

Test Valley Economic Development Strategy 2016-19

Action Plan

Action Area	Summary	Economic Strategy priority link	Corporate Plan Outcome
To develop a Masterplan for the South of Romsey Town Centre	Working with partners through Romsey Future and in conjunction with the local community, the Council will support a master planning process leading to the creation of Supplementary Planning Document to facilitate the redevelopment of south of the town centre to improve Romsey's retail and recreational/leisure offer.	P2 – Securing right scale of strategic infrastructure P4 – Improving Town Centres P6 - Tourism	Work and do business Contribute
To explore the development of a Cultural Quarter for Andover	To undertake a market engagement exercise to explore the viability of a cultural quarter for Andover. The potential area for redevelopment comprises the former Andover Magistrates Court, the Lights Theatre, the Andover College campus and Anton House (Simplyhealth). This will complement the new leisure centre being developed in this area.	P2 – Securing right scale of strategic infrastructure P3 – 21st Century Skills P4 – Improving Town Centres P6 – Tourism	Work and do business Enjoy
To maximise the potential of our Town Centres	Work with partners through Andover Vision (including the Business Improvement District Steering Group in Andover) and Romsey Future to enable programmes of environmental enhancement and extension of events and activities to improve the offer of our town centres.	P1 – Supporting vibrant businesses P5 – Test Valley open for business	Work and do business Contribute

<p>To strengthen and build upon the relationships with the Local Enterprise Partnerships (LEPs) which cover the Borough (EM3 and Solent).</p>	<p>Working with both LEPs to develop mutually beneficial opportunities that will support economic growth, high value employment and skilled workers to support the prosperity of the communities we serve.</p>	<p>P1 – Supporting vibrant businesses</p> <p>P2 – Securing right scale of strategic infrastructure</p> <p>P3 – 21st Century Skills</p>	<p>Work and do business</p> <p>Live</p> <p>Enjoy</p>
<p>Promoting and strengthening the Tourism offer.</p>	<p>Prominent role in Romsey Future (e.g. coach-friendly status, Visit-Romsey website etc.); ongoing support of VIC for businesses; strengthening TV message on www.visit-hampshire.co.uk</p>	<p>P1 – Supporting vibrant businesses</p> <p>P6 – Tourism</p>	<p>Work and do business</p>
<p>Supporting the economic potential of rural communities within Test Valley</p>	<p>Maximising opportunities through initiatives such as: LEADER Programmes (supporting businesses); CIL contributions to parish councils (15% without, 25% with a Neighbourhood Plan); “exception site” affordable housing supporting more sustainable communities; grant support for community businesses such as village shops; and broadband to enable home-working, accessing support etc.</p>	<p>P1 – Supporting vibrant businesses</p> <p>P5 – Test Valley open for business</p>	<p>Work and do business</p> <p>Contribute</p>

<p>Working with partners and communities to achieve full Broadband coverage across Test Valley</p>	<p>Continue to support the rollout of HCC/BT Openreach Superfast Broadband contracts</p> <ul style="list-style-type: none"> • Work with Virgin Media Business (VMB) to provide Broadband on Andover Business Parks • Support the Virgin Media “Test Valley Town” fibre to communities initiative in northern/central rural communities • Work with HCC and partners to submit an application to the Local Full Fibre Networks Challenge Fund by Spring 2018 	<p>P1 – Supporting vibrant businesses</p> <p>P2 – Securing right scale of strategic infrastructure</p>	<p>Work and do business Contribute</p>
<p>Work with Kier to deliver the Walworth Business Park extension</p>	<p>In partnership with Kier work to rejuvenate the Walworth Business Park in order to attract further inward investment into the Borough.</p>	<p>P1 – Supporting vibrant businesses</p> <p>P2 – Securing right scale of strategic infrastructure</p> <p>P5 – Test Valley open for business</p>	<p>Work and do business</p>
<p>Explore opportunities for how the Council can further secure social and economic benefits through its procurement process.</p>	<p>Investigate seeking social and economic gains as part of the procurement of major contracts – Social Value - in parallel with use of CIL and planning agreements and conditions to require Employment and Skills Plans.</p>	<p>P1 – Supporting vibrant businesses</p> <p>P3 – 21st Century Skills</p>	<p>Work and do business</p>

<p>University of Southampton Science Park – enabling a key economic facility in the Borough to achieve its potential</p>	<p>Work together to continue the success of the Science Park; encourage funding and support from the Solent LEP to enhance existing services and infrastructure; and consider how the next Local Plan can help meet its future needs.</p>	<p>P1 – Supporting vibrant businesses P3 – 21st Century Skills P5 – Test Valley open for business</p>	<p>Work and do business</p>
--	---	---	-----------------------------