

Councillor R Ellis – Executive Member for Economic Development and Rural Affairs

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**EXECUTIVE MEMBER FOR ECONOMIC DEVELOPMENT AND RURAL AFFAIRS
DECISION DAY**

**WEDNESDAY 7 NOVEMBER AT 14:00, IN THE CHUTE ROOM
ELIZABETH II COURT SOUTH, THE CASTLE, WINCHESTER**

AGENDA

A KEY DECISIONS

None.

B NON-KEY DECISIONS

1. BUDGET MONITORING - 2012/13 QUARTER 2

To consider a report from the Director of Resources – Corporate Services, and the Director of Economy Transport and Environment, which details budget monitoring for Quarter 2 of 2012/13

2. SECTOR PROPOSITION DEVELOPMENT

To consider a report from the Director of Economy Transport and Environment, which seeks approval to procure and engage with a specialist inward investment/economic development consultant to support the development of detailed sector propositions for Hampshire.

3. JOURNEY TO WORK CATCHMENT AREA – DEMOGRAPHIC ANALYSIS

To consider a report from the Director of Economy Transport and Environment, which seeks approval to procure a bespoke demographic

analysis of the recruitment catchment for Hampshire, based on a 60 minute peak journey time.

4. CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE

To consider a report from the Director of Economy Transport and Environment, which seeks approval to procure appropriate CRM software to enable effective data management.

5. LEAD GENERATION INTELLIGENCE

To consider a report from the Director of Economy Transport and Environment, which seeks approval to procure an appropriate source on online market intelligence in relation to potential inward investment projects.

6. VISIT ENGLAND CAMPAIGNS

To consider a report from the Director of Economy Transport and Environment, which seeks approval for 320,000 investment and participation over two years in the new 'Rural escapes' Visit England Partnership Marketing Campaign.

7. HOTEL FUTURES STUDY

To consider a report from the Director of Economy Transport and Environment, which seeks approval for Hampshire County Council to commission a Hampshire Hotel Futures Study and contribute £15,000 towards the cost.

8. INVEST IN HAMPSHIRE WEBSITE

To consider a report from the Director of Economy Transport and Environment, which seeks approval for £31,000, enabling further development of the Invest in Hampshire website.

C KEY DECISIONS (EXEMPT/CONFIDENTIAL)

None.

D NON KEY DECISIONS (EXEMPT/CONFIDENTIAL)

None.

ABOUT THIS AGENDA:

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ABOUT THIS MEETING:

The press and public are welcome to attend the public sessions of the meeting. If you have any particular requirements, for example if you require wheelchair access, please call the telephone number/use the e-mail address at the head of this agenda in advance of the meeting so that we can help.

County Councillors attending as appointed members of this Committee or by virtue of Standing Order 17.5; or with the concurrence of the Chairman in connection with their duties as members of the Council or as a local County Councillor qualify for travelling expenses.