

Appendix 4 – Written Representations

- Federation of Small Business
- Sparsholt College Hampshire
- Whiteley Business Forum
- North Hampshire Chamber of Commerce and Industry
- Online Forms Completed x 3

Federation of Small Business, Email, 29th December 2006

The FSB would very much like to be involved with the Winchester Economic Development Action Plan. I have tried to answer some of your points below, but would be happy to provide further details.

The FSB would be happy to work in partnership to help achieve the actions already listed. We would do this by providing members for activities as required, promoting the plans to FSB members in Winchester.

I would like to add a project which has been submitted to HEP Priorities under Strategic Priority 5, Action Plan 4. Which is to

Deliver a Public Sector Procurement Education Programme to SMEs in (Winchester) and to provide relevant support in identifying opportunities.

I would be happy to expand on this, just wanted to give you the basic description now.

I have been through the Key Priorities and Actions and there are a number of projects that the could help on or lead. Some initial thoughts -

Invest in knowledge based and creative industries- The FSB could provide a business to represent small businesses on the Creative Industries Task Group

Establish a 'Business Hub' for Winchester town - The FSB could contact local members to support this project.

Provide business with high quality support services - The FSB could contact members on all these actions.

Please let me know what further information you need etc.

Kind regards

Karen Bladen
Regional Organiser
FSB Wessex Region
Tel 023 8081 2699
Mobile 07917 628906

Sparsholt College Hampshire, 27th January 2006, by email

OVERALL COMMENTS

The consultation draft action plan is an extremely well written document, which appears to be highly relevant to the local economy of Winchester and cites the key issues for the Winchester area and also the potential partners to be identified in addressing the action plan. On behalf of Sparsholt College Hampshire, I would commend Winchester City Council for taking this

extremely positive approach to the further economic development and well-being of the Winchester City area.

Sparsholt College Hampshire (SCH) is a mixed FE/HE institution focused on high quality vocational learning. Students at the College include nearly 1,500 full-time learners and an additional 2,000 to 3,000 further part-timer learners, a large number of whom are employed within the Winchester and District area and many others who come from further afield to access specialist industry training courses.

SCH has a significant focus on the landbased industries, some of which are exclusively rurally focused but many of which (eg landscape gardening, local authority parks and gardens, automotive, kennel, cattery and pet store management) have nothing whatsoever to do with the rural economy. The College has diversified its curriculum offer into automotive engineering and now into the construction industry, servicing particularly craft skills, 'wet' and other closely related trades. SCH has also developed a significant broader based management development offer and is accredited by the Chartered Institute of Management to offer a significant suite of chartered management qualifications and training. The College has recently been accredited as a Centre of Vocational Excellence in Leadership and Management with training and qualifications offered to a significant number of businesses within the Winchester and District area, again where many have little to do with the rural economy per se.

SCH is located outside the main city of Winchester but with extremely good road access. The College facilities for specialist training are excellent and the College has a dedicated residential centre with superb conference and training facilities together with ample car parking to enable business clients to run specialist bespoke training provision.

SCH has been leading a significant collaborative network of providers in matching the particular needs of business within the Hampshire area, irrespective of specialist requirements. The network, which is being led by SCH and Basingstoke College of Technology, is harnessing the best provision in a broad range of technical subject areas from a range of private training providers and the specialist technical and business faculties/departments of each of the larger specialist colleges of the Hampshire area.

I believe that SCH has a significant role to play in the economic development of the Winchester area.

RESPONSE TO THE 3 MAIN OBJECTIVES OF: 'DEVELOPING LOCAL BUSINESS COMPETITIVENESS', 'PROMOTING THE AREA'S INVESTMENT POTENTIAL', 'DELIVERING AN ATTRACTIVE PLACE TO LIVE, WORK AND VISIT'

Developing Local Business Competitiveness

The actions identified under this heading appear to be entirely appropriate and ones which we would support. SCH has had considerable involvement with Hampshire Fare and Hampshire Farmers' Markets and has provided training for the latter and works on joint projects with the Hampshire Fare staff.

The 'Building on the Competitiveness of Winchester City' section makes reference to the establishment of a business hub for Winchester town. We would support this action, but would request that consideration be given to the inclusion of Sparsholt College Hampshire within the lead roles, together with the University of Winchester. If it is not appropriate to include SCH within the lead role, then we would request that consideration be given to at least connecting the services of SCH with those undertaking the lead role, so that the significance of the College's contribution can be evidenced and recognised by all.

The College will be establishing a physical Centre for Vocational Excellence in Leadership and Management and in this context we have had discussions with Rob Cleaver from Basepoint in Winchester about business incubators and related initiatives. Rob Cleaver is positive about the College's contribution to a wider vision which is clearly emerging in the context of relevant business focused training for the Winchester City area.

