a selected number of local businesses being arranged	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17
	Interviews with Representatives Eastleigh and Test Valley Borough Councils	Feb 2017	23/2/17
Is the Council the most appropriate and best place authority to carry out work on economic development, or should it be carried out on a larger scale?	Interviews with Representatives Eastleigh and Test Valley Borough Councils	Feb 17	23/02/17
	Questionnaires to be sent to local businesses	March 2017	March 2017
	Interviews with a selected number of local businesses being arranged	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17
How does the economic development service make Havant an attractive place for businesses to work in?	Questionnaires to be sent to local business	March 2017	March 2017
	Interviews with a selected number of local businesses being arranged	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17

Methodology

To examine how the economic development service functions deliver the following elements of the Prosperity Havant Strategy:

<u>Harts Farm Way & Brockhampton Prosperity Corridor Scheme</u>	Interviews with Head of Development and Business, Economy and Town Centre Manager (See Appendix A of the minutes of 8/11/16)	Oct-Nov 16	08/11/16
<u>Small and Medium Term Enterprise (SME) Competitiveness</u>	Interviews with Head of Development and Business, Economy and Town Centre Manager outline Council's role (See Appendix A of the minutes of 8/11/16)	Oct-Nov 16	08/11/16
<u>Business Friendly Council</u>	Questionnaires to be sent to local businesses	March 2017	March 2017
	Interviews with a selected number of local businesses being arranged to measure effectiveness of the Council's role	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17
	Questionnaires to be sent to local businesses	March 2017	March 2017
	Interviews with a selected number of local businesses being arranged to measure effectiveness of the Council's role	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17
<u>High Streets/Town Centres</u>	Questionnaires to be sent to local businesses	March 2017	March 2017
	Interviews with a selected number of local businesses being arranged to measure effectiveness of the Council's role	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17
<u>Business-led Skills</u>	Interviews with Head of Development and Business, Economy and	Oct/Nov 16	8/11/16

	Town Centre Manager outline Council's role (See Appendix A of the minutes of 8/11/16)		
	Details of on going work of the service circulated to meeting of the Panel	Nov 17 – Jan 17	19/1/17
	Questionnaires to be sent to local businesses	March 2017	March 2017
	Interviews with a selected number of local businesses being arranged to measure effectiveness of the Council's role	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17
Benchmarking	Internet Survey of Services Provided by similar Councils	Sept-Nov 16	08/11/16
Questionnaires	Questionnaires to be sent to local businesses	March 2017	March 2017
	Interviews with Head of Development and Business, Economy and Town Centre Manager outline Council's role (See Appendix A of the minutes of 8/11/16)	Oct/Nov 16	8/11/16
Interviews	Interviews with Representatives Eastleigh and Test Valley Borough Councils	Feb 2017	23/2/17
	Interview with Business, Economy and Town Centre Manager	11 July 2017	11/07/17
	Interviews with a selected number of local businesses being arranged to measure effectiveness of the Council's role	See notes of meeting held on 11/07/17	See notes of meeting held on 11/07/17

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What Do We Deliver Now?

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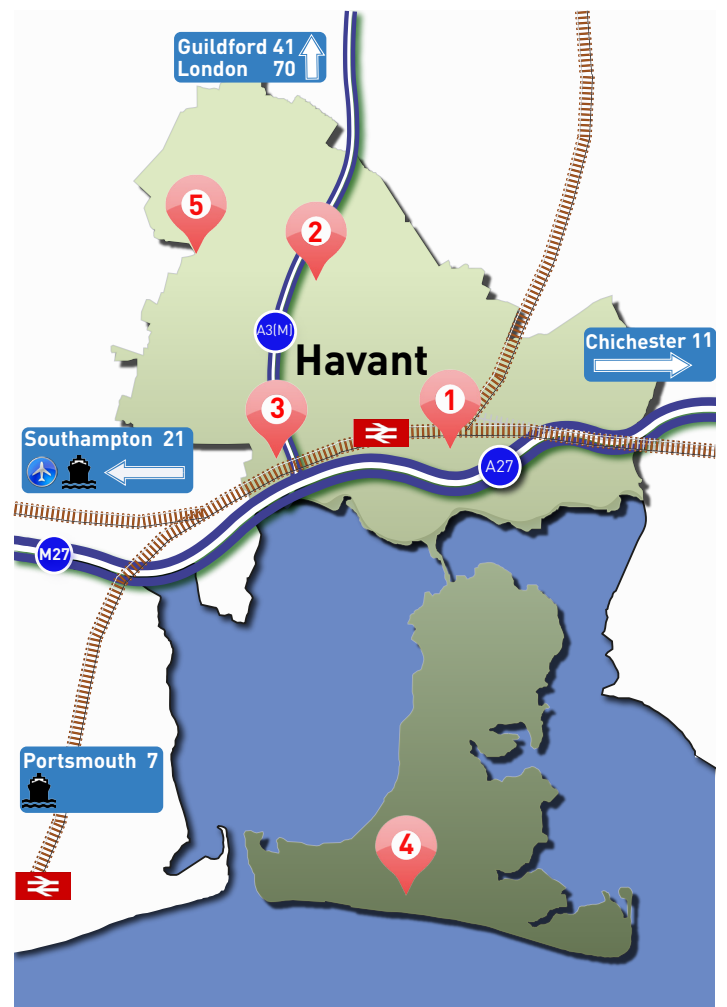
Prosperity Havant

We will transform our town and commercial centres to be the location of choice for inward investors & high growth companies where new and expanding businesses create quality jobs for local people in an area with an outstanding quality of life.

HAVANT'S STRENGTHS

- Key strategic location in the Solent sub-region, placed at the interchange between the A3(M)/ A27, M27 corridor with strong connections to Portsmouth, Southampton and London
- Proximity to international ports of Portsmouth & Southampton and Southampton Airport
- Home for major/ global businesses (SSE/ Kenwood/ Apollo/ Lockheed Martin/ Wartsila/ Fat Face etc)
- Strengths in sectors forecast to grow – advanced manufacturing, marine, engineering, defence/ IT
- Visitor economy, watersports and leisure destination
- Outstanding coastal environment and natural assets
- 6,300 new homes and 13,000sqm of retail development offering high quality homes and shopping
- 162,000sqm of additional business and commercial opportunities to complement existing business space

Havant's location and high quality environment is an excellent foundation to enable our towns and businesses to be more competitive, delivering employment growth, new high quality housing and improved business productivity.



PRIORITY 1 – DEVELOPMENT OPPORTUNITIES

5 schemes that will drive delivery of our transformational vision:

1 TRANSFORMATION OF HAVANT TOWN CENTRE

Transformation of Market Parade and the historic centre for housing, leisure and commerce to complement the successful retail expansion of the thriving Solent Road area

2 DUNSBURY HILL BUSINESS GATEWAY

Creation of a sustainable, high quality, business park on the A3 corridor, creating 3,000 jobs

3 HARTS FARM WAY & BROCKHAMPTON PROSPERITY CORRIDOR

Development of strategic sites adjacent to the M27/A3(M) corridor providing major opportunity for new investment and business expansion

4 HAYLING SEAFRONT

Development of Hayling seafront as a visitor destination of national and international significance, building on Hayling's reputation as the home of windsurfing

5 WATERLOOVILLE MAJOR DEVELOPMENT AREA

3,000 new high quality homes, a new school, retail and employment bringing major investment and expansion to Waterlooville

PRIORITY 2 – INVESTMENT & BUSINESS SUPPORT

INWARD INVESTMENT

Promote Havant to public sector partners (e.g. Hampshire County Council, Solent Local Enterprise Partnership (LEP)) and the private sector as a great value location in the Solent sub-region for inward investment

RETAIN MAJOR BUSINESSES

Support our existing major businesses to remain located in Havant through key account management (co-ordinated public sector support)

SUPPORT STRATEGIC SECTORS

Support employment-rich priority business sectors – marine, maritime, defence, advanced manufacturing and tourism – and ensure they benefit from planned investment in the Solent LEP area and beyond

SMALL & MEDIUM ENTERPRISE (SME) COMPETITIVENESS

Improve SME competitiveness through improved co-ordination and delivery of support provided by national, regional bodies and Further and Higher Education

BUSINESS FRIENDLY COUNCIL

Havant Borough Council is responsive to the needs of business and developers putting economic prosperity at the heart of its work

HIGH STREETS / TOWN CENTRES

Bringing prosperity to our high streets with, quality new homes, growing cafe culture, enjoyable evening economy and events that establish Havant as a destination

PRIORITY 3 – SKILLS DEVELOPMENT

EMPLOYMENT & SKILLS PLANS

Ensure all major residential and commercial developments provide employment and training opportunities

BUSINESS-LED SKILLS

Working in partnership with businesses and educators to ensure that training provision meets the needs of the local economy

EMPLOYABILITY SUPPORT

Working with the Wheatsheaf Trust and partner schools and colleges to improve the employability of Havant residents

ENABLING ACTIVITY

Havant Borough Council is committed to working with businesses and developers to deliver this ambitious agenda in the following ways:

- Providing leadership in engaging with national, regional, sub regional partners to lever in public sector investment.
- A commitment to positive, pragmatic, business –friendly planning and legal support
- Positive engagement with the private sector to cut red tape to provide the service you need.
- Seeking new funding opportunities alongside the use of our own resources to invest in infrastructure and development for Havant's future prosperity.

OUTCOMES

JOBS GROWTH

HIGH QUALITY HOMES

BUSINESS PRODUCTIVITY

VISITOR SPEND

BUSINESS BASE GROWTH



FINANCIAL TARGETS MET THROUGH COMMERCIALISATION

- Identify commercial opportunities and make them happen
- Clear commercial plans in place
- Commercial relationships with 3rd Parties
- Delivering Differently
- Catalyst for change
- Skills cascaded through the organisation
- Deliver on Council programmes

	VISION	OUTPUT	OUTCOME	BENEFIT
Programmes, Redesign and Quality	The catalyst for change	<ul style="list-style-type: none"> • Consultancy services client base established • Service transformation projects driven by the principles of effective working, systems thinking and tactical sourcing strategies. • Electronic Document Management System (EDMS) is a critical enabler to effective working, digital by default and an improved experience for the customer. • IT transition (5-Councils) • Overhead management plans in place and actions underway • Digital strategy in place and delivery plans underway 	<ul style="list-style-type: none"> • First client - Quarter 2 • Transformed services and workspace aligned with the Council's business strategy • EDMS Strategy and resources in place • Service efficiency - single version of the truth, effective use of space • Best value maintained and transition plans are developed to protect service delivery and development • Financial sustainability • Clarity on design, investment and delivery of Digital by Default for the Council, taking a sector wide approach with the customer in its heart. 	<ul style="list-style-type: none"> • Income generation • Service transformation portfolio in place Quarter 1 - measurable impact from efficiencies and service improvement benefits relating to relevant projects • EDMS strategy and resources approved Quarter 1 - measurable impact from efficiencies and service improvement benefits relating to relevant projects • Reduced costs and 5-Councils time lines maintained • Digital strategy and resources approved Quarter 2 and measured through project deliverables to be defined as part of strategy action plan • Minimised residual costs to the Council - £15,000 in 16-17 Clear plans in place to deliver 17-18 overhead savings - Quarter 3
Environmental Services	Strengthening the commercial relationship and plans with 3rd Parties	<ul style="list-style-type: none"> • Ensure JV delivers pre-projected profits • Continue to deliver quality service 	<ul style="list-style-type: none"> • Year One - £100,000 • Year Two - budget setting based on pre-projected profit 	<ul style="list-style-type: none"> • Finance achieved and 5 year plan on track with business development leads up
Development	Deliver economic growth and improvements to place	<ul style="list-style-type: none"> • Building Control commercialisation • Review of property assets and delivering best value from them • Cemetery at Waterlooville • Bids to LEP for Transport Infrastructure • Policy of business rates holiday • Review of economic strategy 	<ul style="list-style-type: none"> • Business case by October 2016 and partnership established by March 2017 • Bring sites forward for disposal or development • Waterlooville business case by October 2016 • LEP expressions of interest June 2016 • Encourage business to relocate to borough 	<ul style="list-style-type: none"> • Up-skilling of staff and increase in income over longer term • Capital receipts for reinvestment or on-going revenue stream • Depends on options appraisal - possibly sell land to private operator • Funding for infrastructure to deliver homes/jobs • Increase in jobs and business rates

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Economic Development Scrutiny Briefing Note – Role and Work of the Economic Development Service

Economic Development Service

- There are approximately 4,000 businesses in the Borough, with approximately 10-11 employing more than 250 people.
- The key role for the Council's economic development service (ED) is getting investment into the Borough and working with employers to achieve greater prosperity in Havant.
- The work of the ED service has a key link to the budget, as jobs and investment in the area impact upon business rates, which in turn are key in balancing the budget.
- ED had adapted the way the service works to fit in with current trends. Traditionally, the Council worked closely with micro businesses and focused on town centres for economic growth. These businesses are important but there was now a focus on jobs and growth outcome with more emphasis on a relationship with larger businesses and strategically important SMEs. In particular the HBC area has a strong presence of engineering and manufacturing businesses within growth sectors reflected in strong productivity rates within the Solent area.
- A workshop detailing the work of ED has been discussed to inform members and officers on the actions of the service.
- The work that ED undertakes in relation to regeneration and development is easier to identify and monitor as these are generally high-profile projects. It is more difficult to quantify the service's work to make Havant a 'business friendly Council'. For this, the service focuses on ensuring the Council is welcoming and inviting towards business and open to dialogue and change in line with the market demand.
- Members were informed that Eastleigh Borough Council and Test Valley Borough Council were examples of good practice in relation to their work on ED.
- The key strands of the ED service were as follows:
 1. Regeneration and Development
 2. Business Support
 3. Skills

Regeneration and Development

Maximising Income/Activity From Council Assets

ED appraises the use of the Council's assets to seek opportunities to increase activity and income streams at these sites.

Examples of this are Brockhampton West, the One Public Estate and car parks in the Borough.

