

ECONOMIC STRATEGY ACTION PLAN

FOR

BOURNEMOUTH DORSET & POOLE

**An Economic Action Plan between sub-regional partners
for building a more competitive and sustainable economy
in Bournemouth, Dorset and Poole**

2008 - 2026



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Foreword

Both our need and our opportunities for improvement are very real. The local economy is underperforming in terms of skills, GVA, and representation in high value sectors; it suffers from very high house prices, poor connectivity and an ageing population.

There is however real potential in the area; we already have a number of world class companies; a university which is implementing ambitious plans, an airport and ports with great potential, business start-ups are high and there is a wonderful environmental, cultural and tourism offer.

We have created a new partnership made up of the private, public and learning sectors determined to realise the area's potential. Undoubtedly, the MAA initiative from Government was an important catalyst in bringing the partnership together. We have worked hard to establish a clearer vision of how to improve productivity and a priority action plan has been agreed.

C.F. Page
Chairman
MAA Partnership Board

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Bournemouth, Dorset & Poole Economic Action Plan

1. INTRODUCTION

- 1.1 Towards the end of 2005, the Bournemouth, Dorset and Poole Economic Partnership, working with the three Local Strategic Partnerships, produced 'Raising the Game' - the first economic development strategy for the sub-region. The strategy was developed to sharpen the focus on the economic needs and priorities of the sub-region from 2005 to 2016. It offered a collaborative and long-term approach, addressing perceptions that the area lacked a coherent voice and was not serious about its economic development needs and intentions.
- 1.2 The introduction of the concept of Multi-Area Agreements (MAAs), designed to facilitate greater delegation of funding and responsibility to sub-regions encouraged to work across administrative boundaries to address shared economic objectives, will now provide the sub-region with a delivery plan to focus on the sustainable economic development, which was lacking in the original strategy.
- 1.3 The Multi-Area Agreement will complement and add value to the Local Area Agreements (LAAs) which are being developed in parallel for improving the effectiveness and efficiency of local service delivery in each of the county and unitary authorities.
- 1.4 There is, therefore, a compelling case for 'Raising the Game' to build greater business confidence, strengthen the urban and rural economy, create an economy that delivers greater value for local people in terms of the quality of jobs available to them, and which respects the natural environment in moving towards a more productive economy with a smaller carbon footprint.

This ambition cannot be achieved in a short time frame and the MAA has therefore set itself short, medium and longer-term aims and objectives to be reviewed at the end of:

- 2008-11 - 3 year measurable outcomes and targets to tie in with LAAs
- 2012-15 - medium term outcomes and milestones to reflect the RES
- 2016-26 - longer term outcomes and impacts to reflect the RSS/SRS

- 1.5 The mission which the MAA has set itself, based on sound analysis of the evidence and the recently updated community strategies, is set out in Section 2.

2. A SINGLE VISION FOR THE SUB-REGION IN 2026

Vision

2.1 **Our vision is to develop a strongly performing economy, characterised by a greater concentration of higher skilled, higher paid, jobs than now and to do this while respecting and protecting our unique environmental assets.**

2.2 Success to be measured by increased GVA (and GVA per worker) per head and increased average weekly earnings.

What Will Success Look Like?

2.3 Delivering this vision will depend on meeting some critical success factors and providing a decision-making environment that will catalyse others involved in delivering the outcome. It is difficult to envisage this in terms of what will be different in 2026, the long-term vision for the MAA, without thinking about what would characterise success. It seems pragmatic, therefore, to consider this in terms of a number of positives that would characterise a successful transition to a strongly performing economy within environmental means.

These might include:

2.4 **Manufacturing:** a high-value advanced engineering sector including aerospace and a significant marine sector with strong locational links to the ports of Poole and Weymouth and Portland and to Bournemouth. The supply chain will offer a variety of job types delivering competitive advantage to local businesses and driving forward environmental sustainability.

2.5 **Finance and Services:** the sub-region will be recognised as one of the world centres of finance and business services, providing reliable, secure back office support to global transactions and business.