Promoting the Area's Investment Potential

I would support the actions identified in this section. In particular, the reference to 'encourage the development of enterprise skills in the local and future workforce' is particularly relevant to the initiatives described above which SCH has undertaken to address business training needs and the Centre of Vocational Excellence in Leadership and Management. We would be happy to support Winchester City Council in any relevant way possible.

Delivering an Attractive Place to Live, Work and Visit

I would support the key actions identified within this section of the consultation draft. I believe that SCH may well have a contribution to make under the item concerning helping business to enhance their positive impacts and reduce their negative impacts on the environment. The College is currently looking at business related training in waste management, environmental awareness and sustainability. These themes and specialist strands of technical and management skill are delivered within the context of the rural environment on a significant number of the College's current courses. However, SCH has become aware that opportunities do exist to extend this offer to a more broadly based business community, and intend to offer training to local businesses in the future. I note that the current lead roles in this area have been identified as BTCV, EA and WCC. It may be appropriate to include SCH in the context of a supporting role to this function, if not identified in the list of leads.

T D Jackson
Principal, Sparsholt College Hampshire
26 January 2006

Whiteley Business Forum, 27th February 2006, by email

The Whiteley Business Forum is a voluntary group consisting of local businesses situated on the Solent Business Park in Whiteley. The group currently meets on a quarterly basis to discuss any issues or concerns raised including transport, parking, business rent, street lighting, access to the business park, recruitment/local employment, wildlife and security concerns. There are currently 2 Forum sub-groups specifically dealing with:

- Transport
- Communications

The Whiteley Business Forum is active in communicating and resolving these issues, both internally within the business forum and externally, for example, with the local councils and Whiteley residents. We welcome the chance to review the 'Winchester's Economic Action Plan consultation draft' especially with regard to its aim to bringing together partners on economic, environmental and social aspects.

Thank you for contacting us with the consultation draft and asking for our views about the needs of the district and how this plan can help to meet those needs. We hope our feedback can assist in developing the Action Plan to consider wider issues such as the outer edge areas to Winchester and business/resident links. We wish to be kept involved in the consultation and any future related meetings, updates or papers issued.

Our contact details are:
Mary Scarth - Whiteley Business Forum Secretariat

C/o Government & Industry Affairs, Zurich Financial Services, 5th Floor, The Zurich Building, 90 Fenchurch Street, London, EC3M 4JX
E-mail: mary.1.scarth@uk.zurich.com

We agree that the Winchester district is 'generally highly skilled, feeding a healthy knowledge economy' and feel that this also relates to the Whiteley area residents, businesses and facilities on the Solent Business Park.

We note the draft comment that 'The district covers 250 square miles of Hampshire' and that 'the prosperity of the district relies on all of these and many more factors. Prosperity cannot be seen in isolation, but a balance of economic, environmental and social aspects. This action plan aims to bring together partners dealing with all of these issues, and tackle them together'. The Whiteley Business Forum is concerned with the current infrastructure, traffic and transport issues in Whiteley and between the surrounding areas including Winchester, Fareham, Gosport, Portsmouth and Southampton.

The draft consultation refers to 'the City of Winchester offers excellent transport links from the surrounding area' with the Winchester Park and Ride and also the Winchester Train Station facilities noted. We feel that this may be the case for immediate surrounding areas or those directly linked to the train service but does not include more outer edge areas such as Whiteley and the Solent Business Park. The Park and Ride facility which is noted as being popular with both commuters and shoppers could have the additional benefit of a link to the Whiteley Outlet Village and employment on the Solent Business Park. If the transport link was improved to the outer fringe areas such as Whiteley, this would benefit Winchester through Whiteley and surrounding residents/Solent Business Park employees increased ease in travelling to Winchester for shopping, dining, employment and travel.

The consultation draft does not include mention of the National Express coach link that Winchester provides for the local areas to National locations/airports. If you include this it can strengthen the benefits of the Winchester travel options available.

We feel that there is a need for increased investment in transport and other infrastructure between Whiteley and the surrounding areas, including Winchester. There are good quality job opportunities available within the businesses located in Whiteley, providing local employment, skills improvement and training, access to a supermarket, retail outlet village, hotel, public house, wine bar and leisure centre. The consultation draft notes 'However, Winchester will need to focus upon improving the quality of local amenities, connectivity and housing affordability for key workers and those on lower incomes'. These are businesses providing a range of 'knowledge-based industry and business services' which already add to the local labour force skills base and levels which link to Winchester. Whiteley is an affluent residential area mainly consisting of family homes and young professionals. Improved links between the areas again would assist in employment (and for those on low incomes) and business opportunities for both areas.

There are local residents employed at businesses situated on the Solent Business Park, although many employees are (and could be) employed from outside Whiteley including Winchester. The infrastructure is vital to the success of these businesses in attracting and retaining employees and continuing to offer these job and skill opportunities.

