

Hart Economic Development Action Plan 2017 - 2020

Introduction

The following actions have been designed to be achievable and practicable and link into existing activity and infrastructure. The strategy actions cover the period up to 2020. Progress against the action plan will be monitored annually and the action plan and strategy will be updated and reviewed in 2020.

Strategic Objective One: INCREASE IN COMMUNICATION WITH LOCAL BUSINESSES

Strategic Objective One: Increase in Communication with local businesses	
Aim:	Aim 1: Engage with 10 largest businesses (based on business rates), SMEs and Networking groups through face-to-face meetings
Description/aim(s):	<ul style="list-style-type: none"> • Strategic business engagement with Hart's 10 largest business based on business rates to understand issues facing these businesses and how the council can support them to continue to invest in Hart • Meet with at least 10 SME businesses a month through one-to-one or networking to understand the issues and challenges faced by Micro and SME businesses. To listen and signpost businesses to council services and other third party support.
Partners & council role and next steps:	<ul style="list-style-type: none"> • Economic Development team to identify the largest businesses based on business rates – Joint CEX/Leader/Cabinet Member to meet • Economic Development team to directly meet with businesses and attend local networking groups • Partners: To work with the business services team at Hampshire County Council and neighbouring authorities in the Invest in Hampshire programme • To agree a client management approach and service offer (property, skills, networks, trade, innovation, finance, statutory services, aftercare) • To support all business growth aspirations, brokering a range of solutions that will either remove barriers to growth or increase growth generating activities, e.g. through Enterprise M3, Hampshire County Council, the Growth Hub, Business South and other appropriate organisations • Engage with small businesses by email, meetings and through attendance at networking groups. This will help to reach those businesses in the District which are hard to identify.
Potential economic impact/outputs	<ul style="list-style-type: none"> • Identify largest business rate payers and visited 10 organisations • 120 micro and SME businesses met and engaged with per year by the Economic Development team
Costs	Staff time and cost of attending networking events up to £500

Strategic Objective One: Increase in Communication with local businesses	
Aim	Aim 2: Increase communication on Hart District Council's digital media channels
Description/aim(s)	<ul style="list-style-type: none"> • Improve the information and support provided on Hart District Council website for local businesses based on local business requirements • Maintain an up to date business database • Engage with local businesses on the business social media pages (Twitter & LinkedIn) on a regular basis promoting activities of the Economic Development team and general information and support for businesses • Send out business e-news monthly to all businesses registered on our database
Partners & Council role and next steps	<ul style="list-style-type: none"> • Economic development team to update the Hart District Council website, making it more user friendly which will increase the usage • Gather all the up-to-date information to update the Business Rates, Business Support, Skills and Training, and Strategic Projects & Working with the Council pages on the website. • With the update to the business pages this will improve the signposting of support for example information to funding, such as LEADER and Growth Hub. • Maintain an up to date events calendar showing the different business events in the district and surrounding areas. This will provide a single point of all networking locally and it will improve the promotion of networking groups • Gather all contact details for the businesses in Hart and keep regularly updating the business database, using a range of sources such as MINT reports, online searches and sign-ups through the website or networking. • Manage the @HartForBusiness twitter account and Hart LinkedIn company page to engage with local businesses whilst promoting key messages. • Business Development and Events Officer to gather news and events to write in the e-news and Hart News
Potential economic impact/outputs	<ul style="list-style-type: none"> • Better communication channels and links with businesses through the Council's digital media channels • Better promotion of information, support and networking opportunities
Costs	Staff time and cost of MINT reports £4,000

Strategic Objective One: Increase in Communication	
Aim	Aim 3: Support and facilitate business events
Description/aim(s)	<ul style="list-style-type: none"> • To hold two business events a year • Explore the opportunity of holding informal business networking events at the Council as a way of interacting with local businesses • To support/sponsor the INSPIRE awards • To promote local business networking events • To attend local Business Exhibitions
Partners & Council role and next steps	<ul style="list-style-type: none"> • The Economic Development team to organise two events a year that brings local businesses together and to improve the reputation of the Hart District Council • Economic Development team to explore holding informal networking events at the Council offices that complements the current networking offering across the district • Continue to celebrate the success of local businesses by supporting the INSPIRE Business Awards and other business awards • To promote local networking groups and encourage local businesses to attend • To work with other partners such as the Chamber of Commerce in planning and promoting business events, including a 'Meet the Council' event and a 'Meet the MPs' event • To attend all local business exhibitions as an exhibitor to raise the profile of the Economic Development team
Potential economic impact/outputs	<ul style="list-style-type: none"> • More businesses will be aware that Hart District Council are here to support local businesses and wanting to bring the business community of Hart together by holding these events • Make sure that the team promote the INSPIRE Business Awards and other business awards to help local businesses to get recognised for their hard work • Networking/training opportunities provided to businesses
Costs	Staff time and £8,000 to contribute to local awards and Hart District Council run events

