

The Knowledge Economy in Southampton: A Plan for Growth

April 2005

Introduction

Southampton City Council recognises the vital role of the knowledge based and creative industries, collectively known as the knowledge economy, in the development of a prosperous city. This strategy and action plan focus attention and resource on increasing the contribution of businesses within these sectors to the local economy.

The purpose of this report is to outline a programme of action that the City Council can undertake in collaboration with others to strengthen the contribution of knowledge industries to the local economy.

Southampton already has the necessary base for further advancement of high-growth industries. Its main assets are: the higher education sector and centres of excellence, the developing base of knowledge and creative industries, a strategic location in the South East region, excellent communications and a strong culture of innovation. In addition there is a strong will to support the development of these industries at a local, regional and national level.

Although the report focuses on the actions of Southampton City Council, it must be recognised that the local authority boundaries are not contiguous with economic boundaries and that many interventions to encourage and strengthen the local economy are more appropriately taken on a sub-regional basis. This wider area contains many knowledge economy assets. The City Council has a long history of working with partners across this wider area and recent work on the knowledge economy at sub-regional level has reinforced these relationships.

In preparation of an action plan for the development of the knowledge economy in Southampton, the economy, higher education and research and development, local skills, property and partners and networks have all been analysed. The importance of monitoring has also been considered and recommendations on actions in all the assessed areas have been made.

VISION

The vision for the Southampton's knowledge economy is: **Southampton is a dynamic local economy that promotes knowledge to create and develop a city of opportunity and prosperity for knowledge based and creative businesses and its influence extends over the sustainable community of South Hampshire.**

The vision and objectives for knowledge economy development in the city flow directly from the *Regional Economic Strategy* produced by the South East England Development Agency (SEEDA), Partnership for Urban South Hampshire, Economic Drivers and Growth, DTZ Pieda Consulting, the *Community Strategy* elaborated by the Southampton Partnership (SP), and the

Medium Term Plan, the *Plan for Prosperity* and *Fostering Enterprise in Southampton*, all Southampton City Council documents. These strategic documents inform a larger policy framework established by the European Commission and the UK Government for increasing the role for knowledge based economic activity.

The analysis of the literature on competitive cities and knowledge economy indicate certain areas of development that are relevant. To achieve its vision the city needs to address these areas and create strength and excellence in the following areas:

- industrial structure with knowledge based and creative industries in particular, business density and entrepreneurship, including developing clusters,
- people and knowledge, including elements such as universities, public and private R&D organisations, people with tertiary education – the so-called knowledge workers,
- internal and external connectivity (external is determined by the presence of international airports and high-speed train networks or via ICT networks),
- quality of life, such elements as: the presence of cultural activities and amenities, residential quality and quality of the built environment and natural surroundings,
- social diversity and equity, i.e. diverse groups of people by ethnicity, nationality, etc, city image that attract talented people, but also reducing poverty and inequality actions.

The important contribution of city image, social diversity and equity and the quality of life to city competitiveness and advancement of the knowledge economy is recognised however, these matters are not the subject of further analysis in this report and are being dealt with by other City Council initiatives.

ECONOMY

Southampton with its population of 221,200 is the largest city in South East. The City has excellent communications that contribute to developing the local economy as a leading commercial centre in the region. The distance from London is only around 70 miles. The excellent infrastructure assets include: Southampton International Airport, the Port, links through the M3 and M27 and direct train services to the rest of the UK.

In 2003 the *industrial* structure of the city was dominated by the distribution, hotels and restaurants as well as banking, finance and insurance companies. Together these account for 60% of the city's 7,186 businesses. Other major industries are public administration, education and health, construction and other services.

The *occupational* structure shows that more than 50% of the city workforce is employed in office related occupations, i.e. in administrative and secretarial occupations, as managers and senior officials, professional and associate professional and technical occupations.