Current infrastructure issues (such as access, congestion, lack of public transport and parking) are preventing businesses attracting or retaining staff and are resulting in business having to relocate from the area. We would welcome improvements to the current problems of access to Whiteley and the Solent Business Park including improved transport links, cycle routes and safe pedestrian access onto the Business Park from the motorway. Further development, in the form

of the Solent Business II Business Park, is imminent and our concern here is that growth and infrastructure provision has not necessarily gone hand in hand. The WBF has a transport sub-group chaired by Tony Bradley, Facilities Manager at National Air Traffic Services Ltd that may be able to assist working in partnership on the Action Plan with experience on such issues and contacts within local service providers. If you would like to discuss this further, Tony can be contacted on 01489 616357.

The WBF have consulted successfully to gaining traffic lights to ease slightly the congestion at Junction 9 of the M27 and, therefore, access on and off the park. It has also set up and encouraged business transport alternatives to reducing car travel including a limited bus service from local routes, car sharing schemes and 'bike to work' incentives.

One of the options discussed in the South East England Regional Assembly, South East Plan states 'Key links would be between the new development and adjacent city and town centres, transport hubs and existing planned major employment locations. The focus of the links would be public transport although some additional road building is also likely to feature'. Further discussion and focus in the consultation draft of items discussed above would show a joined-up approach with the South East Action Plan. As a Forum, which represents some 4,000 people, many of whom are South Hampshire residents, we feel we can add the benefit of experience to your deliberations.

Our experience is that many organisations or area representatives hold discussions on infrastructure and economic issues but there is not a high level of 'joined up' plans for the same issues. We are therefore pleased to see stated in the 'Winchester's Economic Action Plan consultation draft' the list of individual partners plans linked to this action plan (including Hampshire County Council and the South East England Development Agency Regional Economic Strategy). This is especially important for your discussions with the surrounding areas business parks when many of the area's developers and managing agents for the business parks are situated out of town. Hopefully our feedback could help bring various parties interested in developing the economic benefits for our mutual areas closer together.

We hope this feedback, from a local business and resident perspective, assists the consultation. We feel much of the feedback provided links to the aims and objectives stated in the 'Winchester's Economic Action Plan', such as developing local business competitiveness and 'delivering an attractive place to live, work and visit'. We look forward to working in partnership on this with you over the consultation period.

North Hampshire Chamber of Commerce and Industry, 3rd March 2006, by email

Page 3, Para 4

"..and there is plentiful parking available within the town itself."

Comment

We do not think this is the common perception and would question the factual accuracy of the statement. The number of parking spaces will be further reduced with the Silver Hill/Friarsgate development.

Page 5, Para 2

"..effecting.." should read "..affecting.." in the last line.

Page 8, AQAP Para 2

We think that more emphasis should be given to Park & Ride. The current parking problem for commuters is already forcing more flexible working patterns, and there is a limit to how far this flexibility can be pushed. The parking problem will be exacerbated when current long-term parking places are converted to short-term to enable more business visits to be made to the city

centre. Park & Ride for commuters, but also for short-term visitors who wish to use it, is therefore a priority.

Page 9, Para 2; Page 11, Para 4; Page 16 Box 2; Page 23 RSDF Objective 25
 “..focussed..” should be spelt “..focused..” in line with the more widely accepted spelling and with the spelling on Page 15, Line 2.

Page 9, Para 5
 Not sure precisely what is meant by “..the competitiveness of Winchester town.”

Page 11, Para 11; Page 19 Comments, Objective 6
 In addition to the types of business crime addressed by Shopwatch and Pubwatch, mention should also be made of crime against business premises. (Also Page 19, Comments, Box 2)

Page 14, Lead Roles
 “Business” appears in all 3 boxes. Is this intended as a catch-all for businesses not included in the other groups mentioned? Businesses generally are likely to take part in these actions only if encouraged to do so through the various groups.
 NHCCI should be added to the last item in box 2, as the Chamber actively promotes the awards in Chamber News, and Chamber staff provide administrative support to WCCP.

Page 15, Actions, Targets, Lead Roles, Box 2
 Item 1 – This will require time, so the proposed target date will need to be re-thought.
 Item 5 – A printed directory would be a snapshot rather than an on-going and up-to-date reference. It would be more flexible if web-based, although a hard copy could be used to launch such a directory.

Page 16, Box 2
 “..invest-in-Southampton.co.uk”?!?

Online Form Responses, Three received

Question	Yes	No	Don't Know
Do you agree with the key priorities of the Economic Action Plan?	1	1	1
Are the actions the right ones for the prosperity of the Winchester District?	1	1	1
Do you think the right partners have been identified in the Economic Action Plan?	2	1	0
Do you think that the timescales in the Economic Action Plan are realistic?	1	2	0

Comments:

- There does not appear to be a linkage with the Community Strategy
- There is a concern in the rise of residential properties in multiple occupation detracting from the high environmental value of the area
- The paradox of lower cost service labour requiring low cost accommodation or catering for substantial travel movements may require involvement of a body such as the Automobile Association Foundation?
- Timescales probably too optimistic to produce robust actions to such a large number of initiatives