- **Brockhampton West** (9 hectares site which is estimated to be able to provide space for approximately 300 jobs) – This is currently an unmarketable Council owned site due to its previous use as a waste disposal site. ED are investigating using LEP grant funding to assess level of contamination of this site and whether any actions are required to manage or mitigate the risk to enable the site to be developed for business use. ED will also look to retain ownership of the site and rent to businesses / developers, thus retaining an income stream for the Council.
- **One Public Estate** – Discussions were on-going with multiple agencies to use sites available around the Public Service Plaza for business space.
- **Car Parks** – Work is underway to evaluate the use of car parks which provided little or no income to the Council. There is the potential to use these as areas for future developments.

Local Asset Backed Vehicle (LABV) scheme

ED are investigating the possibility of entering into joint ventures with investment companies for larger developments where both retain a share of profits on ‘big-ticket’ developments comparable to the Bournemouth Borough Council and the Morgan Sindall Group scheme for the development of Bournemouth Town Centre,.

Encourage New Businesses

Developments at Dunsbury Hill and Harts Farm Way have been aided by the work of ED by engaging with local businesses in need of land for expansion.

Further Information Requested

- Examples of the ED services work with larger developers and businesses.
- Numbers of jobs provided by Sainsburys in Waterlooville, McDonalds in Havant and Marks and Spencers and Next stores on Solent Road.

Business Support

Networking

ED aim to support businesses by developing relationships with local businesses, improving business engagement with the Council and its partners, facilitating expansion and development in the Borough and encouraging new businesses to the area. This includes:

- The Council has a role as the ‘front door’ to the public sector and could help put businesses in touch with local partners who can provided support. This includes

access to funded programme running through LEPs for example

- ED run business breakfasts for MDs and CEOs of local businesses, which have been attended by the Leader of the Council and Chief Executive.
- Whilst maintaining contact with a variety of businesses, ED prioritise contact with larger and strategic businesses within the Borough, especially those within growth sectors (advanced manufacturing, engineering, marine).

Supporting Existing Businesses

The team aims to encourage improved economic performance across the borough by working in the following areas: retail, tourism, industrial, commercial, learning, skills and employability, external funding, research and information.

Examples of the team's work are:

- helping P&I Generators to relocate to larger premises within the Borough at Harts Farm Way and the support provided to Waterlooville businesses in order to gain £300,000 in LEP grant funding.
- Investigating the benefits/interest in creating Business Improvement Districts (BIDS) in Havant and Waterlooville. BIDS need to be business led and business funded to improve a defined commercial area, such as a town centre or industrial estate through additional services or new initiatives. These districts are an opportunity for businesses within a town centre / industrial estate to earmark 1- 2% of business rates collected to be invested back into the area for improvements and events (e.g. Christmas Lights events). A BID Proposal is produced and a 28 day postal ballot held where businesses vote 'for' or 'against' a clear delivery programme.

Funding

Guidance on grants and fund-raising; support to voluntary organizations; encouragement of social enterprise. Fore example:

- The Council has helped local businesses in applications for LEP grant funding but traditionally neighbouring authorities including the 2 cities have tended to attract proportionally more resource from LEPs. To boost the level of funding accessed by Havant businesses, there was the potential for the Council to run a 'no win, no fee' style business model, where the Council assist businesses in grant applications and claim a percentage of any funding if successful.

Business Rate Relief

- The Council can give discretionary Business Rate incentives to new build developments to secure major inward investment, employment growth, new business floor space and long term revenue growth in Havant Borough. This

applies only to sites that have not yet generated a rates receipt and therefore has no financial impact for HBC.

Further Information Requested:

- Figures on the number of businesses who qualify for small business rate relief under the new national scheme.
- Information of instances where the Council has assisted businesses in grant applications.

Skills

- ED produces Employment Skills Plans to secure local skills and training opportunities through section 106 agreements. This relates to the construction phase of new developments. Information on the number of apprenticeships in the Borough may be held by the National Apprenticeship Scheme, but this may not take into account all apprentices as other organisations such as Barratts have their own apprenticeship schemes. The Council is aware of these schemes and actively works alongside developers / businesses to support the skills need when called upon.
- In terms of skills, the Council could have a role in bringing partners together to ensure business influence local skills provision. This was previously the intention of the Havant Skills Partnership, but the effectiveness of the Partnership was questionable as educational institutions often outnumbered businesses at meetings. HBC no longer support the management of this group.
- ED has a skills profile for the Borough, detailing statistics on the current Borough skills base, which is summarised in the Prosperity Havant Strategy.
- The Solent Jobs Programme provided funding with a focus on dealing with long-term unemployment in the Greater Portsmouth area, and there may be opportunities to use this funding within Havant. Funding could be used to encourage businesses to employ those who have been out of work for over 6 months through work placements.
- Havant has a stronger manufacturing and engineering presence which was better in comparison to the Portsmouth and Southampton areas in terms of productivity rates.

Further Information Requested

- Number of apprenticeships in the Borough from the National Apprenticeship Scheme.
- Examples of the Council's work in relation to skills in the Borough

Source Meeting with the Head of Development and Business, Economy and Town Services Manager on 8 November 2016.

Budget Scrutiny Panel Early Thoughts Discussion

Services: Building Control Team¹ and Business Economy and Town Services Team

Business Economy and Town Services Team

	£
Total Income	140,000
Total Costs	370,000
Annual Deficit	<u>230,000</u>

Services Delivered:

Prosperity Havant

- Identify and encourage development of major development sites
 - Waterlooville MDA
 - Dunsbury Hill Gateway
 - Transformation of Havant Town Centre
 - A27 Prosperity Corridor
 - Hayling Seafront
- Support businesses
 - Advice & support Support inward investment and local business expansion in the Borough
 - identify and help attract external funding
 - small business grants
- Local skill agenda
 - SLA with Wheatsheaf Trust
 - S106 Employment and skills plans

Grants to small business (Up to £1000 grants) - 80%-85% business which have received a grant are still trading

Events Management – e.g. Virgin Kite Surfing Armada and Town Centre Events

Pressures on Targets

- Town centres are changing – increase in on line shopping has led to less retail outlets in town centres and an increase in service/catering outlets
- Budget for this team and Business Economy and Town Services was set before this Service was created
- Depends upon the state of the economy
- Competition for limited funding
- Competition from other areas wishing to attract development within their areas
- Developing effective networks between business and other

Actions / Initiatives

¹ A separate brief has been prepared for the Building Control Team

- *Breakfast briefings with local businesses*
 - creates a secure and successful networking environment for members to cooperate and exchange referrals. Members actively seek and create opportunities for each other
 - raises profile of the Council.
 - Improve networking with major businesses
- *Development and inward investment – working with LEPs, investors and planning service*
 - encourage the development of strategic sites and other sites identified as suitable for development
 - *identify suitable sites for development e.g. underused car parks*
 - *attract external funding and inward investment*
- *Town Centres*
 - Shop Front Improvement Scheme
 - Building on success of recent Solent Road Retail Park extension
- *Devolution – Opportunities arising from the Solent Deal*
 - Reduction of Costs
 - Reviewing Grants
 - Reviewing Staff and other costs
 - Opportunities for Partnerships

Source Meeting with the Business Economy and Town Services Manager and the Head of Development Services on 10 August 2016 and Budget Scrutiny and Policy Development Panel

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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What Can We Do?

(Review of the Economic Development Service)

Economy, Planning, Development and Prosperity Havant
Scrutiny and Policy Development Panel

2016/17

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BENCHMARKING SURVEY - DETAILS OF ECONOMIC DEVELOPMENT SERVICES ON LOCAL AUTHORITY WEBSITES

Council Name	Type of Council (County, Unitary or District/Borough)	Population	Business Page on the Web	Business Rates Advice	Details of Economic Development Team	Available properties to Let/Buy	Business Awards Scheme (Council run)	Description of Local Economy	Training Page - Advice and Links to Skills for Businesses	Apprenticeships - Information and Links	Start Up Advice	General Business Advice / Support (inc. Trading Standards)	Useful Links	Business Directory	Advice/Links to Grant Schemes	Council-run Grants Scheme	Economic Development Strategy/Plan	Is the Council involved in Business Related Partnerships?	Opportunities to do Business with Council (inc. Procurement details)	Business News / Newsletters	Events (e.g. local business networking, seminars, workshops etc)	Notes	Website
Adur DC	District	65,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✗		https://www.adur-worthing.gov.uk/businesses/support-and-funding/business-support/#business-innovation	
Arun District Council	District/Borough	150,000	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗		http://www.arun.gov.uk/business-regeneration
Ashford	District/Borough	118,000	✓	✓	✓	✓	✗	✓	✗	✗	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✗		http://www.ashford.gov.uk/business
Aylesbury Vale District Council	District/Borough	181,000	✓	✓	✓	✗	✗	✗	✗	✗	✓	✗	✓	✗	✗	✗	✗	✓	✓	✗	✗		email website under construction
Basingstoke & Deane Borough Council	District/Borough	172,000	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗		https://www.basingstoke.gov.uk/Business
Bracknell Forest Council	Unitary	116,567	✓	✓	✓	✓	✗	✓	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✓	✗	✗		https://www.basingstoke.gov.uk/Business
Brighton & Hove City Council	Unitary	260,000	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✗	✗	✗	✓	✓	✓	✓	✓		https://www.brighton-hove.gov.uk/content/business-and-trade
Canterbury City Council	District/Borough	157,600	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✗	✗	✗	✓	✓	✓	✓	✓		https://www.canterbury.gov.uk/business/
Cherwell District Council	District	143,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓		http://www.cherwell.gov.uk/index.cfm?articleid=1267
Chichester District Council	District/Borough	113,800	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✗	✓	✓	Property search only CI properties	http://www.chichester.gov.uk/business
Crawley Borough Council	District/Borough	106,000	✓	✓	✓	✗	✗	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗	✓	✓	✗	✗		http://www.crawley.gov.uk/pw/Business/index.htm
Dartford Borough Council	District/Borough	93,000	✓	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓	✗	✓	✓	✓	✗	✓	✗	✗	Property search only CI properties Link to Cty wide property search	http://www.dartford.gov.uk/by-category/business2
East Hampshire District Council	District/Borough	117,000	✓	✓	✓	✗	✗	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗		http://www.easthants.gov.uk/businesses
East Sussex	County	534,000	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓		https://www.eastsussex.gov.uk/business/
Eastbourne Borough Council	District/Borough	100,000	✓	✓	✗	✓	✗	✓	✗	✗	✓	✗	✓	✓	✓	✗	✓	✓	✓	✗	✗		http://www.eastbourne.gov.uk/businesses/
Eastleigh	District/Borough	124,000	✓	✓	✓	✗	✗	✓	✗	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓		https://www.eastleigh.gov.uk/business.aspx
Elmbridge Borough Council	District/Borough	132,800	✓	✓	✗	✗	✗	✗	✗	✗	✓	✗	✓	✗	✓	✓	✗	✓	✓	✗	✗		http://www.elmbridge.gov.uk/business/
Fareham Borough Council	District/Borough	113,613	✓	✓	✗	✗	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗	✓	✓	✓	✗	✗		http://www.fareham.gov.uk/business/intro.aspx
Gosport Borough Council	District/Borough	84,287	✗	✗	✗	✓	✗	✓	✓	✗	✓	✗	✓	✓	✓	✗	✓	✓	✗	✓	✓		https://www.gosport.gov.uk/sections/your-council/council-services/business-rates/
Guildford Borough Council	District/Borough	142,958	✓	✓	✓	✓	✗	✓	✓	✗	✗	✓	✓	✗	✗	✗	✓	✓	✓	✗	✓		http://www.investingosport.co.uk/ https://www.guildford.gov.uk/business
Hampshire County Council	County	1,346,100	✓	✗	✓	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓		http://www3.hants.gov.uk/business.html
Hart	District/Borough	90,000	✓	✓	✗	✓	✗	✓	✗	✓	✗	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓		http://www.hart.gov.uk/businesses
Havant Borough Council	District/Borough	120,700	✓	✓	✓	✓	✗	✓	✓	✗	✓	✗	✓	✗	✓	✓	✗	✓	✗	✗	✗		http://www.havant.gov.uk/business-and-trade
Horsham District Council	District/Borough	134,160	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	✗		https://www.horsham.gov.uk/businesspages/Business-Development
Isle of Wight Council	Unitary	140,500	✓	✓	✓	✗	✗	✓	✗	✗	✓	✓	✓	✗	✗	✗	✓	✓	✓	✗	✗		https://www.iwight.com/business/
Kent County Council	County	1,400,000	✓	✗	✓	✓	✗	✗	✓	✗	✓	✓	✓	✗	✗	✗	✓	✗	✓	✗	✗		http://www.kent.gov.uk/business
Maidstone Borough Council	District/Borough	161,800	✓	✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✓		http://www.maidstone.gov.uk/business
Medway	Unitary	268,900	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✗	✓	✓	✗	✗	✗		http://www.medway.gov.uk/businessandinvestment.aspx
Mid Sussex	District/Borough	139,000	✓	✓	✓	✓	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		http://www.midsussex.gov.uk/business/
Milton Keynes Council	Unitary	256,000	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓		https://www.milton-keynes.gov.uk/
New Forest District Council	District/Borough	177,791	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗	✗	✗	✓	✓	✗	✓		http://www.newforest.gov.uk/business
Portsmouth City Council	Unitary	205,100	✓	✓	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✓	✓	✓	✗	✗		https://www.portsmouth.gov.uk/ext/business/business.aspx
Reading Borough Council	Unitary	157,100	✓	✓	✗	✓	✗	✓	✓	✗	✗	✓	✓	✗	✗	✗	✓	✗	✓	✗	✗		http://www.reading.gov.uk/business
Reigate and Banstead BC	District/Borough	143,094	✓	✓	✓	✓	✗	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✗	✓	✗		http://www.reigate-banstead.gov.uk/info/20037/business
Rother District Council	District/Borough	92,130	✓	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗	✓		http://www.rother.gov.uk/business
Royal Borough of Windsor and Maidenhead	Unitary	147,000	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓	✓	✗	✗	✗	✓	✗	✗	✓	✗		https://www3.rbwm.gov.uk/info/20011/business_and_economy
Runnymede Borough Council	District/Borough	80,510	✓	✓	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗		https://www.runnymede.gov.uk/article/4447/Business
Rushmoor Borough Council	District/Borough	96,800	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✗		http://www.rushmoor.gov.uk/business
Shepway	District/Borough	118,000	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✗	✗	✗	✓	✓	✗	✗	✓		http://www.shepway.gov.uk/business
Slough Borough Council	Unitary	141,838	✓	✓	✓	✗	✗	✓	✓	✗	✗	✓	✓	✓	✗	✗	✓	✓	✓	✗	✓		http://www.slough.gov.uk/business/
South Bucks District Council	District/Borough	70,000	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✗	✗		http://www.southbucks.gov.uk/helpforbusiness
South Oxfordshire District Council	District/Borough	not known	✓	✓	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓		http://www.southoxon.gov.uk/business-0
Southampton City Council	Unitary	236,900	✓	✓	✓	✓	✗	✗	✗	✗	✓	✗	✓	✗	✗	✗	✓	✓	✓	✓	✗		http://www.southampton.gov.uk/business-licensing/default.aspx

