

EAST HAMPSHIRE REGENERATION & ECONOMY STRATEGY 2024-29

Delivering prosperity
through the
district's assets



Contents

Our strategic approach	Page 3
What are we looking to address?	Page 4
What we will do	Page 5
Our vision	Page 6
How we will deliver	Page 7
Appendix A – Strategic themes	
Strategic sites and place investment	Page 9-11
Boosting business growth	Page 12-14
Skills for the future	Page 15-16
Sustainable connectivity	Page 17-19
Appendix B – Local evidence	
Strategic sites and place investment	Page 21
Boosting business growth	Page 22
Skills for the future	Page 23
Sustainable connectivity	Page 24
Appendix C – Strategic context	Page 26-28
Appendix D – References and further reading	Page 29
Appendix E – What works - best practice that has informed this strategy	Page 31-32

Our strategic approach



Welcome to the Regeneration and Economy Strategy for East Hampshire which seeks to **enhance our thriving district and drive forward economic growth and prosperity in line with the Council Strategy.**

This strategy builds upon the progress made by our Enhance East Hants Strategy approved in 2019 and sets out a clear series of actions for our places and the local economy around four priority themes.

This strategy is directly informed by local evidence and insight into our challenges and opportunities to realise our vision of a green, prosperous and thriving district.

The Regeneration and Economy Strategy is central to our **preventative approach**, where proactive investment in regeneration and place, reduces demand for public services later down the line, reducing the burden on council tax and business rate payers.

Our visionary approach **prioritises the use of assets** under the Council's control including land, property, our people and resources to maximise economic and regenerative value of our activity.

We will also commit to **driving positive, bold change** by working with and through a range of partners including all levels of government, residents and businesses alike.

The strategy incorporates a clear set of outcomes which will be monitored regularly to make sure we're making a **clear tangible difference** to our communities.

Cllr Robert Mocatta
Portfolio holder for Regeneration & Economy
East Hampshire District Council

EHDC assets are at the heart of our approach and the Council will use assets in our ownership as a stimulus to drive tangible outcomes across all four themes of this strategy

CHALLENGES & OPPORTUNITIES

What are we looking to address?

STRATEGIC SITES AND PLACE INVESTMENT

Opportunities

- East Hampshire District Council owned sites potential
- Major development sites in the district with planning permissions in place
- Potential for developing modern commercial space with 94,000 sq ft of undeveloped employment space
- Attractive landscaped setting including within the national park
- Proximity to strategic road network and air and sea transport connections

Challenges

- Low job density – 0.67 jobs per resident
- Shortage of new modern employment space
- Higher than average retail vacancy rate
- High house prices
- Shortage of affordable housing

BOOSTING BUSINESS GROWTH

Opportunities

- Strengths in key growth sectors – 20% of employment in manufacturing, engineering, professional and scientific industries
- Diverse business base of over 6,500 enterprises

Challenges

- Productivity rates lower than national average
- Reliance on low value employment – comprises 26% of local employment

SKILLS FOR THE FUTURE

Opportunity

- Existing successful apprenticeship scheme that can adapt to the changing skills needs in the district

Challenges

- Unemployment affecting the adult workforce – 85% of claimants are over 25
- Worklessness among the over 50s
- Pockets of rural deprivation relating to employment & education
- Net out-commuting of 10k workers per day
- Economic inactivity rates (14.8%)