The knowledge industries, according to the OECD definition, are divided into knowledge based manufacturing and services:

Manufacturing comprises pharmaceutical products and preparations, office machinery, computers, electronic valves, TV/radio transmitters and receivers and air and spacecraft manufacture. **Services** include telecommunications, banking and monetary intermediation, financial leasing and credit granting, life and non-life insurance, pension funding, administration of financial markets, security broking and fund management, hardware consultancy, software consultancy and supply, data processing, data base activities, maintenance/repair: office machinery, other computer related activities, research: natural sciences/engineering, research: social sciences/humanities, legal activities, accounting/book-keeping activities, market research/public opinion polling, business/management consultancy activities, management activities: holding companies, architectural/engineering activities, technical testing and analysis, advertising, investigation and security activities. (Portsmouth City Council, based on the OECD definition, 2004)

The **creative industries** comprise publishing of books, newspapers, journal and periodicals, sound recordings, reproduction of sound recording, video recording and computer media, retail sale in specialised stores and of second-hand goods, software consultancy and supply, architectural/engineering activities, advertising, photographic activities, motion picture and video production, distribution and projection, radio and TV activities, artistic and literary creation and interpretation, operation of arts facilities, other entertainment activities, news agency activities and other recreational activities. (Creative Industries: Mapping Document by CITF, Department for Culture, Media and Sport, 1998)

See Appendix A of Technical Appendices.

In 2002 the working population in Southampton was around 117,900 and about 21,900 (18.58%) were employed in the knowledge based or creative industries. Over time the number of people employed in manufacturing has decreased reflecting the general national trend. However, both knowledge based services and creative employment increased. Further analysis indicates that:

- the knowledge based manufacturing jobs base is very small, accounting for 700 employees in 2002, mainly in the manufacture of computer, electronic valves, TV/radio transmitters and pharmaceutical products
- the knowledge based services base fares much better, employing 17,600 people in 2002, with the largest numbers working in other monetary intermediation, life insurance, investigation and security activities, architectural/engineering and legal activities
- employment within creative industries in 2002 accounted for around 3,600 jobs, with the highest contribution from publishing of newspapers, software consultancy and supply, architectural/engineering activities, advertising, radio and television activities and artistic and literary creation
- in 2002 there were around 1,550 data units¹ operating within the knowledge economy, with the highest number of knowledge companies among other retail sale in specialised stores, architectural and engineering activities and related technical consultancy, other monetary intermediation and other computer related activities.

See Appendix B of Technical Appendices.

¹ The data units do not readily correspond to the commonly used terms firms, companies or businesses by which employers are sometimes identified. They are roughly equivalent to workplaces but because of the way the data are collected two or more units can be present in the same workplace.

Gross Value Added (GVA) is a common measure of the contribution to the economy of each individual producer, industry or sector. GVA is the difference between gross output and intermediate inputs at basic prices. Analysis of Southampton's GVA indicates that:

- the overall growth in GVA over 1995-2001 is very low (26%) compared to the growth rates of Portsmouth (36%) or other areas such as Hampshire (38%), South East (45%) or the UK (37%)
- in terms of the GVA per head, Southampton performed relatively well (£15,542) in 2001, the value was higher than that of Hampshire (£14,070) and the UK (£14,852) but the change experienced by the local economy was the lowest among the comparator areas
- a negative trend has been observed in the GVA values for the knowledge based services and creative industries, i.e. although the number of employees increased the overall value added was lower in 2002 than in 1998.

See Appendix C of Technical Appendices.

Southampton and the surrounding area has a number of knowledge economy clusters that are of national and international importance. The most advanced is the marine cluster. The city with its world-class marine research and technology strengths as well as a large number of companies active in this industry has the potential to strengthen its role as a major centre of marine innovation, investment and growth. Other potential clusters may be found within the optoelectronics, security, health and media and creative industries. A study of the potential of the media cluster was carried out for SCC by Moss EDP in 2000. The study demonstrated an important cluster of creative industries in the Southampton area with potential for further growth.

The Southampton area has a number of significant companies classified as knowledge based, e.g. Associated British Ports Marine Environmental Research Centre, Chilworth Technology Group, Fibercore Ltd, IBM UK Laboratories, Merck Research, Mesophotonics, Philips Semi-Conductors Research Centre, QinetiQ Marine Technology Park, Roke Manor Research, SPI and Quantum Research Group. The last two were among 100 fastest growing technology companies in Great Britain in 2004.