Spelthorne Borough Council	District/Borough	92,000	✓	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✓	✗	✓	✓	✓	✗	✗	https://www.spelthorne.gov.uk/article/115/Business
Surrey County Council	County	1,150,000	✓	✓	!	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗	✗	✓	✓	✓	✗	✗	https://www.surreycc.gov.uk/business-and-consumers
Surrey Heath Borough Council	District/Borough	84,000	✓	✓	✓	✗	✓	✓	✗	✗	✓	✗	✗	✗	✓	✓	✓	✓	✗	✗	http://www.surreyheath.gov.uk/business	
Swale Borough Council	District/Borough	140,000	✓	✓	✓	✓	✗	✓	✗	✓	✓	✓	✗	✓	✗	✗	✓	✓	✓	✓	✓	http://www.swale.gov.uk/business
Tandridge District Council	District/Borough	83,700	✓	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓	http://www.tandridge.gov.uk/Business/default.htm
Test Valley Borough Council	District/Borough	114,171	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✗	✗	https://www.testvalley.gov.uk/business
Thanet District Council	District/Borough	134,186	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓	✗	✓	✗	✓	✓	✗	✗	✗	https://www.thanet.gov.uk/your-services/business/	
Tonbridge & Malling Borough Council	District/Borough	120,805	✓	✓	✓	✓	✗	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	http://www.tmbc.gov.uk/services/business	
Tunbridge Wells Borough Council	District/Borough	116,100	✓	✓	✓	✗	✗	✗	✓	✓	✗	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	http://www.tunbridgewells.gov.uk/business/enterprise-and-regeneration
Vale of White Horse District Council	District/Borough	not known	✓	✓	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	http://www.whitehorsedc.gov.uk/business-0
Waverley Borough Council	District/Borough	121,574	✓	✓	✓	✓	✗	✓	✗	✗	✓	✓	✗	✗	✗	✓	✓	✓	✗	✗	http://www.waverley.gov.uk/info/200175/business_and_licensing	
Wealden District Council	District/Borough	153,890	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	http://www.wealden.gov.uk/Wealden/Business/Business.aspx
West Berkshire Council	Unitary	155,700	✓	✓	✓	✗	✗	✓	✓	✗	✗	✓	✓	✓	✗	✓	✓	✗	✗	✓	http://info.westberks.gov.uk/index.aspx?articleid=27130	
West Oxfordshire District Council	District/Borough	105,000	✓	✓	✓	✗	✗	✗	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	http://www.westoxon.gov.uk/business/	
West Sussex County Council	County	780,000	✓	✓	✗	✗	✗	✓	✗	✗	✗	✓	✓	✗	✓	✓	✓	✓	✓	✗	✗	https://www.westsussex.gov.uk/business-and-consumers/
Winchester City Council	District/Borough	120,000	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	http://www.winchester.gov.uk/business/
Woking Borough Council	District/Borough	99,198	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	http://www.woking.gov.uk/business
Wokingham Borough Council	Unitary	154,380	✓	✓	✓	✓	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	http://www.wokingham.gov.uk/business-and-licensing/
Worthing BC	District/Borough	110,000	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗	https://www.adur-worthing.gov.uk/businesses/
Wycombe District Council	District/Borough	173,500	✓	✓	✓	✓	✗	✓	✗	✗	✓	✓	✓	✗	✗	✗	✓	✓	✓	✗	✗	https://www.wycombe.gov.uk/browse/Business/Business.aspx

Eastleigh Borough Council's Economic Development Service Brief

Council's Role

- Used to support Southern Entrepreneurs Business Support (providing the manager), but stopping as private sector offering duplicates
- Replaced by MiVentures at £6k cost to council
 - * Provides advice 24/7
 - * Private provider
 - * Council advertises etc
 - * Council gets knowledge of all issues raised so is aware
- Local Plan not yet adopted

Staffing

- Going through a service review so currently down to three staff
- All staff are from business not previously local government

Services Provided

- Carrying on with Business Start up grants – same grants stopped by HBC
- Set up the Sorting House – studios for creative start ups, but same problem as Making Space so looking to force short term use to make it deliver intended outcome
- Set up Tech Hub. Working space for games, technology digital media and film, but not well used by business
- Suffering from lack of commercial land – have no council land to market
- Prosperity Board (same as our skills partnership) but run by business, with sub groups in geographical areas. Includes universities. Actively supports STEM and apprenticeships
 - Works as business led
- Although have no metrics are looking to provide after service review
- Wessex House (next to Council Offices)
 - Serviced offices owned and run by council
 - Income of £900-980k
 - High occupancy
 - Dual aim of income and encourage new businesses in town centre
 - Easy in/easy out a deliberate policy
 - Will take anyone in order to keep occupancy up but achieves support to new starters as well
 - Intend to improve marketing and upgrade building
 - Compare with our offices on Hart Farm Way
- Learning Centre
 - Set up with S106 money
 - 3 floors – two for community use (housing association and children's centre) so justified S106
 - Rents out space for anything but usually education and seminars
 - 90% occupancy
 - £30k for staffing, but makes profit
 - Used 1 day for unemployed training
- IncuHive
 - Set up by Winchester professor to help student get their business ideas off the ground
 - Arranges business support and Angel backers

- Eastleigh is a Business Improvement District
 - Running for 2-3 years
 - 1% levy of all business
 - Council facilitated the bid
 - Run by retailers
 - Includes national chains who are as enthusiastic than independents

Relationship with Local Businesses

- Cracking web page – and wide offering of events (meet the buyer, annual conference, mayor's lunch)
- e-shots and e-newsletters are well received
- Annual business conference

Source Meeting between Councillors Fairhurst (HBC) and Davis(HBC) and Chris Herbert, Senior Economic Development Officer (EBC) and Chantal Havard, Business Centre Manager (EBC) on Monday 27 February 2017

Test Valley Borough Council's Economic Development Service Brief

Council's Role

As there is so much scope compared with available resources they deliberately pitch their offering between HCC and LEP, where they see a gap
Strong financial position so prepared to take risks

Staffing

Staff of 1 and budget of £20k separate from grants

Services Provided

Andover Skills Training Fund

- * Use S106 money (£0.5M) to provide fund to give grants to SME (<100) individual workers for training
- * If not on benefits must match fund,
- * Must live in the Andover postcode area
- * In addition to usual skills development requirement during build
- * Not prescriptive on type of training
- *

Using the New Homes Bonus the Council has set up two funds for grants:

- **Business Incentive Grant**
 - * Same as HBC's small business grant, which the Council has just stopped
 - * Increased to £750 to maintain original real value
 - * Have checked 3-5 year survival rate and it is 'marginally' better than all start-ups in Hampshire
 - * Generate news story for each grant – good publicity for both the business and the council.
 - * No plans for any other metrics both because don't think it is possible and see it as their duty to do it anyway
- **Independent Retailer Grant**
 - * To support their two town centres
 - * £1000 (budget of £20k)
 - * Premises must have been vacant for 1 month
 - * Class A1 (shops) and A3 (cafes) not Finance, pubs, fast food takeaway
 - * Independent only - no chains

Communication/Connections with Local Businesses

- Are trying a e-newsletter, but not sure of its use yet. Otherwise don't attempt to keep in touch with all businesses
- Business Awards typically attended by 200 local businesses

Source Meeting between Councillors Fairhurst (HBC), Davis (HBC) Satchwell HBC and David Gleave, Economic Development Officer TVBC) and Councillor Peter Giddings, Economic Portfolio Holder (TVBC)I on Monday 27 February 2017

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Businesses' View on the Council's Role

(Review of the Economic Development Service)

**Economy, Planning, Development and Prosperity Havant
Scrutiny and Policy Development Panel**

2016/17

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Local Business Survey Results

Review of the Economic Development Service

Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel

Aim of the Survey

The aim of the survey was to gauge the local business view on the Council's role in the economic development of the Borough, and the extent to which local businesses currently use the economic development service.

Methodology

In order to reach businesses within the Borough:

- (1) every councillor was asked to visit at least 10 businesses within their ward to complete a survey questionnaire; and
- (2) questionnaires were circulated and collected at a jobs fair held on 3 March 2017

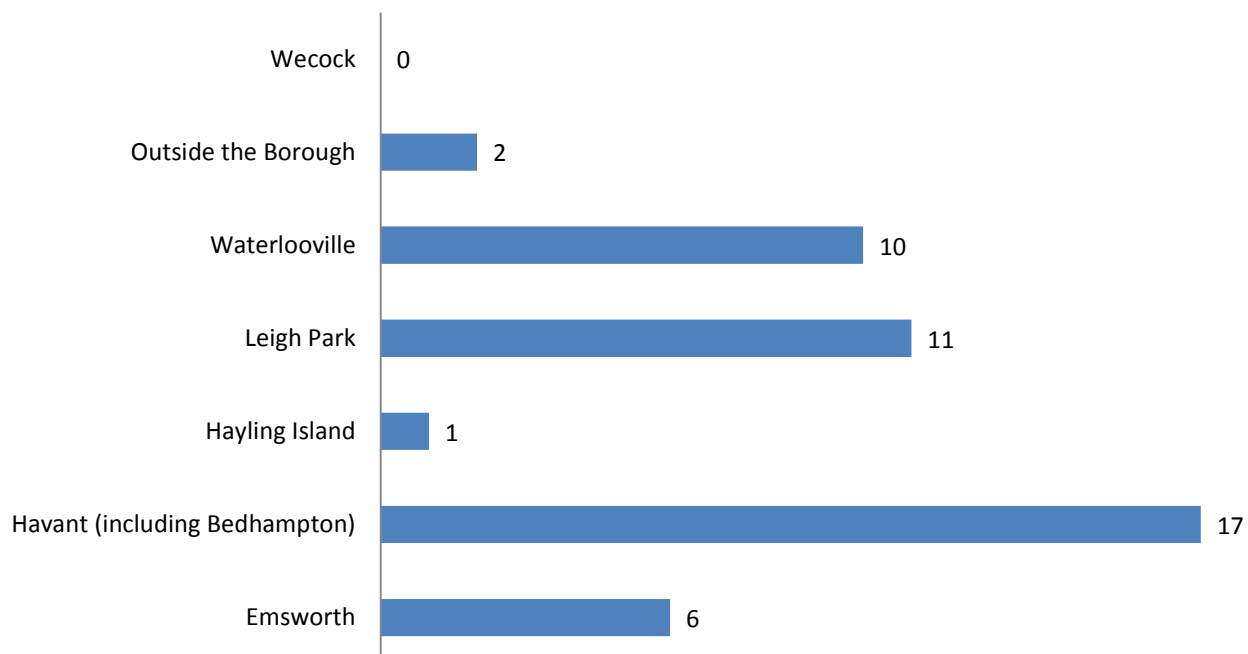
Responses

In total 48 responses were received from 470 surveys issued, achieving a response rate of 10%.

Survey Results

ABOUT THE RESPONDENTS

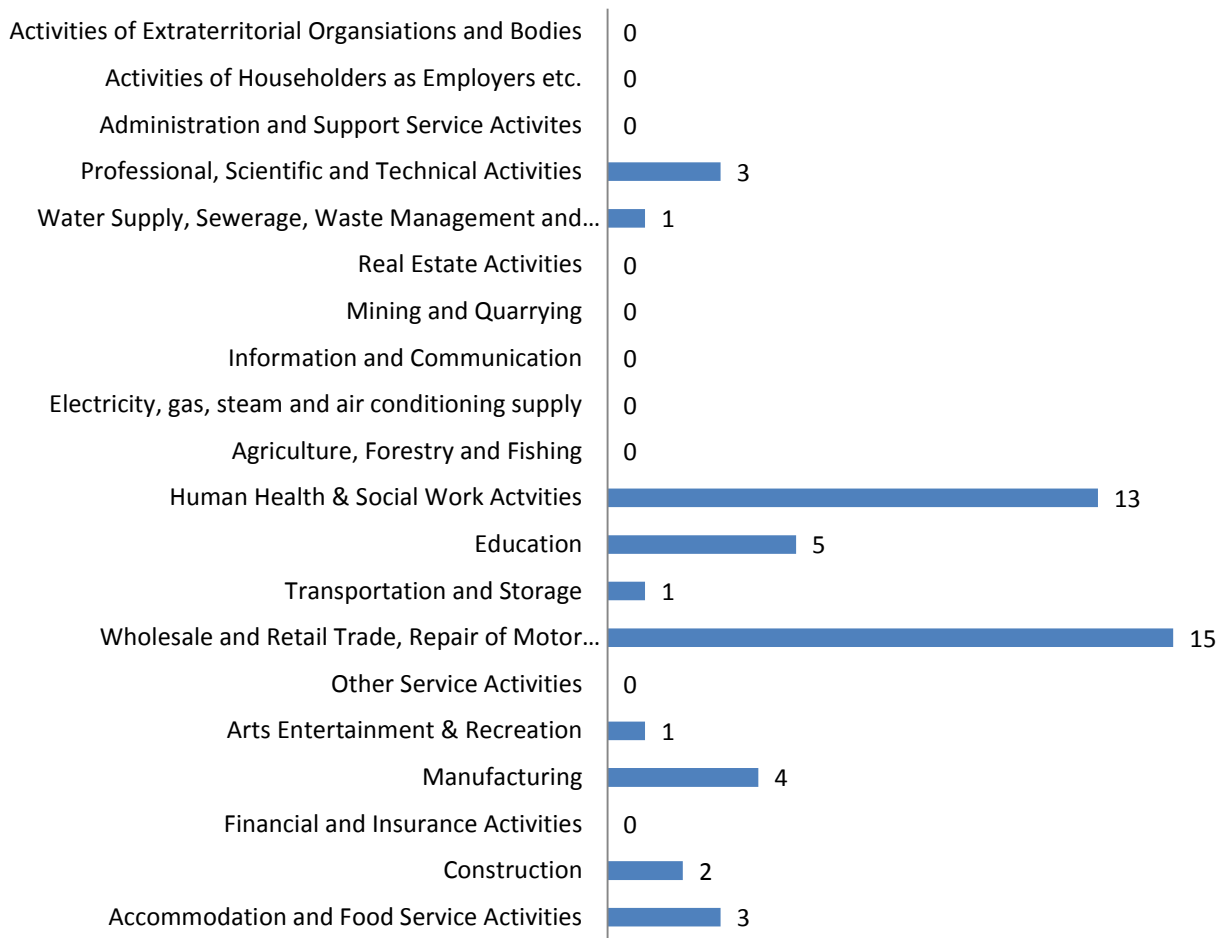
Location of Business Respondents



46 respondents supplied details of the locations of their business with one respondent operating out of two locations within the Borough

The responses received show that the businesses who responded represent the views from a variety of locations, as numerous wards are covered by those who returned surveys.