2.6 **Innovation and Commercialisation:** a world-class higher education presence with new approaches in creative media, business, a speciality medical university and innovation in tourism.

2.7 **Residents and Demographics:** increased prosperity, well paid jobs, high skills, good quality affordable housing, a place that young people want to live and work, an ageing population with a good value of life properly provided for by good quality services where workers are properly rewarded, to produce a model economy which performs above the England average.

- 2.8 **Housing and Accommodation:** more intensified accommodation in urban areas, additional units brought on stream in line with new growth points and RSS expectations, efficient use of the homes and housing stock matched to families' and people's needs, increasingly capable of addressing housing affordability issues and delivering well designed homes with reduced environmental impact.
- 2.9 **Tourism, Cultural and Environmental Offer:** An innovative creative sub region with access to good quality jobs, high disposable incomes, a strong university presence and access to good quality schools, a quality built environment and an attractive natural environment which offers sustainable opportunities for business; access to a wide range of cultural, leisure and heritage pursuits, promoting high calibre sustainable tourism.
- 2.10 **2012 Games Legacy:** A strong 2012 Games legacy that creates new opportunities both in the preparation period leading up to the Games and subsequently. The legacy will include opportunities to regenerate Weymouth and Portland as a centre of international marine and leisure excellence, and other economic growth benefits to the wider sub-region.
- 2.11 **New technologies:** a centre for newly emerging environmental technologies and the creative industries with low barriers of entry for Research & Development and the commercial exploitation of new ideas. Centre of excellence/knowledge exchange links with higher education institutes outside the region, an enterprising, innovative economy based on foresight and creating new ideas, harnessing the R&D activities of public and private sector organisations.
- 2.12 **Transport and Connectivity:** a sustainable, reliable and efficient transport and public transport system which gets people to jobs, raw materials to production and finished goods to market. Support for high-speed next generation broadband connectivity, making the case for private sector investment in a fibre optic network by stimulating demand and improving access to broadband for rural businesses and communities.
- 2.13 **Airport and Sea Ports:** an airport that supports the economic dynamism of the area and capable of supporting a sustainable green technology business park. Sea ports at Poole, Weymouth and Portland that are competitive in key markets, including containerised shipping, short sea shipping and the cruise market.
- 2.14 **Inter-regional Cooperation:** a sub region that explores and develops economic links to its economic neighbour - Urban South Hampshire – to help both areas to meet GVA growth targets and reduce out-commuting to other parts of the Greater South East.
- 2.15 **International Co-operation:** a sub-region that is exploring greater international links, with a specific focus on China, driven by the shared experience of hosting the Olympic and Paralympic Games and by the signing of a regional co-operation agreement between the South West region and the City Province of Shenzhen. Additionally, through the European Transnational Co-operation Programme, a sub region that is developing inter-regional cooperation projects

with partners in northern France, Belgium and the Netherlands to promote shared approaches to enterprise and business support.

Timetable

2.16 Short term achievable and measurable outcomes 2008-2011, consistent with LAA delivery, to be delivered at the end of three years.

Medium term milestones, towards achieving longer terms aims and objectives, to be achieved by the current RES period ending 2015.

Longer term impacts and outcomes, supported by key deliverable key milestones, to be achieved by the current RSS period ending 2026.

3. A SUMMARY OF THE SUB-REGION'S POTENTIAL

3.1 A summary of the sub-region finds it is:

- not as productive as it might or should be;
- characterised by a relatively low wage economy;
- experiencing significant skills gaps and shortages that may be made worse by a rapidly ageing population and the migration of young people;
- one of the least affordable sub-regions in England in terms of the ratio of house prices to incomes;
- coming under increasing pressure from the business community to enhance the sub-region's infrastructure, facilities and services so that it remains an attractive location for investment;
- being challenged to tackle the causes of multiple deprivations in deprived neighbourhoods in both urban and rural areas.