SUSTAINABLE CONNECTIVITY

Opportunity

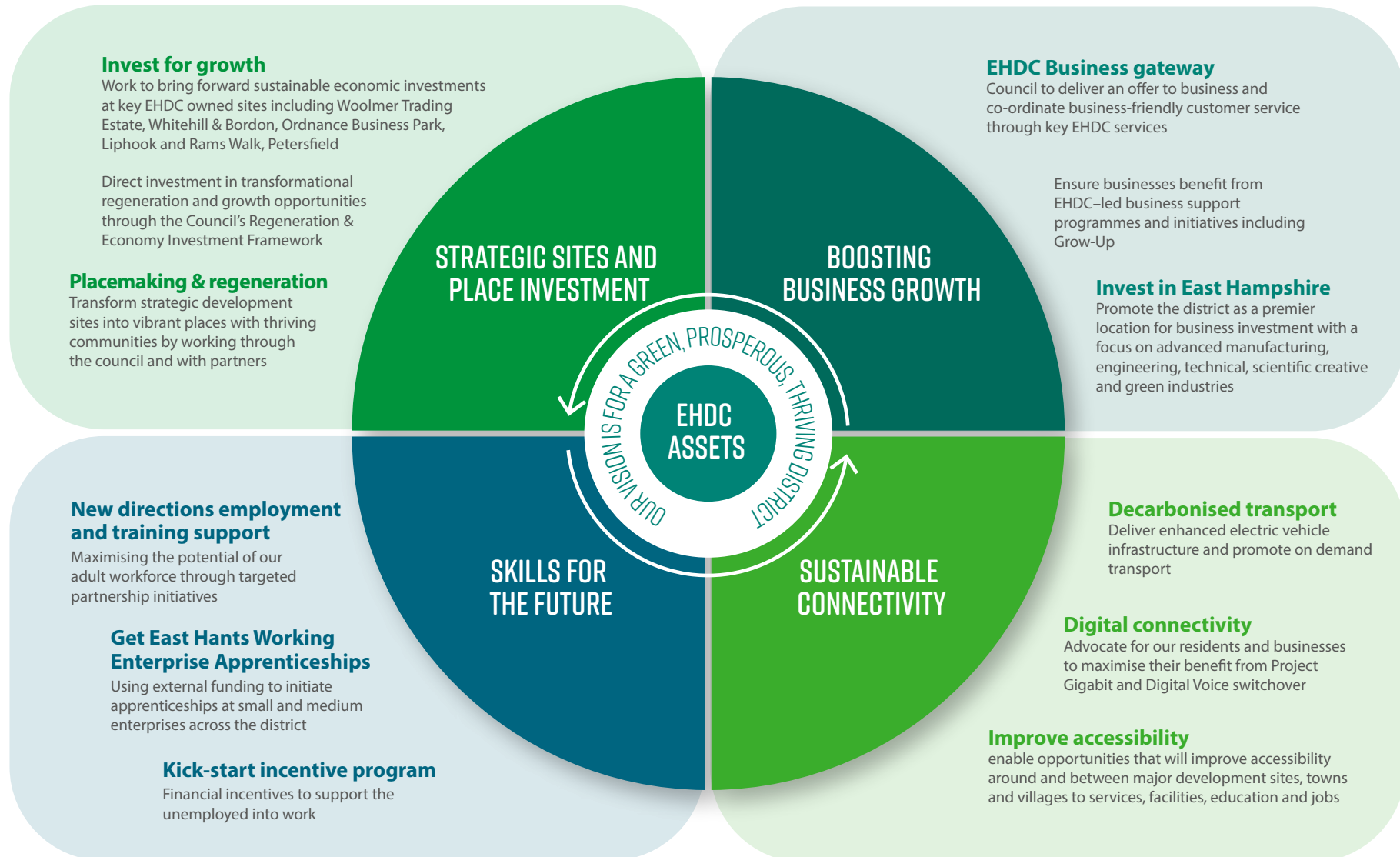
- Active travel schemes delivered in the district that can act as pioneers for further connections to be developed

Challenges

- District gigabit coverage lower than South East region
- Broadband connectivity challenges affecting 5,000 properties
- Rural isolation and loneliness among adults
- Employment and access to services constrained by rural transport challenges
- Barriers to housing and services in rural neighbourhoods

OUR VISION & PRIORITIES

What we will do and the difference we'll make



The difference EHDC will make

STRATEGIC SITES AND PLACE INVESTMENT

Masterplans for EHDC sites

High quality jobs delivered from EHDC assets

Dwellings, affordable housing, green space and community infrastructure directly delivered from EHDC assets

Increase capital receipts to the council to be reinvested to support core services and corporate priorities

BOOSTING BUSINESS GROWTH

50 small businesses supported per annum

Percentage of business satisfied with EHDC services

Financial savings for business directly supported

Productivity improvements for businesses directly supported

SKILLS FOR THE FUTURE

70 people supported per annum

GVA benefits of around £1.7m

SUSTAINABLE CONNECTIVITY

On track to reach net zero by 2035 for the Council's own services

STRATEGIC DELIVERY

How we will deliver

PARTNERSHIP AND ENGAGEMENT

We will use the council's Regeneration & Economy Investment Framework to invest in existing and new assets

We will use robust governance arrangements to ensure substantive progress, transparency and accountability in delivering this strategy

This includes working through the council's Cabinet democratic processes

We will further develop place-based governance groups to work collaboratively with Hampshire County Council, public and private sector partners

Our priority is transforming the district through realising the potential of its own assets, but we will work with partners to maximise the opportunities for communities, businesses and places from other sites and projects

Stakeholder engagement and communications strategies are developed for each new project to ensure that all views are considered

We will work through our council services to mainstream the ambitions of this strategy

EVIDENCE AND INSIGHT

We have examined a wide range of data sources, complemented by local knowledge from our communities and businesses to understand the needs of our district

We gather local insight through focus groups, online and face to face local engagement to understand neighbourhood level issues

Our approach to intervention is evidence based, utilising the logic model approach to ensure projects which will deliver the desired long-term impact

FUNDING

Where there is a strong business case, the council will use the Regeneration & Economy Investment Framework (REIF) to support investment its own assets

The council will also use the REIF to support regeneration and economy investment in land & property outside of the council's ownership providing there is no possibility of financial, resource or reputational risk to the council

The council will seek to maximise external funding opportunities to take forward regeneration and economy projects

Use Growth Prospectus to promote the district for external funding and investment

Use innovative and creative funding mechanisms and approaches to deliver the strategy

PROGRAMME MANAGEMENT, MONITORING AND EVALUATION

The strategy work plan, logic model and monitoring framework (balanced scorecard) will be updated quarterly