Objective Two: INCREASE SKILLS AND QUALIFIED WORKFORCE

Strategic Objective Two: Increase skills and qualified workforce	
Aim	Aim 1: Improve links with Colleges, Schools and businesses to promote courses and training.
Description/aim(s)	<ul style="list-style-type: none"> • Work in partnership with local colleges and schools to promote skills and training courses • Keep young professionals and skilled young adults working within Hart • Build relationships between businesses and education providers so the local skills need is being delivered by the schools and colleges. • Produce support literature for people who have been made redundant
Partners & Council role and next steps	<ul style="list-style-type: none"> • To arrange meetings with local colleges and schools such as Farnborough College of Technology, Frogmore Community College, Guildford College, Basingstoke College of Technology and Queen Mary's College, Calthorpe Park School, Court Moor School, and St Nicholas's School • Explore the opportunity of having an event targeted at education providers to work with local businesses • Continue dialogue with a view to enhance the apprenticeship uptake with local Hart Businesses.
Potential economic impact/outputs	<ul style="list-style-type: none"> • Better links between schools and businesses could influence new academic courses in future as a result of local demand • More skilled people in the area will lead to more people being employable, having a positive impact on the local economy.
Costs	Staff time and £500 for the cost of running an event

Strategic Objective Two: Increase skills and qualified workforce	
Aim	Aim 2: Facilitate a highly skilled and well qualified workforce
Description/aim(s)	<ul style="list-style-type: none"> • Work within the adopted Armed Forces Covenant and support ex-military personnel and families with Surrey Heath (lead) and Rushmoor Councils • Develop and facilitate links between Hart Voluntary Action (HVA) and local businesses working together • Individual employer skills and training needs will be met through the Skills for Business element of the Enterprise M3 Growth Hub, which will provide collaboration and skills brokerage for businesses.
Partners & Council role and next steps	<ul style="list-style-type: none"> • Work alongside Hart, Surrey Heath and Rushmoor to establish a programme to support ex-military personnel and families • Continue dialogue with HVA to establish if an employment transitions project could be developed within Hart

	<ul style="list-style-type: none"> • Work with partners to and local businesses to identify skills and training needs and, if appropriate, develop a training programme for local businesses to attend at the Council Offices
Potential economic impact/outputs	<ul style="list-style-type: none"> • A better connection between local authorities to specifically support ex-military personnel and families • More skilled people in the area, which could lead to more people being employable and provide a positive impact onto the local economy.
Costs	Staff time, promotional material of training courses

Objective Three: PROVIDE BUSINESS SUPPORT

Strategic Objective Three: Provide Business Support	
Aim	Aim 1: Improving relationship with external partnerships
Description/aim(s)	<ul style="list-style-type: none"> • Continue to build and develop closer relationships with external partnerships such as Enterprise M3/Growth Hub, Hampshire Chamber of Commerce, Enterprise First, FSB. • Support business initiatives such as Business Improvement Districts (BIDs) • Build and develop relationships with other local councils, especially neighbouring authorities such as Basingstoke and Deane Council, Rushmoor Council and East Hampshire • Build better links with other departments within Hart District Council that provide services for businesses, e.g Planning, Licensing and Environmental Health.
Partners & Council role and next steps	<ul style="list-style-type: none"> • Arrange regular meetings with the different partners to ensure effective joint working to provide maximum benefits to Hart businesses and identify how we can work more closely together • Work alongside Fleet BID and represent the Council on the board of directors • Arrange meetings and develop better links with other local economic development teams to share best practice and current projects • Enhance engagement with other departments across the council to improve internal communication relating to local businesses and for the department to provide information back to the business about the Economic Development service within Hart.
Potential economic impact/outputs	<ul style="list-style-type: none"> • Using the support given from partners, to enable us to improve support to local businesses • To champion best practice and learn from other local authorities, offering the best services to Hart businesses • Understanding the trends, need, and wants of businesses in the area from issues raised from internal departments
Costs	<p>Staff time, travel cost visiting partners Membership of partner organisations £2,500</p>