3.2 Consequently, there is a compelling case for 'Raising the Game' in a way that builds greater business confidence, strengthens the economy, and creates an inclusive economy that delivers greater value for local people in terms of better quality jobs paying higher average wages leading to a more equitable distribution of income and a better quality of life for all.

3.3 There are many **opportunities**: the sub-regional economy has the potential to perform much better than it does today:

- It contains the second largest urban area in the South West, which has a coastal setting and a generally good quality urban environment. This urban area benefits from having communities that have developed differently – it is not homogenous. In addition, it is close to the World Heritage coastline and an outstanding rural landscape;
- The sub-region is relatively close to London and the South East and has reasonable road and rail links to the easternmost part of the sub-region;
- The area benefits from a growing regional airport and three sea ports;
- There is an expanding higher and further education sector;

3.4 The area is home to very successful businesses, many of them global names, including Barclays, JP Morgan, Cobham, Sunseeker and growing

concentrations of businesses in marine, high technology manufacturing, financial and business services, food and drink, high-value tourism and leisure services and the creative and cultural sector;

- The sub-region is acting as host to the sailing events of the 2012 Games;
- Growth and development aspirations in the sub-region are reflected by the fact that Poole is a New Growth Point, the draft Regional Spatial Strategy identifies Bournemouth, Poole, Dorchester and Weymouth as Strategically Significant Cities and Towns (SSCTs) and the Bournemouth/Poole conurbation is recognised by SWRDA as a priority place.

3.5 **Overall**, the sub region has many of the key ingredients needed to build a successful knowledge-based economy able to retain business and compete effectively in Europe and the rest of the world. There are a number of examples to illustrate this below:

- Retaining young people with strong educational achievement of five or more GCSE grade A* - C qualifications including English and Maths.
- Emerging high value sectors that have the potential to add to the diversity of the economy include creative industries 'spinning out' of the sub-region's Higher and Further Education facilities.
- A major opportunity to build on public sector research and development specialisms at Winfrith Technology Centre, and Weymouth.
- Regionally significant concentrations of high technology manufacturing in Poole and East Dorset that are regionally significant including aerospace and marine.
- Proposals to bring forward further development land at Bournemouth Airport required to grow the cluster of aerospace-related businesses in the sub-region and catalyse skills.
- Opportunities for further growth of the marine sector in Poole, Weymouth and Portland based on the success of Sunseeker International Ltd.
- The provision of employment land and the Weymouth and Portland National Sailing Academy at Osprey Quay, Portland, the Full Sail Ahead regeneration scheme in Poole, and employment sites and deep-water harbour facilities at Portland Port.
- Tourism which remains a vital sector across the sub-region. The Hotel School in Bournemouth has the potential to raise standards across the sub-region and help attract further investment into the sector.
- The 2012 Games which will bring considerable benefits in terms of growth opportunities for a wide range of businesses including the marine and tourism sectors; sailing events that will take place in Weymouth Bay and

Portland Harbour with additional benefits to Poole and Bournemouth.

- The potential for the development of higher value tourism building on conference facilities centred on Bournemouth; the designation of the Dorset and East Devon Coast World Heritage site which provides further potential for tourism growth.
- The expanding budget airline services into Bournemouth Airport¹ and fast ferry services into Poole and Weymouth from France and The Channel Islands which are important sub regional assets.
- A strong financial and business services sector which in a recent report by Cambridge Econometrics is capable of adding more value to sub regional growth if properly supported.
- A strong public sector which is an important generator of economic activity across the sub-region, with concentrations of activity occurring both in the South East Dorset conurbation and in the Dorchester and Weymouth work catchment area.




3.6 In considering its response to these challenges and opportunities to achieve a step-change in the sub regional economy the MAA partnership has committed itself to five strategic themes :

- **Business Growth**
- **Skills**
- **Transport and Connectivity**
- **Housing**
- **Environment**

as set out in Section 4 over.

