

Providing economic intelligence for Portsmouth's Plan

The Portsmouth Plan sets out how much housing, employment and retail development the city needs up to 2027, where it should be and what infrastructure is required. The plan identifies twenty employment and housing development sites to be completed around the city in the next two decades.

Hampshire Services' Research and Intelligence team was commissioned by Portsmouth City Council to undertake a robust and in-depth analysis of the economic value of these developments.

Our Economic & Business Intelligence Service (EBIS) provided the following information, using a wide range of data sources:

- estimates of full-time equivalent (FTE) employment by industry and occupation for commercial sites
- estimates of jobs and occupational employment for residential sites
- contribution to gross value added (GVA), which measures the value added contribution to the economy of individual industry sectors.

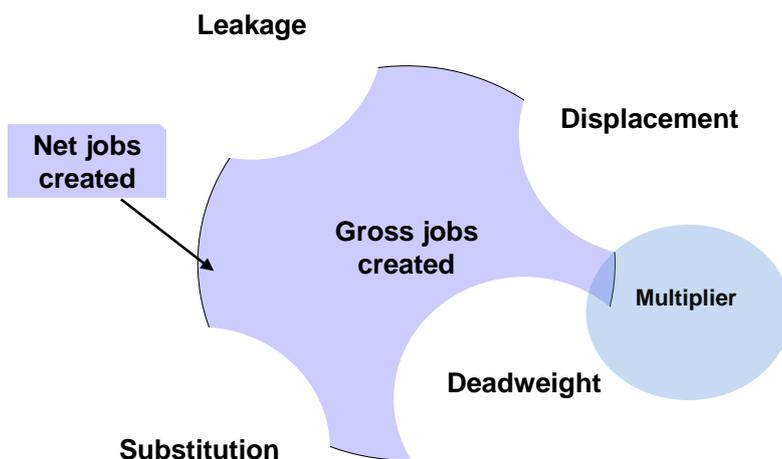
Location:
Portsmouth.

Client:
Portsmouth City Council.

Completed:
Jan 2015

Specialist teams:
Hampshire Services' Research & Intelligence team

We identified the net positive difference in employment that would result from the economic development intervention, taking account of leakage, displacement, deadweight, substitution and economic multipliers (see diagram below).



We presented the information in a series of easy-to-follow charts, and provided the detailed data behind the headlines too.

Key benefits:

- the research provided a summary of the economic benefits associated with unlocking several large commercial and residential development sites, to assist with the case for economic development and regeneration investment in the city
- the research contributed to the city's long-term strategic planning.

This kind of consultancy support is offered to local authorities, local enterprise partnerships and the private sector on a bespoke basis, or you can subscribe to monthly economic and business intelligence reports.

“ The R&I team were able to provide us with a really helpful and easy to understand analysis that was developed from a wide variety of data sources and complex technical guidance notes. They presented the data in an informative way that enabled us to drill down from high level messages to detailed data and were very customer focussed in their dealings with us. ”

Paddy May, Corporate Strategy
 Manager
 Portsmouth City Council