Strategic Objective Three: Provide Business Support	
Aim	Aim 2: Business Mentoring
Description/aim(s)	<ul style="list-style-type: none"> To provide a service that offers businesses support and guidance from people who mentor, this will help to encourage businesses to start up, and help existing businesses to grow.
Partners & Council role and next steps	<ul style="list-style-type: none"> Economic Development team to identify the business needs Economic Development team to refer the business to the Growth Hub or Enterprise First, depending on the business needs The Council to identify a business mentor so that if the business is looking for specific business mentoring (not offered by a partner organisation) then a referral can be made
Potential economic impact/outputs	<ul style="list-style-type: none"> Allow businesses to grow by signposting the business to get the correct support needed.
Costs	Costs of business mentoring – match funding from local businesses - Indicative cost £5,000

Strategic Objective Three: Provide Business Support	
Aim	Aim 3: Be a support and signposting service for local businesses
Description/aim(s)	<ul style="list-style-type: none"> Increase awareness that Hart District Council Economic Development team are here to offer business support and guidance for local businesses.
Partners & Council role and next steps	<ul style="list-style-type: none"> For the Economic Development team to make sure that they are promoting that local businesses can contact them to get business support and guidance For the Economic Development team to increase communication with Micro businesses who are hard to find, and to make sure that they are aware of the services that Hart District Council provide To arrange meetings with other local businesses to see what type of support is needed (linking to the strategic objective of communication aims 1 and 2 in the plan)
Potential economic impact/outputs	<ul style="list-style-type: none"> To help improve and support for local businesses to grow and have a positive effect on the local economy.
Costs	Staff time

Objective Four: DESIRABLE BUSINESS LOCATION

Strategic Objective Four: Desirable Business Location	
Aim	Aim 1: Space for growth
Description/aim(s)	<ul style="list-style-type: none"> • Provide information on available commercial premises in the district • Provide a work place, where businesses can hire desks and meeting rooms in the Hart District Council building • Ensure an appropriate supply of employment land and premises • Considering all options for the appropriate protection of employment land such as the use of measures to remove 'permitted development' rights.
Partners & council role and next steps	<ul style="list-style-type: none"> • Continue to work closely with local commercial property agents in relation to inward investment and existing business parks and commercial property. Ensure that those looking for premises can see what is available in terms of serviced office space, rural business units, industrial space and high tech/office space • Work alongside Hampshire County Council and the Invest in Hampshire team • Subject to a positive business case, set up business space facility at the Hart District Council building to provide rent a desk and rent a meeting room service to local businesses • Adoption of the Hart Local Plan including policies relating to the protection of, and provision of employment land and support for economic development • Monitoring and review of loss of employment land and premises, including through permitted development rights.
Potential economic impact/outputs	<ul style="list-style-type: none"> • Inform businesses of vacant premises and build relationships with commercial property agents • Providing businesses with a start-up space and signpost to support • Provision of sufficient employment land and buildings to meet future needs
Costs	Staff time, cost of creating the business space facility £4,500

Strategic Objective Four: Desirable Business Location	
Aim	Aim 2: A connected place
Description/aim(s)	<ul style="list-style-type: none"> • Continue to support Hampshire County Council (HCC) in its project to improve digital connectivity (broadband) for businesses throughout the District, with a focus on enhancing the competitiveness of rural businesses. • Work with project partners to enable 5G in the area and explore the potential of having Wi-Fi in town and village centres across the district

	<ul style="list-style-type: none"> • The Council will lobby for strategic transport investment in the rail and road network • Adoption of the Local Plan and to ensure infrastructure meets the needs of local businesses
Partners & council role and next steps	<ul style="list-style-type: none"> • Broadband: Hart, Hampshire County Council • Transport: Hart, Hampshire County Council, private operators and companies
Potential economic impact/outputs	<ul style="list-style-type: none"> • Pilot new digital initiatives if applicable • Increased use of public transport and better quality services • Better roads and infrastructure connecting Hart
Costs	Staff time

Strategic Objective Four: Desirable Business Location	
Aim	Aim 3: Promote Hart as a desirable filming location
Description/aim(s)	<ul style="list-style-type: none"> • Work alongside Film Hampshire and Creative England to promote Hart as a desirable filming location • Assist with any direct enquiries and provide information on available filming sites
Partners & council role and next steps	<ul style="list-style-type: none"> • Continue to work closely with Film Hampshire • Develop a relationship with Creative England • Include filming in Hampshire as a case study for inward investment
Potential economic impact/outputs	<ul style="list-style-type: none"> • Showcase Hart as a desirable filming location • Increased investment in local area and benefit to local creative industries
Costs	Staff time