Key Challenge: To improve the city's economic performance through the creation and expansion of knowledge based businesses

Priorities:

- To increase the number of start-up and expanding knowledge businesses in the local economy
- To improve access to business advice services that meet the needs of the knowledge economy
- To establish business-led clusters of knowledge businesses.

HIGHER EDUCATION AND R&D

Southampton is well-placed to develop a stronger knowledge economy. Its main knowledge infrastructure comprises the Higher Education Institutions and Research and Development entities. These units not only have the advanced knowledge in both codified and tacit forms but also serve as a potential source of innovation spinout companies.

The University of Southampton has particular strengths in civil engineering, computer science, electrical and electronic engineering, European studies, law, mechanical, aeronautical and manufacturing engineering and chemistry, music and physics. It creates and transfers knowledge into the business world through:

- spinout companies, in particular from the Optoelectronics Research Centre, which has created a photonics cluster of a dozen companies in the area
- the Centre for Enterprise and Innovation that supports the commercialisation of University Intellectual Property and spinout companies
- university to business collaboration by offering an easy access to the University's expertise, services and facilities for local SME's as well as multinational corporations, the services include: consultancy, innovation through joint research and contract research, training and lifelong learning, graduate and undergraduate recruitment, technology and access to specialised equipment
- student/graduate teaching and transferring the knowledge to the workplace through the undergraduate student projects and undergraduate student work placement as well as doctorates and studentships
- Knowledge Transfer Partnership programme by attracting high quality associates, providing high quality training to associates, enabling strong links between industry and universities ensuring benefits to both sides of the partnership.

Southampton Institute also plays an important role in the city's knowledge creation and transfer. The Institute is the largest college of higher education in the UK. It has been made a university college and is eligible to be considered for the award of full university title. It also provides training, consultancy, research and other services for business, industry and professionals. Each of the faculties provides specific expertise, e.g.:

- the Media, Arts and Society Faculty has successfully cooperated with industry including consultancy and production work, student projects and placement and contract research
- the Faculty of Technology offers courses and consultancy in a range of generic subjects, e.g. multimedia design, yacht design, land and quantity surveying, etc.
- Southampton Business School is a leading national provider of Business, Management, Law and Leisure education, it also provides consultancy, research and training to businesses and organisations in the region, nationally and internationally.

Other HEIs include Southampton Oceanography Centre, Warsash Maritime Centre, Wessex Institute of Technology and Teaching Hospital. In addition there is a number of other institutions that support the education and research sector, these are: Southampton Enterprise Hub, Chilworth Science Park, Centre for Enterprise and Innovation, SETsquared, South East NHS Innovation Hub, the Drug Safety Research Unit and Marineteck South.

Key Challenge: To build on the international reputation of the city's higher education sector and the mechanisms that have been put in place to secure increased local prosperity

Priorities:

- To assist the higher education sector in raising awareness of services to business
- To work with the higher education sector to identify potential business growth from these institutions, barriers to growth and measures to overcome
- To facilitate growth of the research and teaching elements of the University and Institute

LOCAL POPULATION

The local population and its skills and qualifications are among the key drivers of economic growth in the knowledge economy; 'People power the knowledge economy'. Educated knowledge workers usually earn high salaries and put high demands on the quality of their environment. The workforce analysis for Southampton indicates that:

- the educational provision in the city is at least satisfactory, with many schools described as offering good or very good education, but standards are below the national average in all key stages
- there is a decrease in the working age population with no qualifications, from 17.5% in 1999 to 12.3% in 2003
- there is still a significant share of people with basic skills needs, 25.6% having basic literacy skills needs and 26.7% basic numeracy skills needs
- 22% of employers in the area report skills gaps affecting one in ten jobs, these are IT skills, customer handling, team work skills and technical and practical skills
- in 2001 30% of 6000 students entering the labour market stayed within the Southampton region seeking career opportunities
- in terms of wages both workplace and residence basis indicate that wages for Southampton are lower than the average for Portsmouth, Hampshire and the South East region
- the wages of women in Southampton are lowest among the comparator areas.