Progress against outputs and outcomes is reported to the relevant place-based governance boards and business networks as well as EHDC's Strategy Board. Any key decisions affecting council resources (financial or assets) will be taken through the council's democratic processes

Progress will be reviewed in line with the Corporate Strategy every 4-5 years and an annual delivery plan will be produced to provide a focus on key priorities in that time period

APPENDIX A

STRATEGIC ACTION PLANS

THEME ONE

Strategic sites & place investment

WORKING WITH PARTNERS TO DELIVER VIBRANT PLACES WHICH INSTIL PRIDE, ATTRACT INVESTMENT AND WHERE COMMUNITIES THRIVE. THIS INCLUDES OUR STRATEGIC EMPLOYMENT SITES – DELIVERING QUALITY JOBS TO MAXIMISE EAST HAMPSHIRE’S ECONOMIC POTENTIAL.

<p>PRIORITY</p>	<p>Invest for growth – direct EHDC investment</p>
<p>ACTIVITY</p>	<ul style="list-style-type: none"> • Work to bring forward sustainable economic investments at key EHDC owned sites including Woolmer Trading Estate, Whitehill & Bordon, Ordnance Business Park, Liphook and Rams Walk, Petersfield. • Direct investment in transformational regeneration opportunities through the Council’s Regeneration & Economy Investment Framework • Maximising the use of EHDC assets for economic, regeneration and sustainability value to deliver community infrastructure, housing and high quality employment space. To include Penns Place in Petersfield, Liss Business Centre, Alton Town Centre and Northern Gateway in Whitehill & Bordon.
<p>PRIORITY</p>	<p>Placemaking & regeneration</p>
<p>ACTIVITY</p>	<ul style="list-style-type: none"> • Work across the council in alignment with the Welfare and Wellbeing Strategy, the Regeneration & Economy Investment Framework and with partners to transform strategic development sites into vibrant places with thriving communities. • Enable safer places with physical infrastructure that facilitates social cohesion, allowing people to access services locally, face to face and virtually • Establish dialogue / forum to engage landowners, developers and agents in delivery of place-making objectives • Develop planning policy framework (Local Plan) to support growth and net zero ambition • Support delivery of affordable housing in line with EHDC’s Affordable Housing Strategy • Empower and encourage town and parish councils to lead on the delivery of vibrant town and village centres and communities • Use digital and traditional methods to engage with local people to co-create plans for their communities

THEME ONE

Strategic sites & place investment

EHDC DELIVERABLES

- High-quality jobs, delivered from EHDC assets
- Dwellings, affordable housing and community infrastructure delivered from EHDC assets
- Increase capital receipts to the council to be re-invested to support core services and corporate priorities
- Masterplan for EHDC sites

RESOURCES

- Support to enable sites to be commercially viable for developers
- Assistance/ funding to bring forward net zero employment sites
- 'Investment Zone' tax incentive package to encourage occupiers
- Resources to promote the district for new inward investment
- Direct funding for affordable homes
- Support for commercial viability
- Resources for site assembly
- Support with site marketing and promotion
- National policy, regulatory and funding framework that supports net zero ambitions and cleaner, cheaper and greener homes
- Effective place-making governance and collaborative stakeholder relationships
- External funding and Community Infrastructure Levy to support delivery of community and social infrastructure

STRATEGIC OUTCOMES

EHDC will contribute to the delivery of the following outcomes:

- 250 construction jobs, of which some will be directly linked to EHDC assets
- 30,000 sq m of new state of the art commercial space to 2040
- £47m in wider economic benefits for the district
- Job density increase from 0.67 baseline
- 22,000 sq m new green space
- 60 sq m of sports pitches and facilities
- 200 care home beds by 2029
- 450 older persons accommodation units by 2029
- 2500 new dwellings by 2029
- 700 additional affordable homes by 2029

THEME ONE

Strategic sites & place investment

CASE STUDY

Ordnance Business Park, Liphook

EHDC led the development of Ordnance Business Park, Liphook in partnership with EM3 Local Enterprise Partnership. The project is based on an innovative model where the rental income is used to provide a sustainable income stream to fund local economic development projects in the district, reducing the burden on business rate and council tax-payers.

Overall, the scheme has delivered around 60 new jobs, 20,000 sq ft of much needed business floorspace and over £200k p.a. in rental income.



CASE STUDY

Rural Grants

The Rural England Prosperity Fund (The Rural Grant) is provided by central government through the Department for Environment Food, Rural and Agriculture (DEFRA). East Hampshire District Council has been given £196,248 to provide grants to eligible rural organisations before 31 March 2024.

The Rural Grant provides up to £50,000 of funding for each project. It supports micro and small enterprises in rural areas and also helps to grow the visitor economy and strengthen community resilience.



CASE STUDY

Alton Station Forecourt

EHDC promoted this project and worked with partners to deliver improved pedestrian and cycle access to and from the station. The station serves as a key gateway into the town and to the South Downs National Park.

