



Partnership for Urban South Hampshire

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Dear Ms Rowland,

PARTNERSHIP FOR URBAN SOUTH HAMPSHIRE (PUSH) RESPONSE TO SELECT COMMITTEE ON GLOBAL CHALLENGE AND GLOBAL REGIONS

Thank you for the opportunity to respond to the context and issues paper on Global Challenge and Global regions.

The Partnership for Urban South Hampshire (PUSH) has been in place for over 2 years and has identified a robust, evidence-based strategy for delivering GVA growth of 3.5% by 2026. This is an ambitious target, which takes PUSH way beyond its current performance level and indeed beyond the performance of the SE as a whole. An ambitious strategy demands a step change not only in performance but also in how our partners work at both the regional and sub regional levels. The same old thinking and mechanisms will not serve our aspirations. Therefore, uniquely, the 11 local authorities have successfully charted a course for the future which identifies a strategy based on economically led growth supported by investment in infrastructure.

I will take each of your questions in turn:

1. Are SEEDA's limited resources priorities appropriate and is enough effort being spent on lobbying central government to keep the South East engine of growth running.

PUSH is both a New Growth Point and, as identified in SEEDA's RES, a Diamond for Investment and Growth and as such PUSH calls for SEEDA to allocate resources commensurate with the growth potential of these growth areas/points. We have urged SEEDA to not identify too many priorities as this will only serve to dilute the impact of public sector interventions.

2. Is there sufficient coherence between the economic development agenda and the spatial/physical planning framework

As a result of the sub national review it is hoped that SEEDA (with more funding streams available to it) will better reconcile the need for funding for investment in infrastructure as a necessary stimulant to economic growth. PUSH has been very clear that economic growth depends on government investment not only in transport but also inward investment, utilities, coastal defences, ICT and skills.

3. Is there enough engagement of businesses in purposeful dialogue on global challenges?

It is very difficult to identify how this engagement is enabled currently. Businesses find the economic development networks very confusing (rightly so) and clarity is required to identify the appropriate levels of business engagement. Many of our businesses are able (and want) to communicate at both the regional and local levels but ensuring we make best use of business knowledge and experience is a challenge.

Locally and sub regionally the PUSH area has many business forums including Hampshire Economic Partnership, Chambers of Commerce, Business Southampton and City Growth Portsmouth which facilitates discussion on many issues including skills, land and property, cluster development, enterprise and innovation.

4. How effective are SEEDA's policy formulation skills in a rapidly changing world?

Investment into research into emerging global trends, sectors and companies requires further investment. SEEDA has to be more flexible in exploiting trends quickly.

5. Are the scale and shape of inward investment attraction efforts appropriate for the region?

SEEDA should increase Inward Investment efforts and reshape them based on the new emerging global players. Investor aftercare managers are very stretched on resources, and need to be more effective in communicating with sub regions and local authority teams to ensure that clear communication is kept with companies.

Location of SEEDA offices needs to be reviewed to relate better to the growth areas and growth points.

More work needs to be done with sector consortia, universities and local authorities to improve inward investment decisions

6. Could more be gained from international networking?

Little, if any networking information is disseminated to a sub regional or local level. More linkages with sector consortia is required. SEEDA needs to exploit the leverage of the work of other partners to build more effectively on international partnerships

7. Is the South East marketed and branded to best effect?

More SE branding/marketing is required, but it needs to be done smartly and link with sector messages. It needs to reflect the unique selling points of the growth areas and growth points. SEEDA, in conjunction with sub regional partners, should highlight the quality of life and knowledge network. PUSH would recommend smart marketing around specific areas/sectors/companies.

8. Does SEEDA maximise the potential of universities as a resource for addressing the global challenge?

More needs to be done with local universities, and more collaboration between them in attracting investment to the region. Overseas students could be recruited as potential 'ambassadors', but equally UK students need to be trained to think more globally so that they can also be ambassadors for the region.

9. Could SEEDA play a stronger role in developing skills to meet global challenges?

We need to develop better language and cultural affinity skills throughout education levels, and we should utilise the international students within the Universities to help UK students develop more global skills.

Yours sincerely



Cllr Sean Woodward
Chairman, Partnership for Urban South Hampshire