See Appendix D of Technical Appendices.

Although knowledge workers are important for the higher value aspects of economic growth, other population groups can also participate in the knowledge development advancement. The Integrated Employment Strategy managed by Southampton City Council is addressing the needs of groups that have the

potential to increase the economic activity in the city. The project is focused on addressing skills shortages, youth disaffection, diversity in the workforce, graduate retention, leveraging public procurement for local employment, stimulating social enterprise and employment of refugees.

Key Challenge: To increase the numbers of skilled people within the workforce

Priorities:

- to attract and retain more graduates
- to up-skill the local labour force, i.e. to move to a more experienced or better educated workforce.

PROPERTY

The knowledge economy is very diverse in both the range of activities and the type of businesses. Therefore the availability of sites and premises in appropriate locations can support and encourage the expansion of the knowledge businesses.

The research undertaken identifies several types of space that can be applicable to the knowledge businesses. The existing provision within the city region and the needs of the knowledge businesses indicate that:

- there appears to be adequate short term supply of sites and premises on the market for *Research and Development* use at Chilworth Science Park, which should be supplemented by the Marine Innovation Centre at Ocean Village over the next two of years
- the existing *space for business start-up*, of the type offered by SETsquared, individual faculties at the University and Institute, and the incubation space at Chilworth, may reach capacity with no alternatives currently identified
- the drive for commercialisation of intellectual property is likely to lead to increase business start-up and growth with implications for the demand for start-up space. The situation requires careful monitoring by higher education and the local authority with a view to identifying additional space for new-build or conversion;
- the *manufacturing space* demand may be met by concentrating on development of sites such as Adanac Park, Eastleigh International Park, Test Lane South and Woolston Riverside; these sites also have the capacity to accommodate large scale specialist inward investment demands, large research and development functions and some incubation space
- action is required to identify demand, potential accommodation, funding opportunities and if appropriate a specialist development partner capable of supplying dedicated accommodation to the *Creative Arts*.

Key Challenge: To bring forward land for development within the city and its immediate environment that meets the needs of start-up and expanding knowledge businesses

Priorities:

- To dedicate resources to bring forward land and premises for knowledge based businesses
- To include within masterplans for large employment sites provision for knowledge based businesses, particularly incubation space
- To undertake an audit of the connectivity of Southampton in respect of communications infrastructure
- To work with adjoining local authorities and the Partnership for Urban South Hampshire to bring forward employment land in accordance with local planning policies and policies emerging from the Regional Spatial Strategy and South Hampshire Plan
- To identify demand, potential accommodation, funding opportunities and specialist development partners if appropriate to make provision for creative arts
- To monitor with partners the supply of space for knowledge based businesses.

PARTNERS AND NETWORKS

The Southampton's economy is situated in the most prosperous region of the UK. A large number of factors at international, national and local level influence the condition of the local economy including the performance of a range of regional and local business support agencies. These may deal with a range of activities from business support to a more general development of the city, e.g. Southampton Partnership. The city is also involved in many local, regional and international projects, e.g. South Hampshire Knowledge Economy Audit, Cities Regain Identity and Image, etc. This involvement strengthens the ability of different agents to come together in order to influence and create projects that they would not have the ability to do on their own.

Partners that may play an important role in strengthening and creating the knowledge economy networks include:

- Business Link Wessex, support for high technology business
- Partnership for Urban South Hampshire (PUSH), 11 local authorities working collaboratively to improve the sub-region's economic performance
- South East England Development Agency (SEEDA), focuses on improving competitiveness through nurturing the knowledge economy, a key sponsor of the Southampton Enterprise Hub
- Southampton Partnership (SP) with the Area Investment Framework (AIF), aims at improving the overall quality of life including the targets to develop the knowledge economy, responsible for preparing the AIF
- Southampton Business Support Network (SBSN), a network of business advice and information organisations delivering services to business start-up and established business, including the knowledge based businesses
- Southampton and Fareham Chamber of Commerce and Industry
- Wessex Round Table of Inventors (WRTI), committed to stimulate, encourage and promote the development of members' innovative new invention ideas, concepts and products

- Wired Wessex, support for small business in the media and ICT sectors. See Appendix E of Technical Appendices.