Improvements to the station forecourt have made it a more attractive entry point into the town for visitors, as well as encouraging more civic interest from local community and volunteer groups who are maintaining some of the new facilities delivered, alongside helping support economic growth by making it a desirable area for businesses to be based.



THEME TWO

Boosting business growth

ENSURING WE ARE A BUSINESS-FRIENDLY COUNCIL, ACTIVELY SUPPORTING OUR KEY GROWTH SECTORS - ADVANCED MANUFACTURING, ENGINEERING, SCIENTIFIC, TECHNICAL, CREATIVE INDUSTRIES AND THE RURAL ECONOMY

	<h2 style="margin: 0;">EHDC Business Gateway</h2> <p style="margin: 0;">A new approach to support expanding businesses, major employers & new investment across the district through seamless customer service</p>
<h3 style="margin: 0;">ACTIVITY</h3>	<ul style="list-style-type: none"> • Regeneration and economy team to develop a clear offer to business and co-ordinate business friendly customer service through key EHDC services. Our offer to business: <ul style="list-style-type: none"> • Free consultation with specialist officers for businesses with expansion/relocation needs • Dedicated case management to help businesses navigate council services • Discretionary rate relief programme to incentivise new build industrial & commercial property • Rate relief scheme to support businesses facing financial hardship • ‘Trade Local’ scheme to make it easier for local SMEs to supply the council • Financial incentives for businesses to develop their workforce through the ‘Get East Hants Working’ apprenticeship scheme and ‘Kick Start’ programmes • Direct advice and assistance to businesses to adopt green energy and reduce energy bills • Ensure businesses benefit from EHDC –led business support programmes and initiatives including Grow-Up, Rural business network & business start-up advice • Engage with business customers to ensure EHDC services and programmes meet business needs • Deliver our Grow Up programme including: <ul style="list-style-type: none"> • Leading the Rural Business Network to facilitate access to funding & support • Support rural businesses with grant funding for investment/capital via Rural England Prosperity Fund • Net zero audits for businesses • Support community organisations, visitor destinations and local charities to build community resilience through volunteering • Identify rural issues that limit sustainable growth within East Hampshire • Signpost to specialist advice and capital investment for land-based businesses

PRIORITY

Invest in East Hampshire

ACTIVITY

- Promote the district as a premier location for inward investment with a focus on advanced manufacturing, engineering, technical, scientific and green industries, working with Hampshire County Council, government departments and landowners.
- Work in partnership with Hampshire County Council to bring forward new employment development at the Whitehill & Bordon Enterprise zone, to deliver economic and fiscal benefits through retained business rates.
- Refresh the discretionary rate incentive scheme for new build employment and regeneration schemes
- Develop investment proposition material for the district and respond to investment enquiries

THEME TWO

Boosting business growth

EHDC DELIVERABLES

- 50 small businesses supported per year through a combination of enquiry handling, sign-posting to advice, grants and loan opportunities and facilitating access to key council services that support their business operation”
- % of business satisfied with EHDC services
- Financial savings for business directly supported
- Productivity improvements for businesses directly supported

STRATEGIC OUTCOMES

EHDC will contribute to the delivery of the following outcomes:

- Increase productivity from the baseline of £48k per worker
- Reduced carbon emissions from businesses (using 2021 figures as baseline)

RESOURCES

- Capacity and resources to ‘power up’ the business support offer in the district
- Dedicated capacity to enable SMEs to access finance, advice, innovation, exporting and supply chain opportunities
- Government funding to support business to go green
- Coordinated approach to deliver net zero aspirations
- Funding, specialist advice and support for land-based business
- Coordinated approach with rural stakeholders to develop a sustainable rural economy in East Hampshire

CASE STUDY

Supporting employee wellbeing

Local businesses were reporting that their employees were struggling with mental health issues following the pandemic. We teamed-up with Havant & East Hants Mind to provide a service businesses could access to help their employees with mental wellbeing.

Overall, the scheme supported 14 SME employees to access specialised 1-1 support with their mental health.



THEME THREE

Skills for the future

SUPPORTING RESIDENTS INTO WORK WITH THE SKILLS THAT MODERN INDUSTRY DEMANDS, EXPANDING APPRENTICESHIPS AND DEEPENING PARTNERSHIP WORKING

	<p>New directions employment and training support Maximising the potential of our adult workforce through targeted partnership initiatives</p>
<p>ACTIVITY</p>	<ul style="list-style-type: none"> • Engage with employers and local residents to assess current and future skills needs • Work with partners to develop opportunities for new, innovative service models • Identify external funding opportunities to ensure delivery
	<p>Kick-start Financial incentives to support adults into work</p>
<p>ACTIVITY</p>	<ul style="list-style-type: none"> • Develop new incentive programmes to support adults into work with local SMEs, working with employers, education providers and residents
	<p>Get East Hants Working Deliver and extend the Get East Hants Working apprenticeship grant scheme programme</p>
<p>ACTIVITY</p>	<ul style="list-style-type: none"> • Use external funding to initiate apprenticeships at small and medium sized enterprises across the district • Implement our 'Grow Up' programme including: <ul style="list-style-type: none"> • Engaging with employers to understand current and future skills needs • Assessing available evidence on unemployment • Offer apprenticeships and work placements as a major local employer • Identify green growth skills needs including retrofit • Engage with the education sector and develop links with industry • Use external funding to initiate and incentivise apprenticeships at small and medium enterprises across the district • Help local residents into sustainable employment through promotion and expansion of apprenticeships

