

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member – Economic Development and Rural Affairs
Date:	7 November 2012
Title:	Journey to Work Catchment Area – Demographic Analysis
Reference:	4361
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

1.1. The purpose of this paper is to seek approval to procure a bespoke demographic analysis of the recruitment catchment for Hampshire, based on a 60 minute peak journey to work time.

1.2. This paper seeks to

- set out the need for this analysis;
- consider the benefits of having access to this analysis; and
- provide an indication of the likely costs and source of funding.

2. Background

2.1. Hampshire, along with all other parts of the UK, competes in an increasingly competitive global market for the attraction of quality inward investment, to create jobs, grow the local economy, benefit local supply chains and stimulate the property market.

2.2. Although Hampshire County Council works in partnership with the National Inward Investment Organisation, UKTI, the County Council must proactively pursue inward investment opportunities in its own right, capitalising on our key sector strengths across advanced manufacturing (specifically aerospace, defence and marine related), business, finance and professional services, and IT/communications.

2.3. The County Council must become more effective at generating and converting business investment related enquiries, along with its partners including the two LEPs, the two city councils and the district councils.

- 2.4. The availability of appropriate skills in a specific location are a key factor in investment decisions. It is therefore critical that the Invest in Hampshire team have access to suitably detailed data, not only of the demographics within the administrative boundary of Hampshire, but within a sensible peak travel to work area.
- 2.5. This data should also be available through the Invest in Hampshire website for access by companies and corporate location advisors.

3. Proposed Solution

- 3.1. It is proposed that Hampshire County Council procures appropriate recruitment catchment data within a peak 60 minute journey to work area, probably based around key locations including:
 - a) Southampton;
 - b) Portsmouth; and
 - c) Basingstoke.
- 3.2. The analysis can then be presented in relation to key target sectors, including:
 - a) Advanced Manufacturing (encompassing aerospace, defence, marine); and
 - b) Business, Finance & Professional Services.
- 3.3. The specialists in this field are East West Locations (www.ewlocations.com) who have a well proven approach to both gathering and evaluating the relevant data, based on real peak travel time data. Their reports, which are produced in a marketing-compatible format, include details of the overall demographics, workforce profiles, employment by sector, resident's occupation profile, workforce training and skills, education factors, labour market costs.

4. Potential Benefits

- 4.1. The potential benefits of having the above analysis available include the following:
 - a) Enhancement of the key sector propositions for Hampshire to offer to potential inward investors;
 - b) Enhancement of level of information to be included in enquiry responses to companies, corporate location intermediaries and UKTI; and
 - c) Enhancement of the content on the Invest in Hampshire website – this data can be included as pdf downloads.

5. Costs/Funding

- 5.1. Final costs for procuring the recruitment catchment analysis as described above are not yet finalised, but a budget of up to £10,000 is proposed.
- 5.2. This would be funded through the core Economic Development budget.

6. Recommendation

- 6.1. That approval be given to procure a bespoke demographic analysis of the recruitment catchment for Hampshire, based on a 60 minute peak journey to work time.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

- 1.1 The proposals in this report have been developed with due regard to the requirements of the Equality Act 2010, including the Public Sector Equality Duty and the Council's equality objectives. An assessment of the impacts in this service area can be found at <http://documents.hants.gov.uk/equality-impact-assessments/ete/3-2-business.doc>.

It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.

2. Impact on Crime and Disorder:

- 2.1. If successful, this proposal will enable attraction of more inward investment into Hampshire, creating more jobs locally and having a positive impact on employment levels and thereby potentially on crime / disorder levels.

3. Climate Change:

- a) How does what is being proposed impact on our carbon footprint / energy consumption?

No significant change is anticipated.

- b) How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.