Southampton City Council is involved in several projects run in collaboration with other agents. In terms of the knowledge economy development there are two significant networks that pursue this way of economic advancement: the Partnership for Urban South Hampshire (PUSH) the partnership of 11 local authorities and a high level public/private partnership (the San Diego Working Group). To achieve a success partnerships must:

- have a compelling motive to come together
- undertake real projects together
- communicate the result of their partnership to others.

PUSH has commissioned two research studies from DTZ Pidea and Local Futures Group that consider how South Hampshire might achieve improved economic performance in the period to 2026. The research outlines how improved economic performance will only be achieved through strengthening the knowledge component and improved skills. Most of the recommendations in terms of strengthening the contribution of the knowledge economy, increasing skills, bringing forward good quality employment land and introducing high quality transport infrastructure apply to the city.

The DTZ Pidea documents analyse several elements of the economy that play a crucial role in the knowledge part of it. The studies include: productivity change, innovation and enterprise, skills and training, drivers to growth. The research suggests that it is possible to achieve a 3-3.5% economic growth on average over the next twenty years. See Appendix F of Technical Appendices.

The Local Futures Group's *Knowledge Economy Audit for South Hampshire* examines the relative performance of the sub-region. Although it is situated in a prosperous South East region, relatively close to the Thames Valley and Surrey, South Hampshire does not contribute as much as it should to the region's economy. The significant areas of economic and social deprivation, particularly in urban coastal areas, may have a negative impact on the overall good performance of the sub-region. See Appendix G of Technical Appendices.

The San Diego Working Group is proposing the establishment of a dedicated team to implement a structured approach to providing support in the commercial exploitation of intellectual property through existing firms and the start-up companies, similar to that which has existed in San Diego, USA, for many years. In addition, the team would be improving links from the private sector into the universities. A proposal for funding is made to the AIF funds.

Key Challenge: To put in place, and strengthen existing, partnerships and networks to achieve sustainable development of the knowledge economy

Priority:

- To establish a coherent and transparent structure for strengthening at a sub-regional level the knowledge economy

MONITORING

The development process needs also a comprehensive monitoring system that can be delivered by SCC in partnership with other authorities. One of the most frequently applied and recommended ways is establishment of the smart observatory database. Such a database, developed at a wider regional level, could successfully serve as a source of information of the performance for various projects. It could also enable researchers and policy makers to draw conclusions and make recommendations on changes in the delivery of certain projects. The establishment of the database at a sub-regional level would help to provide benchmarking analysis and to indicate the best performing areas.

CONCLUSIONS

The overall performance of the economy in Southampton and the wider region is good. However, more can be done to achieve better results. There is a need for the responsible bodies to promote support of the high-growth business activities and the whole infrastructure, to include education and training of the workforce, property, facilitation of relations with higher education sector, etc.

The local authority's main role is to create opportunities for these industries to start, grow and expand. For a greater benefit it should be delivered in collaboration with other main agents, such as regional development agency, business support agencies, higher education institutions. On the other hand, the authorities may have an impact through the provision of services in the statutory responsibilities areas.

To support the development of the knowledge economy Southampton City Council should address the four main areas that influence the local economy, i.e. the business support, skills and education of the local workforce, support the links between business and higher education sector and provide and develop the appropriate business and research accommodation.

This document makes recommendations for the future actions that are grouped in the following objectives:

- attracting and retaining knowledge based companies
- attracting and retaining knowledge workers
- support the development of business clusters
- developing and improving the quality of appropriate business premises.