Type of Business¹

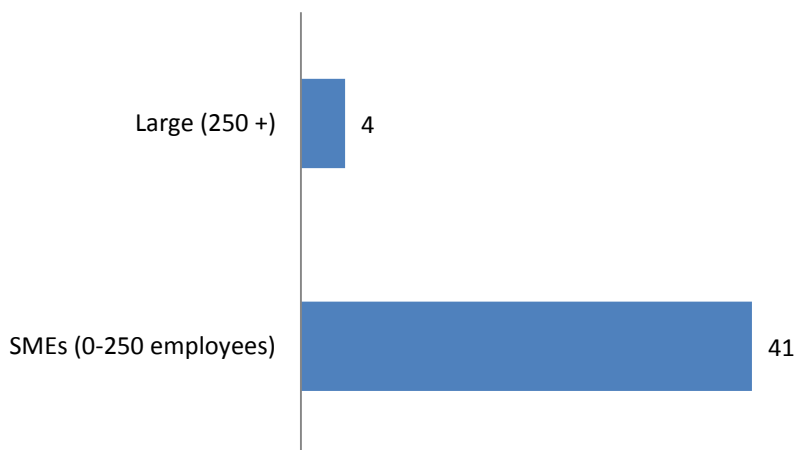


Again, the survey shows that a variety of local businesses provided responses. A total of ten sectors were represented by the responses received.

Number of Employees

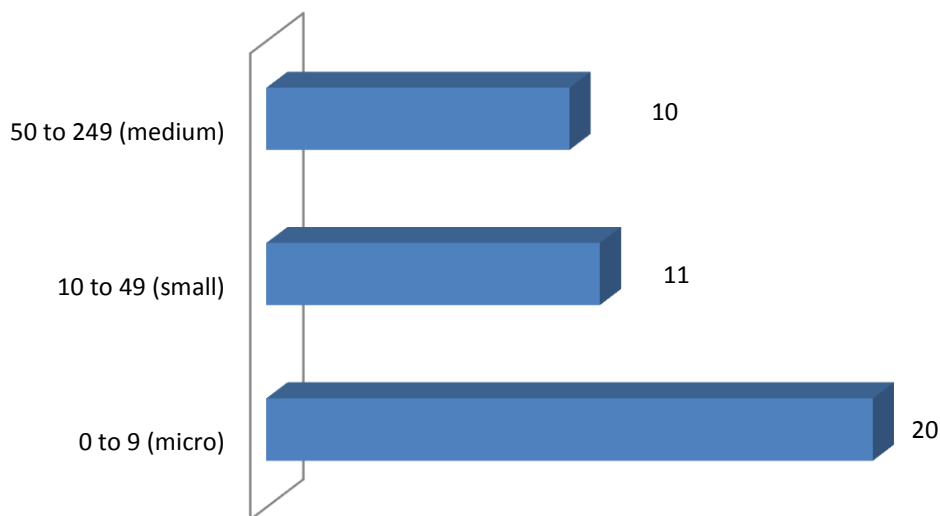
45 of the 48 respondents supplied details of the size of their businesses in terms of employees.

The size of the businesses, in terms of employees, may be classified as follows:



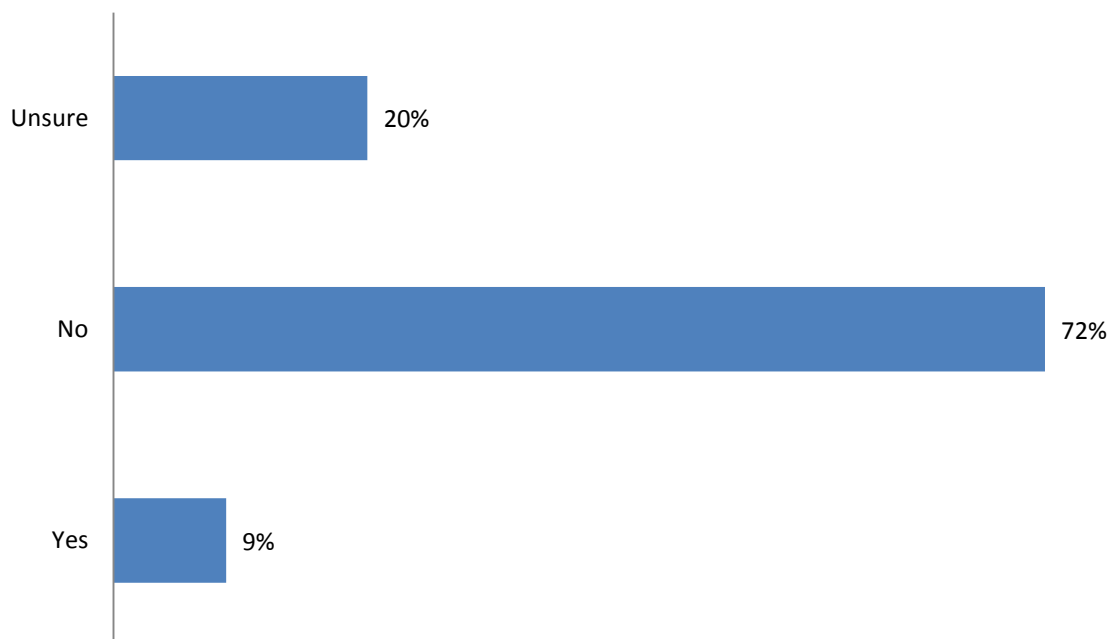
¹ The Businesses are classified in accordance with the SIC code supplied by Companies House

The majority of local businesses that responded employed a maximum of 250 employees, with only a few responses from those with more employees. The survey managed to capture a range of small business from micro (0 to 9 employees) to medium businesses (50 to 249 employees).



LOCAL BUSINESSES AND THE COUNCIL

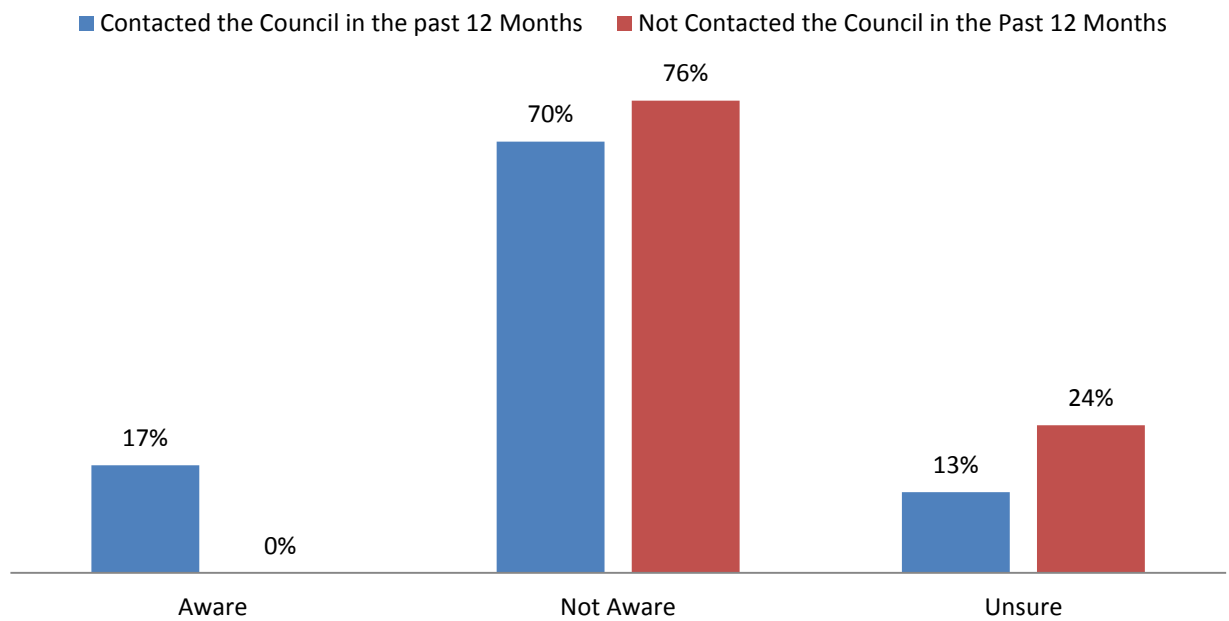
1. Are you aware of the work of the economic development service?



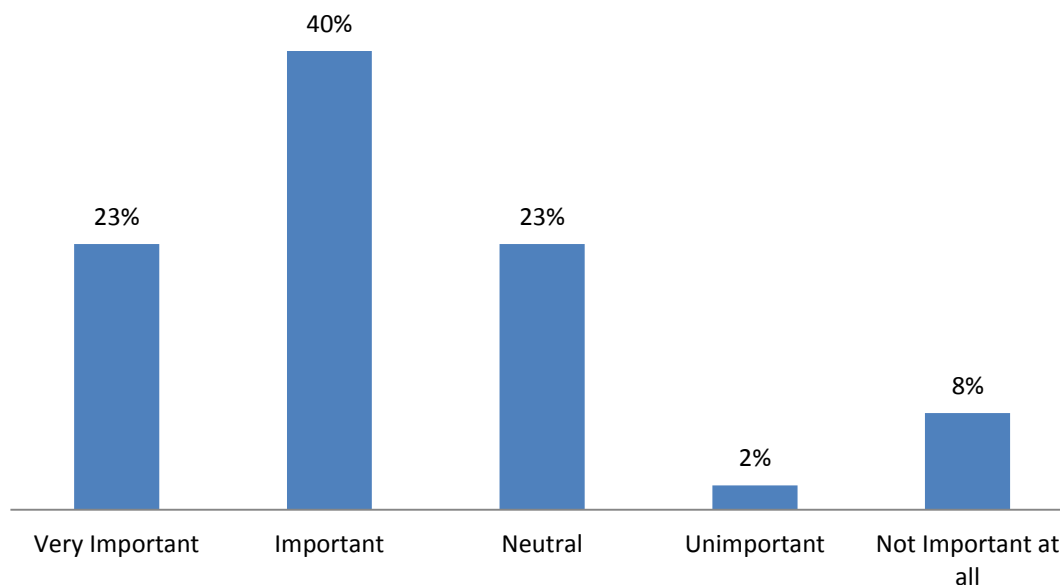
46 out of the 48 respondents answered this question (96%)

The survey indicates that the vast majority of the businesses surveyed were not aware of the work of the economic development service, with only 9% (2 respondents) stating that they were aware of this service. In contrast, 91% were either unaware or unsure.

The awareness of those respondents who have advised that they contacted the Council in the past 12 months is not very different.



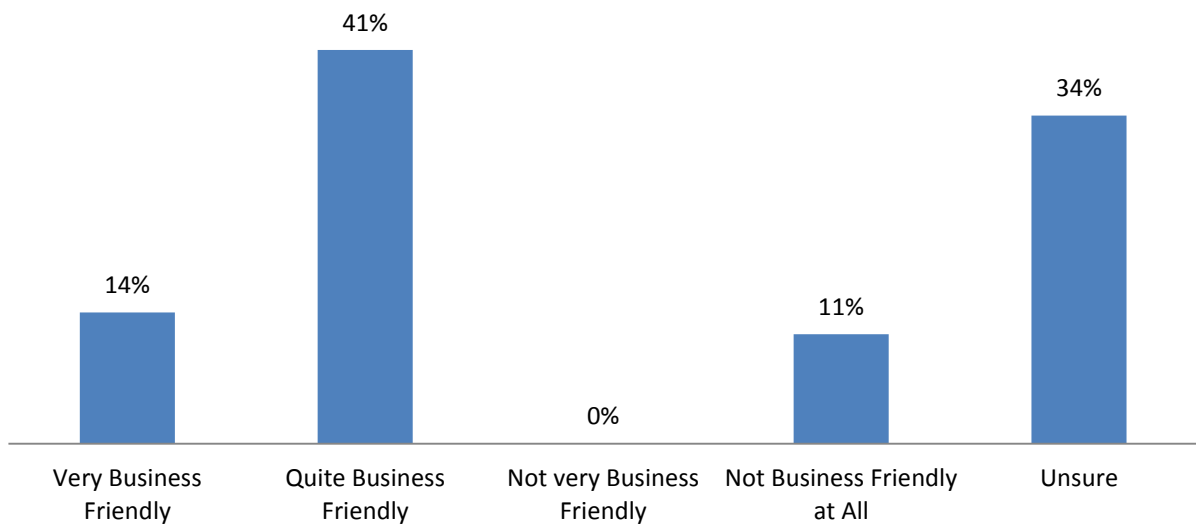
2. How important is the Council to your business?



