

# Lessons from the Multi Area Agreement

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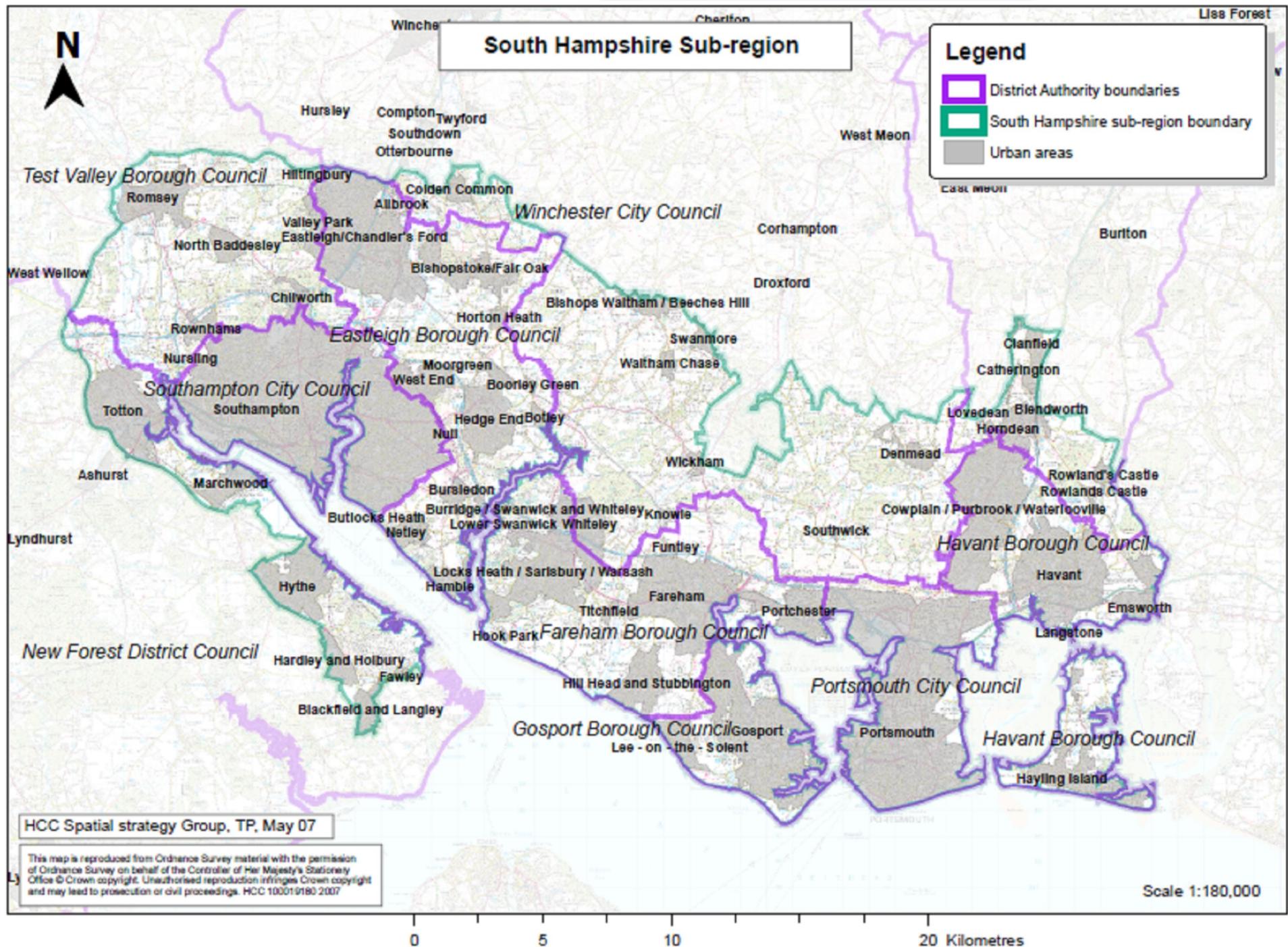


# PUSH - Background

- Partnership for Urban South Hampshire created 7 years ago
- Based around overlapping *functional economic areas* of Southampton & Portsmouth
- Population – 1m with circa 50,000 businesses
- Largest urban area in SE outside London but discrete economy
- LA partners 2 Cities, Hants County, 4 Districts in full and 4 in part

