

Enterprising Eastleigh

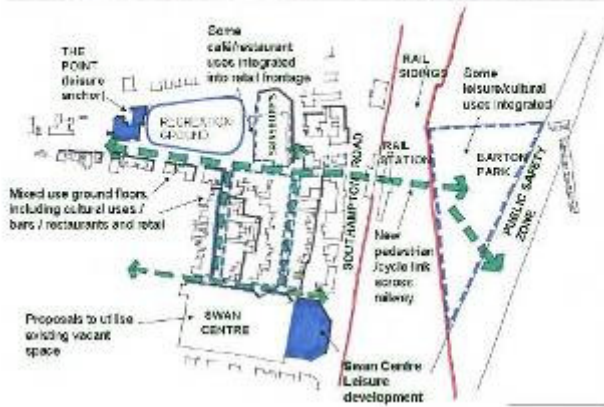
Bernie Topham
Chief Executive
Eastleigh Borough Council

Recent Developments

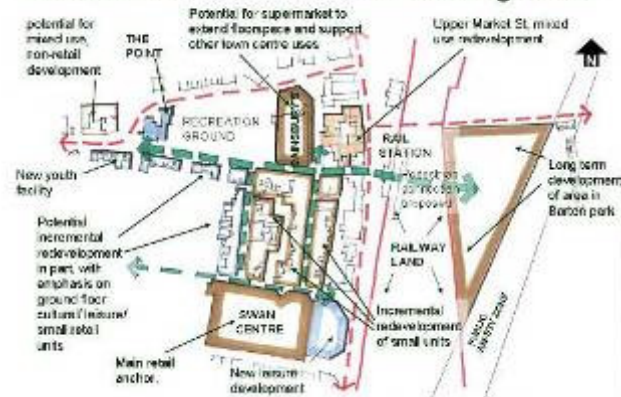


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Town Centre Vision – Leisure & Culture



Town Centre Vision – Areas for growth



Town Centre Partnership

- Attracting new customers to the town
- Making the town an attractive safe and secure environment
- Improving access and facilities
- Developing partnerships and positive communications between all users and stakeholders in the town



Realising Eastleigh's Potential – emerging values

- "Family matters" A Community – Colleagues, Family & Friends
- Community Well Being – Safe & Secure with low tolerance of antisocial behaviour
- Healthy Living – Provision of organised activities and public space
- Green – A walkable town
- Young at heart attitude – fit for life



Emerging values cont...

- Honest and Grounded - no pretentiousness
- Welcoming / Friendly
- Industrious and hard working
- A Solid Education
- Good value
- Enterprising Spirit
- Contemporary art and culture: The Victorian twist –the surprise beneath the surface



Proposed Market Position

The proposed market position for Eastleigh builds on the following:

- Thriving new market town with Victorian heritage
- A Modern / Vibrant Victorian Market Town
- Building on its heritage with a modern / contemporary twist
- Pride in being the Borough Town
- A market town for the young at heart



Travelodge



Civic Offices move to town centre



Other investments???



Award winning local business

NMS Adaptive



NDS win ICEE award for Enterprise and Innovation

CooperVision



BAA – Southampton Airport

- Direct flights to around 50 destinations
- Around 1200 people employed on the airport site, working for 30 different companies
- £7 million investment over the last year.
- 3 new routes just announced for next year (Beziers, Pau and Clermont Ferrant).
- Award winning airport for customer service (top in Europe).



Global business, local success

- Manufacturing facilities in Hamble and Chandlers Ford
- UK production – over one million contact lenses per day
- Product sold for UK sales and export across the world
- Market-beating growth in 2010 across EMEA



2011 – local jobs for local people

- Recruiting over 200 staff in early 2011 to be based in Hampshire
- Driven by predicted growth approaching 20% in 2011
- Opportunities in manufacturing and support functions
- Commitment to excellence drives our success



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Supporting success

- Eastleigh Business Centre at Wessex House
- Smarter Working Centre
- Business Directory 2011 available today



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Supporting Creative Industries



Longer term plans

- Eastleigh River Side
- Technology & Innovation Centre
- Support for high-tech and advanced manufacturing



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Challenges

- Transport & infrastructure
- Skills
- Eastleigh River Side
- Housing
- Public sector spending
- District Centres



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Solent Local Enterprise Partnership

- Business Driven Partnership
- Economic growth and private sector investment
- Development of sector based clusters to deliver export led growth
- Visitor economy
- Focus on employment and skills

Cont...

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Solent LEP cont...

- Infrastructure priorities including housing, transport, land and broadband
- Development of strategic sites
- Supporting enterprise and innovation

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- For more information

- www.eastleigh4business.co.uk

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