45 of the respondents answered this question (96% of the respondents)

Overall, local businesses that responded felt the Council was important to them. The majority of respondents indicated the Council was either very important or important for this question. Very few indicated that the Council was unimportant or not important at all, with only 10% (5 respondents) ticking these boxes. 23% (11 respondents) were neutral in response to this question.

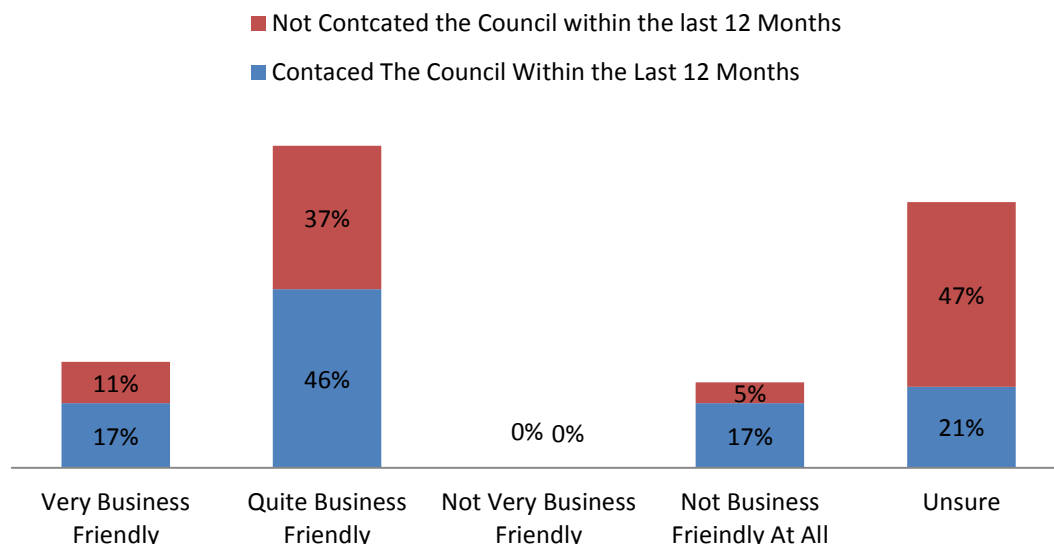
3. How business friendly would you say the Council is?



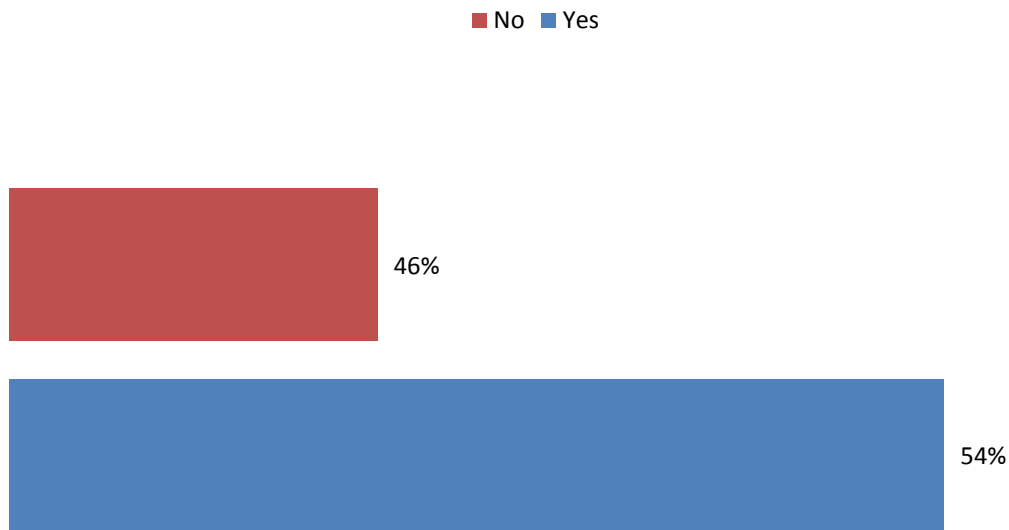
44 out of the 48 respondents answered this question (91%)

The majority of respondents were positive towards the Council on this question, with a majority of local businesses who responded indicating that the Council was either very business friendly or quite business friendly. It must be noted however that while only 5 local businesses stated the Council was not business friendly at all, 34% were unsure on this question.

It is interesting to note that 60% of those businesses that had contacted the Council in the past 12 months considered that the Council was either “Very Business Friendly” or “Quite Business Friendly”. In comparison only 48% of those who had not contacted the Council in the past 12 months felt that the Council was either “Very Business Friendly” or “Quite Business Friendly”. Only 17% of those who had contacted the Council in the past 12 months considered that the Council was “Not business Friendly at all”. 47% of those businesses who had not contacted the Council in the past 12 months were unsure on how business friendly the Council is.



4. Have you contacted the Council in the past 12 months?

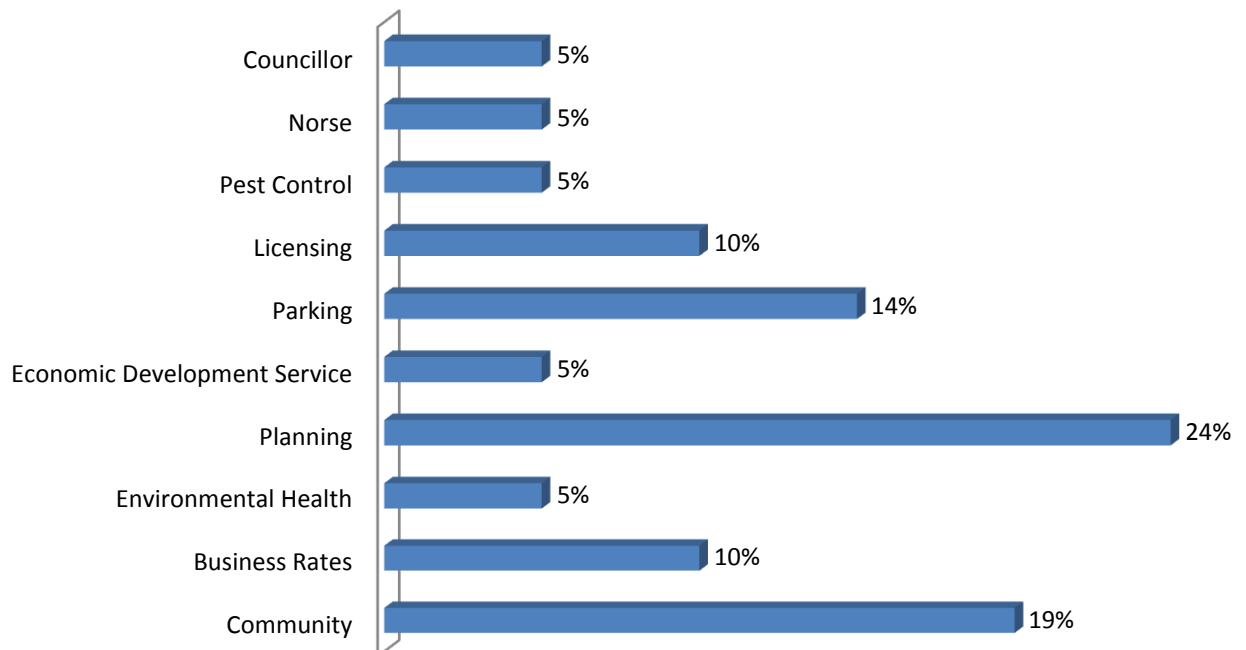


46 out of the 48 Respondents answered this question (96% of the respondents)

The survey shows that there was an almost 50/50 split between those respondents who had contacted the Council recently and those who had not.

4a. If yes, who did you contact and why?

Only 21 of the 46 respondents gave details of the services they contacted. The most popular services were Planning, Community and Parking. Only one of the respondents had contacted the Economic Development Service.



HBC Services Contacted

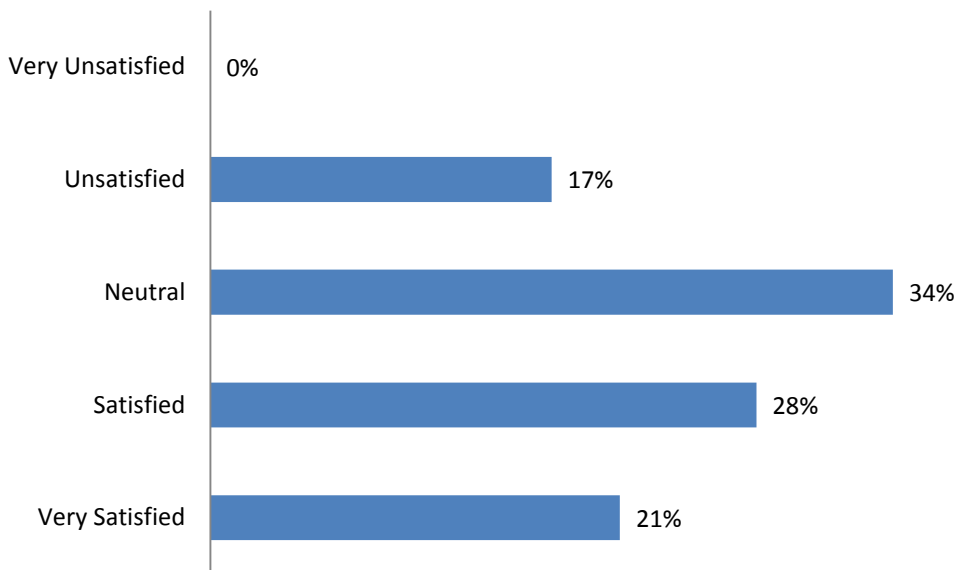
	%	No.
Community	19%	4
Business Rates	10%	2
Environmental Health	5%	1
Planning	24%	5
Economic Development		
Service	5%	1
Parking	14%	3
Licensing	10%	2
Pest Control	5%	1
Norse	5%	1
Councillor	5%	1

This question received the following responses:

- *ASC Department Daily*
- *But care related issues only*
- *Business rates to enquire about the new rates for 2017*
- *Just relocated into the Council*
- *Emailed EHO to offer to introduce and present products (ENJO - safe, green, effective, cleaning fibres) - Received no reply*
- *Chichester District Council - vacancy for apprentice*
- *Recruitment for our Prince's Trust Team Programme in Waterlooville*
- *With regards to concerns about parking in restricted areas whilst care staff are doing their jobs*
- *Community Team*
- *Regarding driveway. Complaints from neighbours as patients parking on grass. Previously bollards put in, these have been knocked down*
- *We have obtained a Solent Grant "bridge the gap"*
- *WE have had issues with where to put our delivery cages when they are empty and they have tried to help us work out where to store them*
- *Because they have lost 5 businesses to McCarthy and Stone development*
- *Change of Licence*
- *The public house regularly calls the Council regarding bins in the pub's car park- which get overflowing*
- *Reference planning in Leigh Park*
- *Ms Boulter re Local Plan*
- *Renew Premises Licence*

The comments represent a wide range of reasons for local businesses to contact the Council, with only a few of those reasons stated relating to the work of the economic development service.

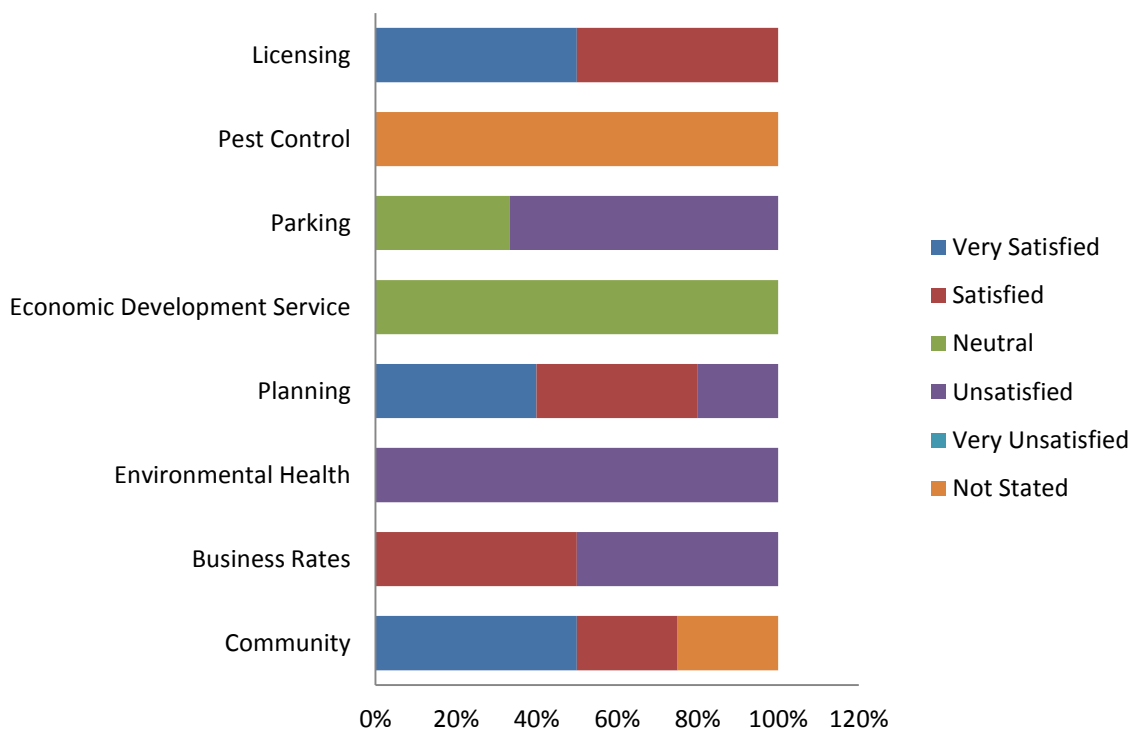
4b. Were you satisfied by the response / support you received from the Council?