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# PUSH Background

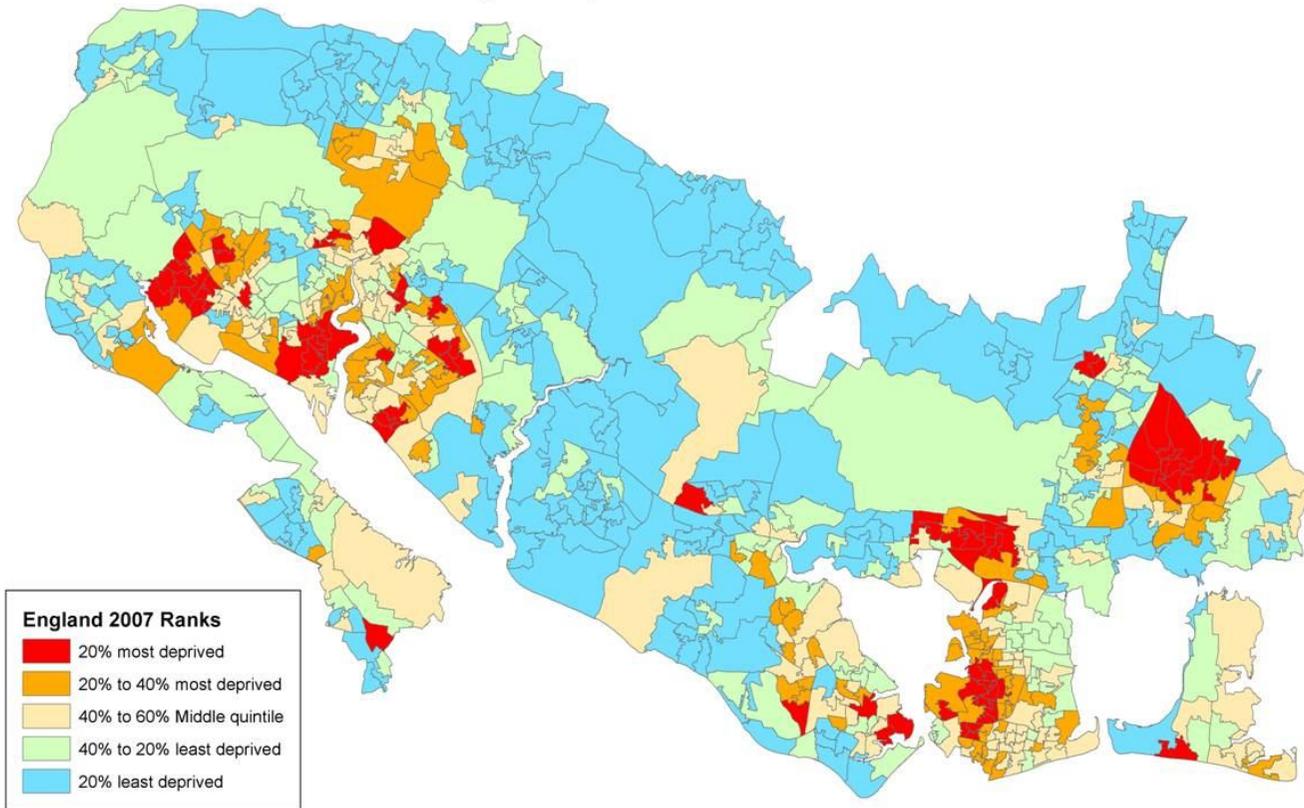
- Partnership secured at outset political / cross party commitment of Council Leaders
- Key themes – Economic Development, Housing, Spatial Planning and Transport
- Economy – central focus – area underperforms against region - Pre Recession key stats:-
  - *GVA growth 2.75% vs 3.1%*
  - *Productivity 9% below average,*
  - *Ave weekly earnings 8.5% lower*
  - *Deprivation- Southampton 91st and Portsmouth 93rd on IMD*

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# South Hampshire – Areas of deprivation