THEME THREE

Skills for the future

EHDC DELIVERABLES

- Support 70 people per year through a combination of job starts, training and personal development goals
- GVA benefits of around £1.7m (arising from getting more people into work)

RESOURCES

- Revenue funding for older workers to access training, re-training and sustainable employment
- Tangible, sustainable incentive package for employers to offer work placements/ apprenticeships to job seekers
- Coordinated approach with industry and the public sector for jobs and sectors that support reduced carbon emissions

STRATEGIC OUTCOMES

EHDC will contribute to the delivery of the following outcomes:

- Benefit savings of up to £1m per year

CASE STUDY

Apprenticeship scheme




Get East Hants Working Apprenticeship Scheme has been supporting local businesses since 2013. The scheme supports employers financially through a wage incentive and training costs. Approximately 65 businesses have taken advantage of the scheme from a broad range of sectors, and approximately 70 East Hampshire residents have successfully completed apprenticeships, growing local business and local talent.



THEME FOUR

Sustainable connectivity

WORK WITH DELIVERY PARTNERS TO CONNECT PEOPLE AND BUSINESSES THROUGH DIGITAL INFRASTRUCTURE AND SUSTAINABLE TRANSPORT

 <p>PRIORITY</p>	<p>Improved accessibility</p> <p>Work with partners to enable opportunities that will improve accessibility around and between major development sites, towns and villages to services, facilities, education and jobs</p>
<p>ACTIVITY</p>	<ul style="list-style-type: none"> • Facilitate with partners enhanced transport and accessibility at Whitehill & Bordon • Work with partners to deliver a range of measures that connect places and support active travel to local employment, education, community facilities and services
 <p>PRIORITY</p>	<p>Decarbonised transport</p> <p>Investigate an on-demand and enhanced electric vehicle infrastructure</p>
<p>ACTIVITY</p>	<ul style="list-style-type: none"> • Complete and adopt the district Local Cycling and Walking Infrastructure Plan, currently in progress and being led by Hampshire County Council. • Extend and enhance the existing electric vehicle charging infrastructure
 <p>PRIORITY</p>	<p>Digital connectivity</p> <p>Advocate for our residents and businesses to maximise their benefit from Project Gigabit and Digital Voice switchover</p>
<p>ACTIVITY</p>	<ul style="list-style-type: none"> • Assist Broadband Delivery UK (BDUK) to communicate the roll-out of Project Gigabit to provide gigabit connections to 13,000 properties in East Hampshire by 2029 • Assist BT to communicate details of the roll out of the digital voice landline switchover to 2027 • Collect evidence and intelligence on connectivity issues in rural areas

THEME FOUR

Sustainable connectivity

EHDC DELIVERABLES

- On-track to reach net zero by 2035 for the Council's own services

RESOURCES

- Investment in on demand transport solution/ innovative solutions to connect residents with economic and social opportunity
- Planning system which supports infrastructure to unlock net zero
- Coordinated strategy and policy environment for EV infrastructure delivery
- Maximising opportunities through development to connect places, including our major development sites, by active travel routes
- Government investment to accelerate gigabit capable connectivity across the district
- Investment to enable the most isolated areas to achieve at least 100 mbps

STRATEGIC OUTCOMES

EHDC will contribute to the delivery of the following outcomes:

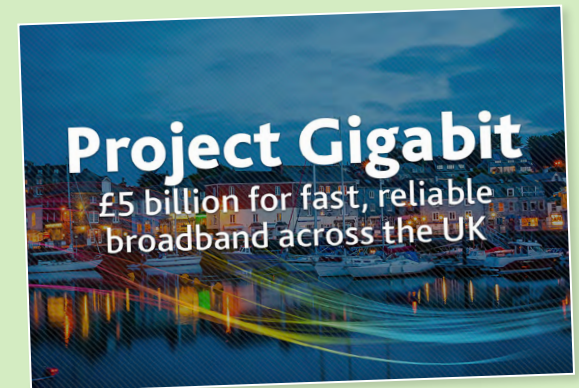
- Lower carbon emissions from transport (nearly 300 ktCO₂e as at 2021)
- Net zero by 2050
- New, extended and improved walking and cycling routes (measured in linear km)
- Enhanced public realm in key locations including Whitehill & Bordon, Alton, Petersfield and the Southern Parishes (Clanfield, Horndean and Rowlands Castle)
- 100% of EHDC properties with connection speeds over 100 mbps
- 95% properties gigabit capable by 2029
- Number of projects or initiatives that deliver improved or newly provided community facilities and services

CASE STUDY

Project Gigabit

Building Digital UK has awarded CityFibre a £104.2m contract to provide 75,500 premises in Hampshire with access to gigabit-capable broadband. 13,000 East Hampshire residents are eligible to benefit from the scheme and we will work with Hampshire County Council to ensure that as many residents as possible access gigabit-capable broadband as the scheme is rolled out over the next five years.