The existing knowledge based manufacturing and services and creative industries constitute a solid base for further development. However, the changes in the GVA over the period of 1998 and 2002 indicate a rather weak utilization of the business potential of the so-called high-growth industries. The worrying fact is that the industries not only do not create a higher GVA but their value is even decreasing. On the other hand, these sectors employed in 2002 13.25% more than in 1998, i.e. the positive industrial structure change has already taken place in the local economy.

The support of other elements, i.e. the retention of knowledge workers and upskilling of the whole workforce, supporting development of existing and potential clusters and improving the quality of available property, will accelerate the effects of the actions focused on business support services and direct links to the academic knowledge and expertise.

Appendix 1 THE KNOWLEDGE ECONOMY RECOMMENDED ACTION PLAN

1. ATTRACTING AND RETAINING KNOWLEDGE BASED START-UP, MATURE AND EXPANDING COMPANIES

BUSINESS ADVICE TARGETED AT KNOWLEDGE BASED BUSINESSES LEAD: SBSN		
Existing Provision	Identified gap	Proposed Actions
<ul style="list-style-type: none"> • Business Link Wessex (BLW) Technology Counsellors • Centre for Enterprise and Innovation (CEI) • Institute of Entrepreneurship at the University of Southampton (UoS) • Southampton Enterprise Hub (SEH) • NHS IP Hub • Private sector Intellectual Property (IP) advice • Access to funding sources via CEI, SEH, BLW and private sector • Prince's Trust • South East England Development Agency (SEEDA) • Virtual company initiative • Wired Wessex 	<ul style="list-style-type: none"> • Resources inadequate and spread too thinly to make required impact and potentially inadequate to meet demand • Lack of sector specialists • Projects suffer from time limited funding • Low levels of market penetration • Insufficient support for the large scale projects • Lack of specific support of creative industries 	<p>2005/06</p> <ul style="list-style-type: none"> • Identify other sources of SEEDA funding to support the above • Explore the potential of EU funding and bid for appropriate funds • Improve and promote access to services through integrated and cogent communications delivered by SBSN members utilising invest-in-southampton.co.uk as a portal • Secure funding for the development of Southampton Enterprise Gateway and as part implement the peer-to-peer high growth network, the inventors network (WRTI) and others • Work with Southern Area European Information Centre, BT and others to secure funding for the collaborative intelligence procurement opportunities project <p>2006/07</p> <ul style="list-style-type: none"> • Target AIF funding at increasing the number and range of advisors delivering support to start-up and expanding knowledge businesses utilising existing provider structure
UNIVERSITY AND INSTITUTE TO BUSINESS COLLABORATION LEAD: UNIVERSITY AND INSTITUTE		
Existing Provision	Identified gap	Proposed Action
<ul style="list-style-type: none"> • Centre for Enterprise and Innovation UoS • Centre for Enterprise Development and Research SI • Institute for Entrepreneurship UoS • Individual faculties and Industry Units UoS • Knowledge Transfer Scheme • Marinetech South 	<ul style="list-style-type: none"> • Higher education resources perceived as expensive and difficult to access • Low levels of market penetration • Nationally low levels of business expenditure on Research and Development 	<p>2005/06</p> <ul style="list-style-type: none"> • Explore with higher education the potential for improved and increased marketing of services to local firms including publicising the DTI Knowledge Transfer Partnerships programme <p>2006/07</p> <ul style="list-style-type: none"> • Provide support in improving University/Business relationships

2. ATTRACTING AND RETAINING KNOWLEDGE WORKERS

JOB PLACEMENT/EMPLOYMENT OPPORTUNITIES FOR GRADUATES LEAD: HIGHER EDUCATION INSTITUTIONS		
Existing Provision	Identified gap	Proposed Action
<ul style="list-style-type: none"> Existing schemes for placing students in companies 6000 students graduating each year from higher education in city, estimated 30% retention rate 	<ul style="list-style-type: none"> Capacity of SMEs to take advantage of graduate recruitment Lack of post-graduation scheme Relatively small business base/attraction of Thames Valley/London for employment 	<p>2005/06</p> <ul style="list-style-type: none"> Improve understanding of the graduate employment market working with the Institute for Entrepreneurship and build on the work carried out as part of the IES <p>2006/07</p> <ul style="list-style-type: none"> Increase opportunities for graduates in local SMEs through employment programmes and recruitment support to SMEs