29 of the 48 respondents answered this question (60%)

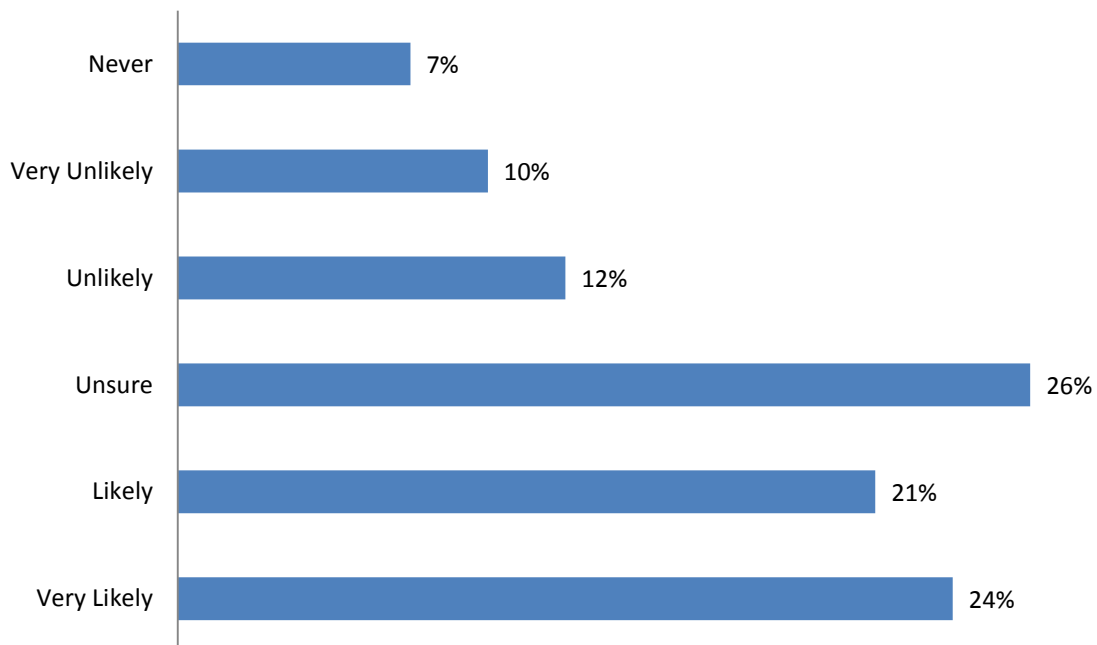
In terms of satisfaction, there was a wide variety of responses from the local businesses surveyed, with a small majority for those who responded neutral. It is pleasing to note that there were no responses who indicated they were left very unsatisfied by their response from the Council.

An examination on how each service was judged by respondents shows that the services which provided the greatest satisfaction were Community, Licensing and Planning. The respondent who had contacted the Economic Service gave a neutral response. The services which gave the less satisfaction were Environmental Health and Parking



	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Not Stated
Community	2	1	0	0	0	1
Business Rates	0	1	0	1	0	0
Environmental Health	0	0	0	1	0	0
Planning	2	2	0	1	0	0
Economic Development Service	0	0	1	0	0	0
Parking	0	0	1	2	0	0
Pest Control	0	0	0	0	0	1
Licensing	1	1	0	0	0	0

5. How likely are you to contact the Council for business related matters?



42 of the 48 respondents answered this question 88%

Though the main response to this question was unsure, on balance more respondents indicated they were very likely or likely to contact the Council for business related matters. A smaller minority of respondents stated they were unlikely, very unlikely or would never contact the Council for these matters.

In addition, the following comments were received for this question:

- Something I have been meaning to do
- Not unless to do with fees or services
- Possible relocation in the Havant area
- Steven Russell - to organise "Love Where You Live" Event Support
- Apprenticeship grants/need an apprentice
- Depending on the relevance their help would be to our concern
- We don't necessarily frequently deal with the Council
- Planning Office
- Future development
- If we have any issues that concerns them
- The Redevelopment of 42 London Road, Purbrook
- Parking Department - to get a parking warden out for cars parked over a dropped kerb
- They are only interested in larger businesses that generate more
- Whenever we do ring the Council they try and help with our enquiry

6. Would you be willing to meet with the Economy and Planning Scrutiny Panel to discuss your experiences further?

Of the local businesses surveyed, a good number (19) indicated that they would be willing to meet with the Panel to discuss their experiences further.

7. What service do you want from the Council?

26 of the respondents provided suggestions for the service they want from the Council. These suggestions are as follows:

- Support with office relocation funding/grants
- Friendly, efficient and quick
- We are happy with everything
- Support with locating disadvantage young people (NEETS) who may benefit from completing our 12 week development programme (course starts 8 May

2017)

- That they would be open to suggestions that would enable care staff to fulfil their jobs in a more positive way. Car permits, news to any road closure closures, major events that might increase time to travel in local area
- Funding support to continue
- I have never heard of the economic development service. We are a small family run business who often has problems with recruiting due to the niche market we work in. We also have technical issues occasionally that could be investigated to discuss further what the Council could do for a small business
- More support in advertising job vacancies - relationships with job centres, e.tc.
- To carry on helping us with any issues we may have and be contacted if needed
- No specific requirements. Would only contact on matters relating to the immediate paving/roads outside our store
- What do you provide
- Never had anything to do with the Council
- Only paid rent/rates there which cost me
- Parking fine when you were having building works done
- Better road markings for parking
- More Traffic wardens
- Trim overhanging trees
- Repair pot holes in the road
- Small business help
- Cheaper Council Tax (business and residence)
- Business rates
- Trees owned by the Council - barrier between road and footpath - outside the pub. Trees obscure the pub - people don't know it is there
- Plus visibility of road impeded when vehicles leave the PH car park. Council could cut the trees back/down to help a bit
- Bin collection
- Sharp's boxes collection - organised direct with patients
- No - this business pays privately for its waste disposal even!
- Business rates

- Better cleansing service within Leigh Park shopping centre. Current service is not acceptable
- Increased police presence
- Help in all areas that are needed
- We are fine and pleased with services we receive and would not hesitate to get in touch, if we required any services
- Appearance of Emsworth
- Speedy Planning Service
- Being a retailer we need support to help promote our town centres: not to be overburdened with bureaucracy and form filling, economical rates and overheads; sufficient parking at reasonable rates to service the needs of residents and businesses; unbiased and judgemental support and guidance on business issues to help overcome problems.
- Business Contacts
- Grants / Networking Events

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What Do We Propose To Deliver

(Review of the Economic Development Service)

Economy, Planning, Development and Prosperity Havant
Scrutiny and Policy Development Panel

2016/17

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Economic Development Review

July 11th 2017

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ED Review

- **Officer review – throughout 2016**
 - Root and branch review of activity
 - Based on return on investment

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Finance scrutiny – autumn 2016

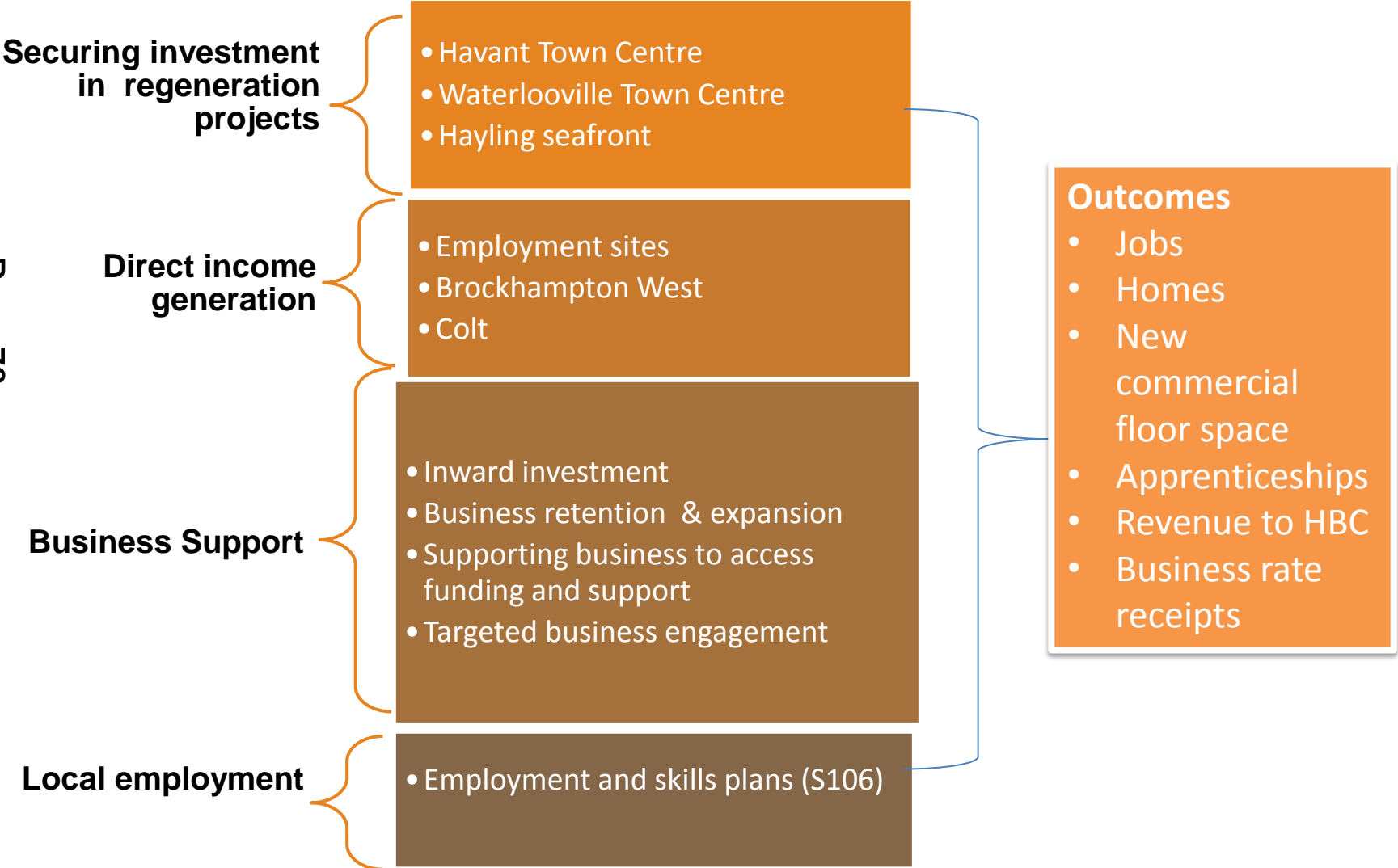
- Investment in major schemes
- Clearer role, priorities, targets
- Transfer events to community team
- Re-instate economic status reports

ED Review

- **Report to Exec Board/ Cabinet Briefing**
 - Endorsed approach based on high impact projects with clearer economic & financial outcomes
 - Service to be provided by EHDC, commissioned by HBC (via S101 agreement)
 - Change management process underway
 - Integral part of wider review of Regeneration resource at HBC

Service will provide clear project focus & outcomes

Page 78



Legacy activity

- Events – transferred to community
- Market contract management
- Local business engagement & operations

Opportunity for new approach;

Page 79

- Role of community team
- Ward Cllrs
- Neighbourhood quality & support function

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Minutes

(Review of the Economic Development Service)

Economy, Planning, Development and Prosperity Havant
Scrutiny and Policy Development Panel

2016/17

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Notes of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on Tuesday, 27 September 2016

Present

Councillor: Fairhurst (Chairman)

Councillors: Davis, Lenaghan, Satchwell and Wade

Also Present:

Councillor David Guest
Andrew Biltcliffe (Head of Planning), Mark Gregory (Democratic Services Officer), Nicholas Rogers (Democratic Services Assistant) and Debbie Vodden (Economic Development Officer)

Apologies: Rees

8 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Rees.

9 MINUTES

It was AGREED that the minutes of the Economy, Planning, Development and Prosperity Havant Panel on 30 August 2016 be approved as a correct record.

10 UPDATE ON IMPLEMENTATION OF ACTIONS AGREED IN PREVIOUS REVIEWS

10a CIL Review

The Panel received a tabled document with an updated version of the CIL Review Recommendation Update Form.

The Head of Planning informed the Panel that CIL spending bid process for 2016 had closed: 26 bids had been received and assessment of these bids was underway. A Councillor seminar had taken place to ensure members were informed.

The Panel also received revised dates for the timescales of the 2016 CIL Bidding Process.

Action

10b Tourism Review

The Panel received the Tourism in the Borough Recommendations Update Form. The Senior Economic Development Officer was invited to answer questions from members.

The Panel were informed that the Council paid £4,000 for the licence fee to a database which records attractions, events and accommodation within the Borough, which in turn populates data on the 'Visit Havant' website.

11 FUTURE SCRUTINY PROJECTS

Councillor Guest highlighted the need for the Council to fully understand the role it played in promoting tourism throughout the Borough. The Panel discussed a lack of cohesion between authorities and organisations which promoted attractions and events in the Borough.

It was AGREED that;

- 1) The scoping matrix and final report of the previous scrutiny review of 'Tourism in the Borough' be circulated to Panel members;
- 2) Councillor Howard be invited to the next Panel meeting to discuss the previous scrutiny of 'Tourism in the Borough; and
- 3) Subject to 1) and 2) above resulting in the Panel deciding a further review is needed, 'Tourism in the Borough' be added to the work programme for the Economy, Planning, Development and Prosperity Havant Scrutiny Panel.

12 NEXT SCRUTINY PROJECT

The Panel considered the next scrutiny project on the work programme. Members discussed the scope of a review into 'economic development' and highlighted that the review would need to focus on both retail centres within the Borough and wider economic concerns, such as employment, training and skills. Tourism would not be covered in this project. The review would also need to ascertain the Council's role in economic development and whether residents are aware of the services available.

It was AGREED that;

- 1) The Panel undertake a review of 'Economic Development (excluding Tourism)' as the next scrutiny project;
- 2) The next meeting of the Panel be set to agree the project plan; and
- 3) Democratic Services circulate background information on Economic Development to Panel members.