EHDC's role is to advocate for its residents and businesses on this scheme which is being delivered by others.



THEME FOUR

Sustainable connectivity

CASE STUDY

The Green Loop

The Green Loop is a 7km network of walking and cycling paths allowing walkers, runners and cyclists to get around the town of Whitehill & Bordon.

The Green Loop Wayfinding Project was managed in partnership by East Hampshire District Council, Hampshire County Council, Whitehill Town Council, Whitehill & Bordon Regeneration Company and used local company Urban Place Lab.

It was funded from the EM3 Local Enterprise Partnership (LEP) and developers' contributions.

Its interconnecting network of paths make it easy for residents to go from point to point without needing their car, encouraging sustainable travel and reducing car use and congestion.

Helping people navigate around the paths are a series of totems, benches and blocks. They are bespoke to Whitehill & Bordon, using locally significant materials and motifs that reflect the history of the area.

The Green Loop Wayfinding Project in Whitehill & Bordon was the winner of the award for best use of arts, culture or sport in place-making category at the Planning Awards 2022. The project was also recognised with two wins at Royal Town Planning Institute (RTPI) South East Awards 2022, for the Best Project and joint winner of the Best in Region category.



APPENDIX B

LOCAL EVIDENCE

The following data and information has been gathered from a variety of sources to help inform the strategy priorities and activity. The indicators will continue to be monitored as the strategy progresses and to assist with the development of service delivery plans during the lifetime of the strategy.

THEME ONE

Strategic sites and place investment

ECONOMY & PLACE

- Shortage of modern employment space to meet demand, particularly industrial property
- Job density is low – there are 0.67 jobs for every working age person in the district (3rd lowest in Hampshire)
- Need to protect sites for quality employment uses building on East Hampshire's sector strengths
- Productivity rates (£48k per worker) are lower than the national average (£58k per worker)
- Market forces favouring uses with low job density and the need to protect employment sites for high value employment
- Viability issues affecting supply of new office development
- Opportunity to support expansion of key growth industries (including manufacturing, engineering, professional, technical and scientific sectors)
- Opportunity to ensure our employment sites are built to achieve net zero ambitions
- Declining footfall and dwell time – challenges of post-pandemic recovery and online retail
- High retail vacancy rates in the East Hampshire planning authority area (12.7%) compared to national average of 11.8%
- In East Hampshire less than 20% of residents' leisure spend being retained within the district
- Average house price in East Hampshire is £464,000 compared to the national average of £290,000
- The average waiting time for affordable housing on the Hampshire Home Choice scheme is significantly higher in East Hampshire than Eastleigh and Havant
- 28 out of 65 neighbourhoods (Lower Super Output areas) in East Hampshire are in the bottom 40% (1st to 4th deciles) for barriers to housing and services deprivation, with 8 neighbourhoods in the bottom 10% (Indices of Deprivation 2019)
- The workplace-based median house price-to-earnings ratio in East Hampshire in 2022 is 12.70, significantly higher than the South East and England equivalents at 10.75 and 8.28 respectively

THEME TWO

Boosting business growth

- Many people commute out of East Hampshire to higher paying jobs in the South East. The average weekly wage for people living in East Hampshire is £732 compared to a GB average of £682. The average weekly wage for people working in East Hampshire is £628 - significantly below the national average of £682. (*Earnings by Place of Residence (2023) from ONS annual population survey*)
- Strengths in key sector specialisms - manufacturing, engineering, professional, scientific industries (20% of local jobs)
- Productivity rates in East Hampshire (£48k per worker) significantly lower than national average (£58k per worker)
- Job density of 0.67 (third lowest in Hampshire) – 7000 jobs short of the South East average
- Reliance on lower value employment - retail, leisure and hospitality sectors - 26% of local employment
- An emerging creative industries sector
- 6000+ SME community
- Nearly 60% of East Hampshire's population is of working age
- In East Hampshire 10,100 people are classed as economically inactive, equating to 14.8% of East Hampshire's population. This compares to the South East at 18.8%, and Britain at 21.4%
- 13% of East Hampshire's working age population is classed as NEET (not in education, skills or employment). This is below regional and national rate
- East Hampshire is one of only four districts in the South East region classed as 'mainly rural' - Census 2011, Rural Urban Classification of local authority districts
- The rural economy contributed an estimated £700m in 2019 (GVA) to East Hampshire's overall economy (£1 in every £4)
- 82% of the population live in rural areas or rural hub towns
- Pockets of rural deprivation with income, employment and education deprivation domains in the bottom 20% to 40% in some neighbourhoods in our larger villages and towns
- Local employment opportunities and access to services constrained by poor rural public transport links
- Feedback from businesses through engagement activity
- Visitor spend, jobs, places to meet, pride of place; Gather further information and evidence on arts and heritage