3. CLUSTERS

BUILD ON STRENGTHS AND EXISTING NETWORKS LEAD: SAN DIEGO GROUP/PUSH, SCC/MARENET		
Existing Provision	Identified gap	Proposed Actions
<ul style="list-style-type: none"> Marine cluster being progressed through a number of initiatives Projects aimed at strengthening the creative cluster Study on the potential of the media cluster 	<ul style="list-style-type: none"> Economic base of Southampton on its own is small Support structure fragmented Lack of business champions No financial incentives 	<p>2005/06</p> <ul style="list-style-type: none"> Develop clusters on a South Hampshire basis utilising as mechanisms HEP, San Diego Group, and SEEDAs Enterprise Hubs Implement marine sub-sectors clustering project based upon business plan currently being prepared to be funded by AIF, Marine SE and other resources Prepare a cohesive strategic plan for strengthening the creative industries Carry out a study of other potential clusters <p>2006/07</p> <ul style="list-style-type: none"> Develop joint project with University and Institute to identify potential business growth from these institutions (to exclude marine and creative industries), barriers to growth and measures to overcome Create an event supported by other communications materials that celebrates Southampton's role in scientific and technological progress Deliver the projects to support potential clusters identified by the study from the previous year

4. DEVELOP NEW AND IMPROVE THE QUALITY OF APPROPRIATE EXISTING BUSINESS PREMISES

INCUBATION SPACE LEAD: SEEDA/UNIVERSITY OF SOUTHAMPTON/SCC		
Existing Provision	Identified gap	Proposed Action
<ul style="list-style-type: none"> • Setsquared • Institute facilities at Basepoint • Live/work accommodation being planned • Arts initiatives • Solent Business Centre • Chilworth Science Park Business Incubator 	<ul style="list-style-type: none"> • Availability and quality of business premises • Existing business locations in Southampton often unattractive to mature knowledge businesses • Lack of speculative development 	<p>2005/06</p> <ul style="list-style-type: none"> • Develop Marine Innovation Centre • Undertake research into the demand and supply of incubation and other business space within the Southampton area • Include within the masterplans for Test Lane and Ordnance Survey sites incubation space suitable for knowledge based businesses <p>2006/07</p> <ul style="list-style-type: none"> • Ensure new business sites have access to broadband, wireless and other technologies by including these elements into the specification for sites when they are being marketed • Undertake an audit of the connectivity of Southampton in respect of communications infrastructure • Promote Southampton's connectivity and use as an asset to attract new business
'MOVE-ON' ACCOMMODATION LEAD: SOUTHAMPTON CITY COUNCIL		
Existing Provision	Identified gap	Proposed Action
<ul style="list-style-type: none"> • Chilworth Science Park • Accommodation in M27/M3 corridor 	<ul style="list-style-type: none"> • Availability, suitability and affordability of land for development 	<p>2005/06</p> <ul style="list-style-type: none"> • Progress developments at Woolston Riverside, Test Lane, Ordnance Survey, Drivers Wharf • Ensure that new business sites have access to broadband, wireless and other technologies through marketing and masterplanning specifications <p>2006/07</p> <ul style="list-style-type: none"> • Work with Eastleigh Borough Council and others to bring forward employment land NE of Airport

5. DEVELOP A MONITORING SYSTEM

MONITORING SYSTEM LEAD: SOUTHAMPTON CITY COUNCIL/PUSH		
Existing Provision	Identified gap	Proposed Action
<ul style="list-style-type: none"> Fragmented information at district level from websites, research studies 	<ul style="list-style-type: none"> Lack of a coordinated observatory database at a sub-regional level Lack of a comprehensive monitoring and evaluation system that could serve various projects 	<p>2005/06</p> <ul style="list-style-type: none"> Develop a comprehensive system of monitoring and evaluation of economic performance that can provide information at a local and sub-regional level