2007 English Index of Multiple Deprivation  
Lower Super Output Area Rank Score for PUSH area



Note: LSOA areas straddling the PUSH boundary are only partially shown.  
Produced by Gareth Henry, Hampshire County Council. Source DCLG IMD 2007

- 83 local 'Super Output Areas' in 20% most deprived
- Clusters in the two cities, Gosport & Havant

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# PUSH Background

- Initial Economic Development Strategy 2004 based on research by DTZ
- Used as evidence in Sub Region in SE Plan and in Regional Economic Strategy
- Built into LAA process for SCC, PCC & HCC and informed spatial planning targets e.g. Housing numbers and Employment Floorspace
- Designated New Growth Point
- Focus moved to Delivery

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# South Hants MAA

- MAA seen as opportunity to support delivery in 2 ways:
- 1) *Facilitating joint work with Government departments & agencies: LSC, Job Centre Plus, Environment Agency, Highways Agency, Business Link, SEEDA, Housing Corp*
- 2) *Opportunity to seek flexibility and freedoms*

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# South Hants MAA

- **Key Outcomes (& Enabling Measures):-**
  - 1) *Collaboration in delivery (EM1)*
  - 2) *Employment & Skills (EM2 & 3)*
  - 3) *Innovation*
  - 4) *Delivering land for ED & Employment*
  - 5) *Effectiveness of Business Support (EM4)*
  - 6) *Highways Interventions (EM6)*
  - 7) *Non Transport infrastructure (EM7)*
  - 8) *Delivering housing to support ED (EM8)*
- Note - Linked with PSA's

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# South Hants MAA Positives

- Stronger relationships between partners in the sub-region and buy-in from Government Agencies.
- Improved evidence base, strategy development and identification of priorities.
- Better alignment of priorities between partners.
- Cooperative response to the recession.
- Solid performance against targets despite economic circumstances.
- Securing additional resources (generally).
- Good engagement and buy-in from some Government Departments.

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# South Hants MAA Shortcomings

- Alignment and pooling of resources.
- Translation of strategy into delivery.
- Focus on priorities and responsiveness generally (though not to the recession).
- Room for improvement in engagement and buy-in from some Government Departments.
- Devolution of power / responsibility / control from Government.
- Unsatisfactory employer engagement.
- Securing more resources for public bodies and from the private sector
- MAA was targeted at measures – was not truly strategic

# South Hants MAA – 2009 Review

- Collaboration in delivery of PUSH Objectives (EM1)
- Employment & Skills (EM2 & 3)
- Innovation
- Delivering land for economic development & regeneration
- Increased effectiveness of business support (EM4)
- Sustainable highways interventions (EM6)
- Non Transport Infrastructure (EM7)
- Delivering housing to support economic growth (EM8)
  
- 4/8 Green, 3/8 Amber, 1/8 Red

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# Solent LEP Proposal

- Opportunity to extend and build on 7 years of joint activity (including MAA Outcomes)
- Basis & rationale PUSH evidence base updated in 2010 – DTZ, Oxford Economics & Centre for Cities
- Broadened to include Isle of Wight and to look further west to:
  - *Develop growth hub & strategic clusters in high value employment*
  - *Strengthen visitor economy*
  - *Invest in skills to enable higher levels of employment*
  - *Realise potential of the Cities & reduce high levels of welfare dependency*
  - *Focus on infrastructure priorities – land, transport, housing, flood mitigation & broadband*
  - *Support enterprise and new business start ups (using CONNECT model)*
  - *Establish single inward investment & marketing function*
  - *Commit to public sector rationalisation & co-location of services with key partners (e.g. Job Centre Plus & Environment agency)*

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# Solent LEP Proposal

- Actively seek to remedy shortcomings in MAA to:-
- LEP will be custodian of overall & complete Economic Vision for Solent area
- Embed & consolidate joint & integrated working between partners and with Government agencies
- Increase private sector and HEI input at all levels
- Establish new investment models & more innovative income channels
- Coordinate programmes between public agencies & growth sectors – including development land & RDA (SEEDA) assets
- Look beyond regional boundaries (to Bournemouth & Poole)
- Secure delegated capacity & capability from Government and break away from previous processes & strictures
- LEP time horizon has to be beyond CSR / 3 year framework and embedded into local governance

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