THEME THREE

Skills for the future

- Skills shortages & job vacancies in all sectors
- As at May 2024 of the 1595 claimants* in the district, 1375 were 25+
86% of out of work claimants are 25+
- Pockets of rural deprivation with income, employment and education deprivation domains in the bottom 20% to 40% in some neighbourhoods in our larger villages and towns (Indices of Deprivation 2019, Census 2021 census maps).
- Net out-commuting of 10k workers per day
- Opportunity for green jobs growth and development of green skills
- Highly skilled local population
- 10,100 East Hampshire residents are classed as economically inactive (14.8% of the population)
- People living in East Hampshire are earning more than people working in East Hampshire due to high levels of out-commuting
- Educational attainment and adult skills are in the bottom 10% in England in Alton Eastbrooke and Alton Wooteys. Parts of Whitehill Deadwater and Headley are ranked in the most deprived 10% in England for children and young people's educational attainment (Indices of Deprivation 2019)

**Definition of a claimant is someone who declares that they are out of work, capable of, available for and actively seeking work. Benefits referred to (as a claimant) is measured by combining the number of people claiming Jobseeker's Allowance (JSA) and National Insurance credits with the number of people receiving Universal Credit principally for the reason of being unemployed.*

THEME FOUR

Sustainable connectivity

- Market unlikely to deliver gigabit capable infrastructure in East Hampshire within 3 years
- 13,000 properties requiring intervention under national Project Gigabit programme
- District gigabit coverage 60.2% compared to 74.8% across South East region
- Significant 'not' spots with below 30 mbps connection speeds affecting 5000 properties in East Hampshire
- Rural isolation - East Hampshire is one of only four districts classified as mainly rural in the South East Region (Census 2011 – Rural Urban Classification of Local Authority Districts)
- Rural isolation - 13.8% of adults aged 16 and over experience loneliness always, often or some of the time. Public Health Outcomes Framework – 2019/20 Active Lives Adult Survey
- Barriers to working at home and running a business in rural areas
- Good rail connections to London and Portsmouth mean high-skilled residents out-commute to high value jobs in London, Waverley, Portsmouth and Havant whereas lower skilled residents are more likely to be working in lower value occupations locally
- Local employment opportunities and access to services constrained by poor rural public transport links
- Accessibility Study (Ridge & Partners, 2024) - significant disparity in access to services across the district
- Need to improve town to village, and village to village connectivity by extending the current recreational links and improving, or creating, the walking and cycling infrastructure

APPENDIX C

STRATEGIC CONTEXT FOR REGENERATION AND ECONOMIC DEVELOPMENT

Strategic context for regeneration and economic development

National

The Levelling-up and Regeneration Act 2023 legislates for a statement of levelling-up missions. The missions which address economic and social disparities, and the needs of rural areas are:

1. **Living standards**
2. **Research and Development**
3. **Transport infrastructure**
4. **Digital connectivity**
5. **Education**
6. **Skills**
7. **Health**
8. **Wellbeing**
9. **Pride in place**
10. **Housing**
11. **Crime**
12. **Local leadership**

Summary of Levelling-up and Regeneration Act 2023

Regional

Hampshire County Council's (HCC) Hampshire 2050 Commission of Inquiry (2018) establishes a framework to ensure that Hampshire is in the best possible position for future generations. Hampshire 2050 policies, which are underpinned by a series of recommendations, include:

Changing economy

Maintain a focus on fostering a knowledge-based and sustainable Hampshire economy, working closely with businesses and relevant agencies in Hampshire including our universities

Changing population and society

Maintain a focus on promoting the evolution and development of communities that support equity, connectivity, diversity, sustainability and resilience

Vision for Hampshire 2050

Hampshire County Council (hants.gov.uk)

Local

The Regeneration and Economy Strategy supports delivery of the following Corporate Strategy priorities:

A safer, healthier and more active East Hampshire

Providing the community and social infrastructure which enables active, connected lives

A thriving local economy with infrastructure to support our ambitions

Delivering the right environment for businesses to thrive and ensuring local people's skills match business needs

An environmentally aware and cleaner East Hampshire

Providing the infrastructure to support active travel, energy efficient homes, and safeguard our protected spaces

The Regeneration & Economy Strategy will continue to support and link closely to the priorities of the upcoming Corporate Strategy Refresh. This Strategy will also complement and work alongside other key documents, in particular the Council's emerging **Local Plan 2021-2040, Climate & Environment Strategy, Welfare & Wellbeing Strategy, Affordable Housing Strategy** and **Homelessness Strategy**.