The meeting commenced at 5.00 pm and concluded at 5.57 pm

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Present

Councillor: Fairhurst (Chairman)

Councillors: Davis, Lenaghan, Satchwell and Wade

Also Present:

Mark Gregory (Democratic Services Officer) and Nicholas Rogers (Democratic Services Assistant)

Apologies:

	Action
<p>13 APOLOGIES FOR ABSENCE</p> <p>There were no apologies for absence.</p>	
<p>14 CEMETERY PROVISION REVIEW REPORT</p> <p>The Panel discussed the draft report for Cemetery Provision within the Borough and the comments submitted by relevant officers.</p> <p>With regard to the suggested amendment to recommendation 2.1, the Panel considered that the initial recommendation sufficiently expressed the Panel's views that the service should continue to be financially viable i.e. the cost of the scheme to be covered by fees and charges with any deficient being made up by the Council.</p> <p>It was AGREED that;</p> <p>1) The report be amended to reflect the following:</p> <p style="padding-left: 40px;">Statement 5.2 in the report be amended to read as follows</p> <p style="padding-left: 40px;">'Development of a new cemetery would require initial capital investment, but would provide opportunity for the whole or partial recovery of historic maintenance costs of existing cemeteries over its lifetime';</p>	

Statement 5.3 in the report be amended to read as follows

‘It is recognised that accepting the recommendations detailed at 2.3 to 2.6 will require resources’; and

Statement 7.2 in the report be amended to read as follows:

‘It is recognised that there could be an impact on the assured income streams to Norse South East’.

- 2) The amended report be circulated to Panel members for approval prior to submission to officers; and
- 3) If officers raise any further points on the report, the Scrutiny Lead to meet with officers to discuss further prior to submitting the report to the Scrutiny Board.

15 ECONOMIC DEVELOPMENT SCRUTINY

The Panel considered the scrutiny project plan for the review of Economic Development. The Panel also received:

- Prosperity Havant Strategy document
- Commercial Directorate Business Plan 2016/17
- 2016-17 Quarter One Healthcheck

The Panel indicated that the review would select specific schemes and projects from the Prosperity Havant Strategy and use these as examples to assess the usefulness and effectiveness of the work of economic development services.

The review would seek to find the following information:

- What is the Council doing in relation to economic development and how effective are these actions?
- What are the staff members within the economic development service doing day-to-day to further the elements of the Prosperity Havant strategy?
- What information does the Council provide to businesses and how readily is this information available?
- What has been achieved by the actions of the economic development service and how is this measured? Are these actions cost-effective?
- For the schemes / grants / aid that have been made available by the Council, what was the level of interest shown by external parties?

The review would also include:

- A questionnaire survey of local business nominated by ward councillors.
- Interviews with a selection of local businesses to discuss their interaction with economic services.
- Interviews with a major developer within the Borough to speak with them regarding their experiences working with the Council (The Cabinet Lead for Economy, Planning, Development and Prosperity Havant to indicate a suitable developer).
- A benchmarking exercise in relation to similar authorities for their actions on economic development, and information on any examples of best practice from the economic development services at other local authorities.

It was AGREED that:

- 1) The following elements be selected from the Prosperity Havant Strategy for use as example schemes when assessing the role and actions of the economic development service:
 - Harts Farm Way & Brockhampton Prosperity Corridor (from Priority 1 – Development Opportunities)
 - Small & Medium Enterprise (SME) Competitiveness, Business Friendly Council and High Streets / Town Centres (from Priority 2 – Investment & Business Support)
 - Business-led Skills (from Priority 3 – Skills Development)
- 2) The draft scrutiny project plan be circulated to Panel members for approval
- 3) The structure chart for the Economic Development department be circulated to Panel members
- 4) A meeting be arranged to discuss the scope of the review with the Head of Development, the Business, Economy and Town Services Manager and the Cabinet Lead for Economy, Planning, Development and Prosperity Havant.

The meeting commenced at 5.00 pm and concluded at 6.20 pm

Notes of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on Tuesday, 8 November 2016

Present

Councillor: Fairhurst (Chairman)

Councillors: Davis, Lenaghan, Rees and Wade

Also Present:

Mark Gregory (Democratic Services Officer), Dan Grindey (Service Manager Economic Development), Mrs Julia Potter (Head of Development) and Nicholas Rogers (Democratic Services Assistant)

Apologies:

16 APOLOGIES FOR ABSENCE

No apologies for absence were received.

17 NOTES OF THE LAST MEETING

The minutes of the meeting of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on 11 October 2016 were agreed as a correct record.

18 ECONOMIC DEVELOPMENT SCRUTINY

The Panel invited the Head of Development and the Business, Economy and Town Services Manager to discuss the scope of the Economic Development Scrutiny and the activity of the Economic Development service.

The Panel also received the following documents;

- 1) the Development Services Briefing Note as recorded at a meeting of the Budget Scrutiny and Policy Development Panel on 10 August 2016; and
- 2) the Benchmarking survey comparing details of economic development on other local authority websites.

Action

The Panel discussed the work of the economic development service (ED) and the value that it represents for the Council, as set out in Appendix A to these minutes.

It was AGREED that;

- The following information be circulated to Panel members:
 - Number of jobs provided by Sainsburys (Waterlooville), McDonalds (Havant) and Marks and Spencers and Next (Solent Road).
 - Figures on the number of businesses who qualify for small business rate relief under the new national scheme.
 - Information of instances where the Council has assisted businesses in grant applications.
 - The number of apprenticeships in Havant from the National Apprenticeship Scheme

- Examples of economic development actions relating to regeneration and development, business support and skills be circulated to the Panel

- Meetings be arranged with those businesses which currently work with the Council and with those businesses which choose not to work with the Council.

- Panel members to visit Eastleigh Borough Council and Test Valley Borough Council to interview economic development officers.

Dan Grindey,
Mrs Julia Potter

Dan Grindey,
Mrs Julia Potter

Mark Gregory,
Nicholas Rogers

The meeting commenced at 5.00 pm and concluded at 6.30 pm

Economic Development Scrutiny Briefing Note – Role and Work of the Economic Development Service

Economic Development Service

- There are approximately 4,000 businesses in the Borough, with approximately 10-11 employing more than 250 people.
- The key role for the Council's economic development service (ED) is getting investment into the Borough and working with employers to achieve greater prosperity in Havant.
- The work of the ED service has a key link to the budget, as jobs and investment in the area impact upon business rates, which in turn are key in balancing the budget.
- ED had adapted the way the service works to fit in with current trends. Traditionally, the Council worked closely with micro businesses and focused on town centres for economic growth. These businesses are important but there was now a focus on jobs and growth outcome with more emphasis on a relationship with larger businesses and strategically important SMEs. In particular the HBC area has a strong presence of engineering and manufacturing businesses within growth sectors reflected in strong productivity rates within the Solent area.
- A workshop detailing the work of ED has been discussed to inform members and officers on the actions of the service.
- The work that ED undertakes in relation to regeneration and development is easier to identify and monitor as these are generally high-profile projects. It is more difficult to quantify the service's work to make Havant a 'business friendly Council'. For this, the service focuses on ensuring the Council is welcoming and inviting towards business and open to dialogue and change in line with the market demand.
- Members were informed that Eastleigh Borough Council and Test Valley Borough Council were examples of good practice in relation to their work on ED.
- The key strands of the ED service were as follows:
 1. Regeneration and Development
 2. Business Support
 3. Skills

Regeneration and Development

Maximising Income/Activity From Council Assets

ED appraises the use of the Council's assets to seek opportunities to increase activity and income streams at these sites.

Examples of this are Brockhampton West, the One Public Estate and car parks in the Borough.

- **Brockhampton West** (9 hectares site which is estimated to be able to provide space for approximately 300 jobs) – This is currently an unmarketable Council owned site due to its previous use as a waste disposal site. ED are investigating using LEP grant funding to assess level of contamination of this site and whether any actions are required to manage or mitigate the risk to enable the site to be developed for business use. ED will also look to retain ownership of the site and rent to businesses / developers, thus retaining an income stream for the Council.
- **One Public Estate** – Discussions were on-going with multiple agencies to use sites available around the Public Service Plaza for business space.
- **Car Parks** – Work is underway to evaluate the use of car parks which provided little or no income to the Council. There is the potential to use these as areas for future developments.

Local Asset Backed Vehicle (LABV) scheme

ED are investigating the possibility of entering into joint ventures with investment companies for larger developments where both retain a share of profits on 'big-ticket' developments comparable to the Bournemouth Borough Council and the Morgan Sindal Group scheme for the development of Bournemouth Town Centre,.

Encourage New Businesses

Developments at Dunsbury Hill and Harts Farm Way have been aided by the work of ED by engaging with local businesses in need of land for expansion.

Further Information Requested

- Examples of the ED services work with larger developers and businesses.
- Numbers of jobs provided by Sainsburys in Waterlooville, McDonalds in Havant and Marks and Spencers and Next stores on Solent Road.

Business Support

Networking

ED aim to support businesses by developing relationships with local businesses, improving business engagement with the Council and its partners, facilitating expansion and development in the Borough and encouraging new businesses to the area. This includes:

- The Council has a role as the 'front door' to the public sector and could help put businesses in touch with local partners who can provided support. This includes

access to funded programme running through LEPs for example

- ED run business breakfasts for MDs and CEOs of local businesses, which have been attended by the Leader of the Council and Chief Executive.
- Whilst maintaining contact with a variety of businesses, ED prioritise contact with larger and strategic businesses within the Borough, especially those within growth sectors (advanced manufacturing, engineering, marine).

Supporting Existing Businesses

The team aims to encourage improved economic performance across the borough by working in the following areas: retail, tourism, industrial, commercial, learning, skills and employability, external funding, research and information.

Examples of the team's work are:

- helping P&I Generators to relocate to larger premises within the Borough at Harts Farm Way and the support provided to Waterlooville businesses in order to gain £300,000 in LEP grant funding.
- Investigating the benefits/interest in creating Business Improvement Districts (BIDS) in Havant and Waterlooville. BIDS need to be business led and business funded to improve a defined commercial area, such as a town centre or industrial estate through additional services or new initiatives. These districts are an opportunity for businesses within a town centre / industrial estate to earmark 1- 2% of business rates collected to be invested back into the area for improvements and events (e.g. Christmas Lights events). A BID Proposal is produced and a 28 day postal ballot held where businesses vote 'for' or 'against' a clear delivery programme.

Funding

Guidance on grants and fund-raising; support to voluntary organizations; encouragement of social enterprise. Fore example:

- The Council has helped local businesses in applications for LEP grant funding but traditionally neighbouring authorities including the 2 cities have tended to attract proportionally more resource from LEPs. To boost the level of funding accessed by Havant businesses, there was the potential for the Council to run a 'no win, no fee' style business model, where the Council assist businesses in grant applications and claim a percentage of any funding if successful.

Business Rate Relief

- The Council can give discretionary Business Rate incentives to new build developments to secure major inward investment, employment growth, new business floor space and long term revenue growth in Havant Borough. This

applies only to sites that have not yet generated a rates receipt and therefore has no financial impact for HBC.

Further Information Requested:

- Figures on the number of businesses who qualify for small business rate relief under the new national scheme.
- Information of instances where the Council has assisted businesses in grant applications.

Skills

- ED produces Employment Skills Plans to secure local skills and training opportunities through section 106 agreements. This relates to the construction phase of new developments. Information on the number of apprenticeships in the Borough may be held by the National Apprenticeship Scheme, but this may not take into account all apprentices as other organisations such as Barratts have their own apprenticeship schemes. The Council is aware of these schemes and actively works alongside developers / businesses to support the skills need when called upon.
- In terms of skills, the Council could have a role in bringing partners together to ensure business influence local skills provision. This was previously the intention of the Havant Skills Partnership, but the effectiveness of the Partnership was questionable as educational institutions often outnumbered businesses at meetings. HBC no longer support the management of this group.
- ED has a skills profile for the Borough, detailing statistics on the current Borough skills base, which is summarised in the Prosperity Havant Strategy.
- The Solent Jobs Programme provided funding with a focus on dealing with long-term unemployment in the Greater Portsmouth area, and there may be opportunities to use this funding within Havant. Funding could be used to encourage businesses to employ those who have been out of work for over 6 months through work placements.
- Havant has a stronger manufacturing and engineering presence which was better in comparison to the Portsmouth and Southampton areas in terms of productivity rates.

Further Information Requested

- Number of apprenticeships in the Borough from the National Apprenticeship Scheme.
- Examples of the Council's work in relation to skills in the Borough

Source Meeting with the Head of Development and Business, Economy and Town Services Manager on 8 November 2016.

Notes of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on Thursday, 19 January 2017

Present

Councillor: Fairhurst (Chairman)

Councillors: Davis, Lenaghan, Satchwell and Wade

Also Present:

Councillor David Guest

Mark Gregory (Democratic Services Officer) and Nicholas Rogers (Democratic Services Assistant)

Apologies: Rees

	Action
<p>19 APOLOGIES FOR ABSENCE</p> <p>Apologies for absence were received from Councillor Rees.</p>	
<p>20 NOTES OF THE PREVIOUS MEETING</p> <p>The notes of the meeting of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel on 8 November 2016 were agreed as a correct record.</p>	
<p>21 UPDATE ON IMPLEMENTATION OF ACTIONS AGREED IN PREVIOUS REVIEWS</p>	
<p>21a Tourism in the Borough</p> <p>The Panel noted the recommendations update form relating to the Tourism in the Borough review.</p>	
<p>22 REVIEW THE FORWARD PLAN AND CABINET BUSINESS PLAN</p> <p>The Cabinet Lead for Economy, Planning, Development and Prosperity Havant discussed discretionary Business Rates incentives implemented by the Council with the Panel and agreed that the topic could form a possible future scrutiny review.</p>	

The Cabinet Lead also informed the Panel that he had been in contact with Gavin Barwell, MP, Minister of State for Housing, Planning and Minister for London concerning housing and infrastructure issues within the Borough.

It was agreed that details of key decisions and decisions made by the Council relating to the work of the Panel be submitted to the next meeting.

