Knowledge Economy Inquiry – Summary of Recommendations

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
1) Solent Local Enterprise Partnership Southampton City Council and local partners work to ensure that the needs of Southampton, in respect of the knowledge economy, are given appropriate consideration and influence as the Solent Local Enterprise Partnership commences its role to provide a clear vision and strategic leadership to drive sustainable private sector-led growth and job creation in the Solent area.				
2) Improving Southampton Quality of Life and Infrastructure Recognising that a focus for the Solent LEP over the next 18 months will be on infrastructure priorities, including key land assets, transport and housing, flood risk mitigation and reliable high speed broadband it is recommended that, in the context of Southampton, Southampton City Council explores opportunities wherever possible to improve broadband speed and connectivity in the City, and continues to work with partners to deliver city centre transformational development schemes and improve the quality of the housing stock.				

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3) Sector Planning Southampton City Council works with partners to bring forward high quality employment sites that meet the needs of target clusters identified by the Solent LEP, particularly marine and advanced manufacturing . This should include: • The provision of suitable office accommodation particularly a new office quarter for the city centre • Manufacturing space for advanced manufacturing, environmental technologies, marine and aerospace • Waterfront facilities for marine and environmental technologies • Studio and workshop space for creative industries • Labs and test facilities associated with advanced manufacturing, environmental technologies, marine and aerospace.				
4) Branding, Marketing and Promotion To support the aim of the Solent LEP to establish a single inward investment and place marketing function building on the streamlining of services that has already taken place, Southampton City Council works with				

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Marketing Southampton and the Solent LEP to develop a consistent and improved marketing and branding approach for Southampton to build on existing cluster strengths.
 	
The approach needs to consolidate, and maintain, base data that answers all the basic questions about the current economy. This should be in the form of a high profile, easily accessed information portal that acts as a foundation for marketing; presenting Southampton to inward investment and; carrying out gap analysis. The broad data headings that need to be covered are:-
 	
Strategic
  – R&D profile of the Universities
  – Profile of the current economy (companies and sectors)
  – Supply chain quality and availability
  – Business support services
 	
Staffing
  – Workforce profile
  – Skills availability
  – Training support
 	
People
  – Quality of Life
  – Culture and recreation				

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
Location and access – Commercial Property data-base (exists) – Transport infrastructure – travel times to key (international and UK) destinations) – Services infrastructure (utilities, broadband) – Forecast issues, opportunities Regulation - Ease of doing business				
5) Developing Partnerships and Networking To improve the City Council's relationship with, and understanding of businesses within Southampton, it is recommended that, through working with Business Southampton and the Hampshire Chamber of Commerce, Southampton City Council develops a more business friendly approach in its interactions with local companies. This should include establishing informal networks to support emerging and developing sectors. This will require the Council to become less formal and more focused on the needs and preferences of business.				

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
6) Developing Skills, Improving Business Support and Nurturing Businesses Working with the Solent LEP, higher education and agencies such as Solent Innovation Growth Network, Marine South East and Oxford Innovation develop a local implementation plan to complement the LEP's aims relating to business support (6). This should include: • Improving support for graduate "Spin out" programmes • Developing and promoting packages for start up/smaller businesses to incubate them and help them to develop Finance and Entrepreneurial skills • Establishing an "Angel" investors network and get start up businesses in front of "Angel" investors to test their ideas and business plans • Encouraging and supporting the development of apprenticeship training and local work placements for students with the aim of increasing the number of students entering knowledge based employment and retaining talent in Southampton • Sector skill initiatives e.g marine development zone, office skills etc.				