Linking the strategic context with our themes

STRATEGIC SITES AND PLACE INVESTMENT

- Government Growth Plan 2022
- Levelling Up & Regeneration Act 2023
- Hampshire 2050
- Transition of LEP responsibilities to Hampshire County Council
- Levelling-Up Mission: Research & Development (R&D), health, wellbeing, pride in place, housing
- EHDC priorities including a thriving local economy and a safer, healthier more active East Hampshire

BOOSTING BUSINESS GROWTH

- Growth Plan 2022
- Hampshire 2050
- Transition of LEP responsibilities to Hampshire County Council
- Government strategy to back business to go green
- Levelling-Up Missions: Living Standards, Research & Development (R&D)

SKILLS FOR THE FUTURE

- Levelling-Up Mission: Skills
- Local Skills Improvement Plan & transition of LEP functions to Hampshire County Council

SUSTAINABLE CONNECTIVITY

- Project Gigabit – UK wide
- Hampshire Superfast Broadband programme
- Hampshire 2050
- Levelling-Up Missions: Transport Infrastructure, Digital Connectivity
- Local – Hampshire County Council’s Local Transport Plan, Neighbourhood Plans and Local Plans/Joint Core Strategy
- Voice over Internet Protocol – replacement of landline phones with broadband services by Dec 2025

APPENDIX D

REFERENCES AND FURTHER READING

Useful links

Nomis East Hampshire Labour Market Profile 2022/23

- Business and employment retention
- Resident earnings
- GVA (productivity) per worker

IMD (Indices of Multiple Deprivation) viewer 2015 & 2019

East Hampshire District Council Climate Change Strategy 2020-2025 (to be updated on publication of 2024-2029 Strategy)

Whitehill & Bordon Transport Package – Hampshire County Council

Enhance East Hampshire Placemaking Strategy 2019-2036

East Hampshire LCWIP 2020 – Local cycling and walking infrastructure plan

Hampshire Local Transport Plan 4

Hampshire 2050

Levelling Up White Paper

Levelling Up Metrics Update 2024

Government Growth Plan 2022

Enterprise M3 Growth Hub

Local Authority and Sector Greenhouse Gas Emissions

UK local and regional ghg emissions 2005-2021 technical report.pdf

Local authority mapping report 2021.pdf

Project Gigabit

Public Health Outcomes Framework - 2019/20 Active Lives Adult Survey

Local Skills Improvement Plan (LSIP)

East Hampshire HEDNA

Adopted Local Plan

Draft Local Plan 2021-2040

Corporate Strategy 2020-2024

APPENDIX E

WHAT WORKS – BEST PRACTICE THAT HAS INFORMED THIS STRATEGY

What works

STRATEGIC SITES AND PLACE INVESTMENT

Dunsbury Park

Portsmouth City Council's approach to developing and managing a major publicly owned employment site. This included development of a guiding partnership to handle enquiries, select tenants, construct new units and successfully apply for Freeport tax site status to incentivise occupancy.

**Dunsbury Park, Havant
New industrial/manufacturing units**

Bicester Garden Town/ Eco-town

Cherwell District utilised a clear masterplan, long-term community and stakeholder engagement, collaborative partnership working (NHS Healthy New Towns programme) and a 'whole-town' approach. Successfully integrating the old and new towns with the necessary infrastructure to enable change. Bicester Garden Town is on course to deliver a thriving community with 10,000 new homes by 2031.

**New Communities Group
Town & Country Planning Association**

BOOSTING BUSINESS GROWTH

Portsmouth City Council business support service

A one stop shop for business enquiries. Demonstrated by Portsmouth City Council which hosts an SME phonenumber and website and manages all interactions through that resource.

**Business support
Portsmouth City Council**

SUSTAINABLE CONNECTIVITY

Waltham Forest 15 minute neighbourhood framework

A complete, compact and connected approach to place-making, sharing principles for success to create 20-minute neighbourhoods.

Town and Country Planning Association

Enjoy Waltham Forest

Walking and cycling programme featuring 55km of new cycle lanes, training for over 29,000 residents in cycling, installation of 11 station Cycle Hubs and 760 bikehangers for people to store their cycles. Established 22 school streets, given free cycle loans to over 1,300 residents, and created 180 new or improved road crossings.

Enjoy Waltham Forest

What works

SUSTAINABLE CONNECTIVITY

Sunderland Smart City

Sunderland City Council

A 20 year partnership between City Council and broadband providers to improve connection speeds across the City.

Welcome to Our Smart City of Sunderland

SKILLS FOR THE FUTURE

Tumbledown Farm

Weymouth Town Council

A good example of a 'community farm' incorporating collaborative community engagement, skills, education and volunteering.

Welcome to Tumbledown

Farnham Community Farm

Farnham Town Council

A good example of a community garden/ growing project.

Farnham Community Farm

Leigh Park Youth Hub

Havant Borough Council

Supports 16-24 year olds into employment and training. The project has successfully provided a range of mentoring services, support with employment, and built links through partnership working with local FE & HE – including a range of research tied into the programme by the University of Portsmouth.

Youth hub for Havant Borough



EHDC Regeneration & Economy Strategy 2024-29

This strategy will be reviewed on an annual basis or sooner following significant change to ensure that it remains fit for purpose.