23 FUTURE SCRUTINY TOPICS

The Panel discussed possible future scrutiny reviews into the following topics;

- a) Business Rates revaluation and the impact on local businesses; and
- b) The Council's policy of requiring developers to set up a "Management Company" to be responsible for the long term maintenance of open spaces in new estates and for the residents of these estates to pay towards the future management of the public open space.

Panel members agreed to include in its planned scrutiny of the Council's Tree Policy, an investigation into the feasibility of relaxing the statutory application requirements to good carers of trees for works to trees protected by a Tree Preservation Order or for works to trees in conservation area.

In light of the discussions with the Cabinet Lead and the above suggestions, it was agreed that the Panel's work programme would be updated as follows:

1. Planning Service
2. Flood Prevention
3. Tree Policy
4. Tourism in the Borough
5. Encouraging Inward Investment in the Borough through Business Rates Incentives
6. Business Rates Revaluations and their impact on local businesses
7. The Council's policy on the management of open spaces in new estates.

24 CURRENT SCRUTINY PROJECTS

25 ECONOMIC DEVELOPMENT REVIEW

The Panel discussed the Economic Development scrutiny review and the next actions.

The following points were agreed that:

- | | |
|--|--|
| 1. A working group of 3 Panel members visit both Eastleigh and Test Valley Borough Councils, with a preference that both visits take place on the same day; | Nicholas Rogers |
| 2. Questions to be raised at these visits be approved by members of the Panel and sent to the Eastleigh and Test Valley Borough Councils prior to the visits at 1. Above; | Nicholas Rogers,
Councillor Clare Satchwell |
| 3. Ward Councillors be requested by the Scrutiny Lead to undertake a survey on the role of the Council in supporting business of 3 to 4 local business within their ward; | |
| 4. The Questionnaire to be used in the survey at 3. above be drafted by Democratic Services in consultation with Councillor Satchwell and submitted to the members of the Panel for approval; | Nicholas Rogers |
| 5. The Panel, after consideration of the results of the survey at 3. above invite a selection of local businesses to discuss the Council's role with the Panel; | |
| 6. Colt, Jim Stokes Workshops, Hi-Tech Engineering and Dunham Bush be included in the short list of businesses to meet the Panel; | |
| 7. Solent LEP be invited to discuss their role in supporting businesses with the Panel; | |
| 8. Economic Development be requested to provide details on how many of the staff employed by Sainsburys (Waterlooville), McDonalds (Havant), Marks and Spencers and Next (Solent Road) lived within the Borough; and | Nicholas Rogers |
| 9. the next meeting be held at 4pm on Wednesday 1 March 2017. | |

The meeting commenced at 5.00 pm and concluded at 6.15 pm

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Notes of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on Wednesday, 1 March 2017

Present

Councillor: Fairhurst (Chairman)

Councillors: Davis, Lenaghan and Satchwell

Also Present:

Councillor David Guest

Mark Gregory (Democratic Services Officer)

Apologies: Wade

Action

26 APOLOGIES FOR ABSENCE

27 NOTES OF THE LAST MEETING

The Minutes of the meeting of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on 19 January 2017 were agreed as a correct record.

28 ECONOMIC DEVELOPMENT SCRUTINY

The Panel discussed

- (i) the briefing notes for the site visits held on 23 February 2017 at Eastleigh and Test Valley Council Borough Councils; and
- (ii) The draft questionnaire to be used in a survey on the role of the Council in supporting businesses.

The Panel noted that the questionnaire would be sent to all those businesses which had accepted an invitation to attend the Mayor's reception for shops and business in retail and town centres to be held on 14 March 2017.

The Panel Agreed that:

- (i) final comments on the draft questionnaire be submitted to Democratic Services before the end of the day;

- (ii) the questionnaire be finalised on Thursday 2 March 2017;
- (iii) Councillor Lenaghan distribute the questionnaire at the Jobs Fare to be held on 3 March 2017 and return the questionnaires completed at the Fare to the Democratic Services Team;
- (iv) copies of the questionnaire be issued to all Councillors before 8 March with a request that they survey at least ten business within their wards and return the completed questionnaires to the Democratic Services Team by no later than 18 March 2017;
- (v) the results of the survey be considered by the Panel before 28 March 2017; and
- (vi) the Panel meet on 28 March 2017 to consider the final report.

The meeting commenced at 4.00 pm and concluded at 5.15 pm

Notes of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on Tuesday, 28 March 2017

Present

Councillor: Fairhurst (Chairman)

Councillors: Davis, Satchwell and Wade

Also Present:

Councillor David Guest

Mark Gregory (Democratic Services Officer)

Apologies: Lenaghan and Rees

Action

29 MINUTES

The minutes of the meeting of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on 1 March 2017 were agreed as a correct record.

30 CABINET LEAD UPDATE

Councillor Guest gave an update on the local plan.

31 COUNCIL DECISIONS AND KEY DECISIONS ON MATTERS RELATING TO THIS COMMITTEE MADE WITHIN THE LAST TWELVE MONTHS

The Panel reviewed a list of previous Council and Key Decisions on matters relating to this Panel.

It was Agreed that the following reviews be added to the Panel's Work Programme:

- (i) the success of the scheme adopted to encourage Inward Investment in the Borough through Business Rates Incentives;
- (ii) the Council's policy on the delivery of affordable housing; and
- (iii) the Council's processes for determining how CIL money is spent.

32 RESULTS OF THE ECONOMIC DEVELOPMENT BUSINESS SURVEY

The Panel considered the draft results for the local business survey.

It was Agreed that the following business be invited to attend a future meeting of this Panel:

- (i) SMEs (0-50) – Onestop, Bloomies, PI Generators and Bodyworx 360; and
- (ii) SMEs (50+) – Fatface, Freedom Joinery, Sisterly Care, Cougar Automation and Swain and Co Solicitors

33 OFFICERS' REVIEW OF THE ECONOMIC DEVELOPMENT SERVICE

The Panel was advised that the officers were also reviewing the Economic Development Service. It was Agreed that the officer leading this review be requested to supply the timeline for the review.

34 NEXT MEETING

It was Agreed that the next meeting of the Panel be held after the May election.

The meeting commenced at 5.00 pm and concluded at 6.05 pm

Notes of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on Tuesday, 11 July 2017

Present

Councillor: (Chairman)

Councillors: Davis, Fairhurst and Wade

Also Present:

Councillor David Guest

Mark Gregory (Democratic Services Officer), Dan Grindey (Business, Economy and Town Services Manager) and James Hassett

Apologies: Ponsonby and Rees

Action

35 NOTES OF THE LAST MEETING

The Minutes of the meeting of the Panel held on 28 March 2017 were agreed as a correct record and signed by the Chairman.

36 DISCUSSION WITH CABINET LEAD FOR ECONOMY, PLANNING, DEVELOPMENT AND PROSPERITY HAVANT

The Cabinet Lead for Economy, Planning, Development and Prosperity Havant expressed concern that the Council was unlikely to meet its Housing Supply targets due to a number of factors including the Gross Development Value of land in the Borough and the Council's CIL Charging Structure.

Of particular concern, was that the increase in the CIL rate (25% over the past five years) had detrimentally affected the economic viability of developments and the Council's ability to provide affordable housing through CIL.

The Panel agreed that this would be included in the economic development review and that the report include the following recommendations:

- (1) The Cabinet reconsider the Council's current policy of updating CIL rate relative to changing construction costs and inflation to ensure that CIL did not detrimentally affect the economic viability of developments; and

- (2) The Cabinet agree to a workshop to rethink the Council's strategy towards housing provision and how this may be achieved in the future.

37 REVIEW OF THE ECONOMIC DEVELOPMENT SERVICE

The Panel received a presentation from Dan Grindey, Business, Economy and Town Services Manager on the outcome of an officer review of the Council's economic development service. Dan Grindey and James Hassett, Director of Operations and Place Shaping answered questions raised by members of the Panel.

The Panel endorsed the review and its recommendations which aimed to:

- (a) transform the economic development service;
- (b) have a Development, Investment & Growth function Service provided to HBC by EHDC via S101 agreement;
- (c) provide clearly defined projects and outcomes based on high impact projects with clear tangible economic & financial outcomes as set in the appendix to these minutes;
- (d) a service focused only on what Havant needs; and
- (e) cost savings

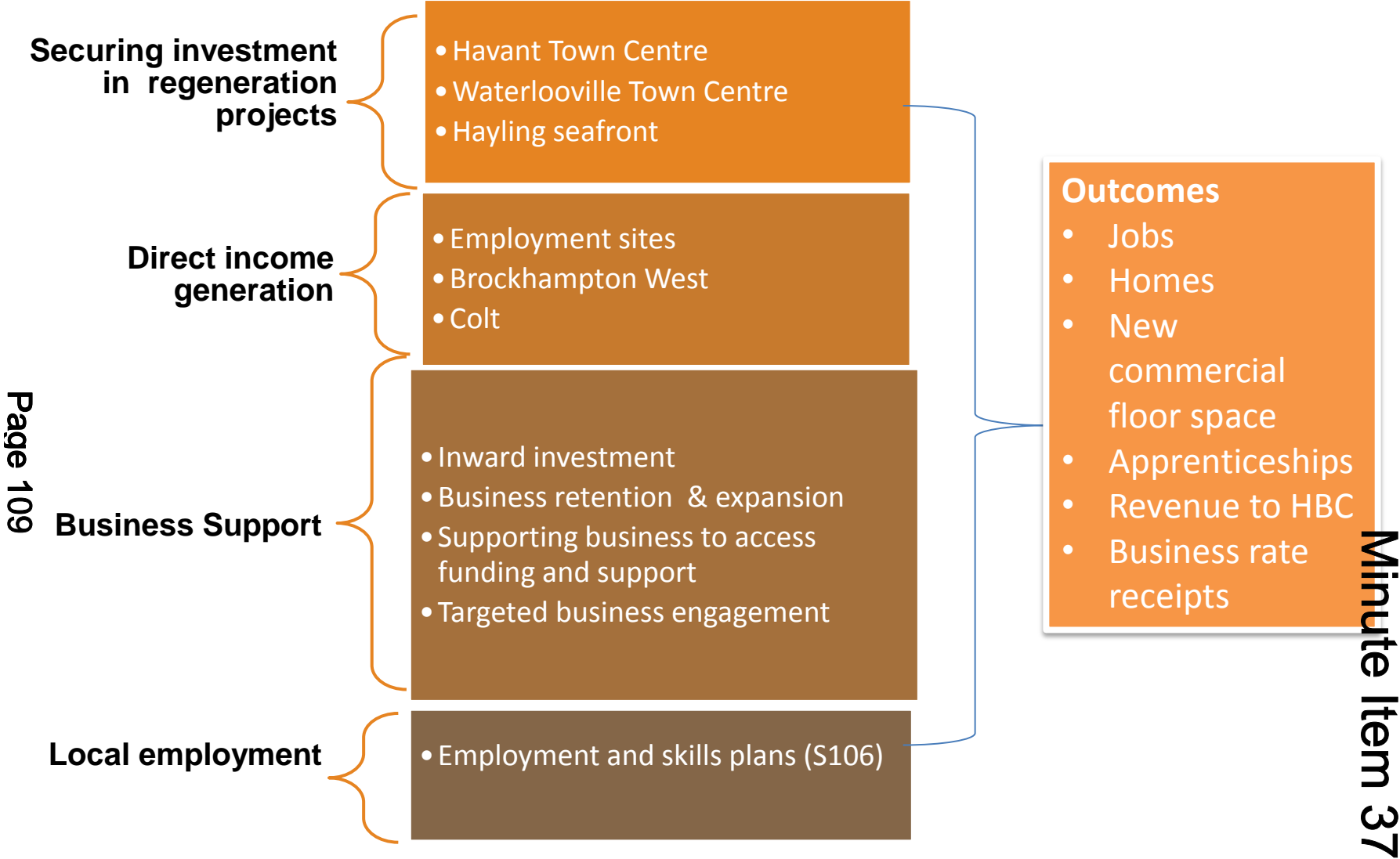
The Panel agreed that:

- (a) it had sufficient information to form a report and recommendations;
- (b) the proposed meeting with local business contacts was no longer necessary;
- (c) the service should concentrate on the high impact projects;
- (d) the current legacy activities such as market contract management and local business be suspended until the impact of the new service had been evaluated; and
- (e) a draft report be submitted to a meeting of the Panel to be held on 20 July 2017 at 5pm.

The meeting commenced at 5.00 pm and concluded at 6.35 pm

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Service will provide clear project focus & outcomes



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Notes of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on Thursday, 20 July 2017

Present

Councillor: (Chairman)

Councillors: Davis, Fairhurst, Lenaghan and Wade

Also Present:

Mark Gregory (Democratic Services Officer) and Nicholas Rogers (Democratic Services Assistant)

Apologies:

	Action
<p>38 APOLOGIES FOR ABSENCE</p> <p>No apologies for absence were received.</p>	
<p>39 MINUTES</p> <p>The minutes of the meeting of the Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel held on 11 July 2017 be agreed as a correct record.</p>	
<p>40 ECONOMIC DEVELOPMENT REVIEW</p> <p>The Panel considered the draft report and findings pack for the Economic Development Service scrutiny review.</p> <p>During the course of the discussion, the Panel made the following amendments to the draft report:</p> <ul style="list-style-type: none">a) Recommendation 2.1.1 be amended to read ‘endorse the recent officer’s review of the Council’s economic development service and agree that the role of the service in the future will be to provide a clear project focus and deliver the outcomes shown below’;b) Recommendation 2.1.2 be amended to read ‘directs that the service concentrate on high impact projects and puts minimum resource into the current legacy	

activities such as market contract management until the impact of new aims and objectives of the economic development service can be evaluated’;

- c) Recommendation 2.14 be amended to Recommendation 2.1.3 and the subsequent numbering be amended accordingly; and
- d) Recommendation 2.1.5 be amended to read ‘to agree to a workshop to establish the current housing economic climate in the Borough and rethink the Council’s strategy for housing delivery in this climate’.

The Panel AGREED the report and findings pack as amended.

The meeting commenced at 5.00 pm and concluded at 5.30 pm