¹ Bournemouth Airport is one of the fastest growing regional airports in the UK; new services to Paris, Amsterdam and other European destinations provide the opportunity for onward long haul connections to most parts of the world. This opens up opportunities for businesses operating in the global market and new tourism markets. Improved access to the A338 and better passenger facilities are key to unlocking this potential as well as bringing forward development at Aviation Park, which is identified as a regionally significant employment site in the Bournemouth Dorset and Poole Workspace Strategy.

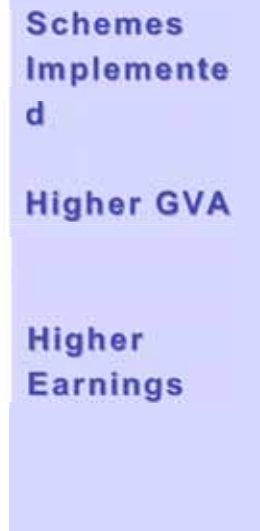
4. STRATEGIC PRIORITIES FOR ACTION

<p>Business Growth</p> 	<p>Objective</p> <p>To achieve a long-term sustainable growth in productivity, increase levels of enterprise and innovation and reduce sub-regional disparities in business formation and growth and ensure a supply of marketable employment land and high quality business space.</p>
<p>Skills</p> 	<p>Objective</p> <p>To provide a flexible and adaptable workforce able to meet employers' skills needs now and in the foreseeable future in supporting the transition to a high value knowledge driven economy.</p>
<p>Transport and Connectivity</p> 	<p>Objective</p> <p>To create an efficient and reliable transport and communications system that improves inter-and intra regional and sub-regional connectivity in getting people to jobs, raw materials to production, and finished goods and services to market.</p>
<p>Housing</p> 	<p>Objective</p> <p>To ensure that the provision of new homes supports the sub-regions economic aspirations and respects the need to conserve a high quality local environment.</p>
<p>Environment</p> 	<p>Objective</p> <p>High-level GVA growth within sustainable environmental means.</p>

This is demonstrated in the table overleaf which shows how the themes build through the timetable of the MAA to deliver the vision at the end of 2026.

4.1 SUMMARY OF KEY GOALS

		2008	→	2011	→	2015
Business Growth	Raising the Game	Adult Skills & Worklessness	New sites identified Town centre re-development in Poole and Bournemouth	HE to business links Sector initiatives	Attractive business environment	International links
Skills		Skills Strategy	School to employer links	Improved graduate retention	BSF Knowledge economy	
Transport & Connectivity	Joint LTP	Traffic Management	Multi-modal transport study Poole Bridge	Transport scheme proposals RFA application	Funding	Congestion reduced



Housing		Deliver LAA Targets	Core strategies aligned and agreed Sites identified	Housing for workers Affordable housing	Affordable housing recycled	
Environment	Heathlands Partnership	Environmental means information	Scenarios Action on waste, recycling, resource & energy efficiency	CO ² reduction	Green business park	Low carbon economy & climate resilient sub-region

Environmental Quality Protected and Enhanced

5. DELIVERY PLAN

5.1 BUSINESS GROWTH

Objective: To achieve a long-term sustainable growth in productivity, increase levels of enterprise and innovation and business formation and growth, supported by a supply of marketable employment land and high quality business space.

Indicators & Targets:

Local indicator - increase Gross Value Added (GVA) per head for the sub-region (to be replaced by GVA per employee when baseline and local data are available).

GVA per head

GVA per head for the sub-region has grown faster than the UK and regional average over the past few years and assuming continuation of current trends would outperform national annual GVA growth by 0.34% per annum over the period 2008-2026. The aim of the MAA is to ensure that sub-regional GVA growth continues to increase relative to national levels so that by 2026 GVA growth per annum is 0.5% above the national average. Average increase in annual average % change of GVA will be 0.44%, that is 0.1% per annum higher than would occur project current trends forward.

Modelled annual av. % change, GVA per head

	2008-11	2012-15	2016-26	Av change per year Relative to national average
BDP	5.4%	5.4%	5.3%	0.34%
UK	5.0%	5.0%	5.0%	N/A

Target GVA per head % growth for BDP relative to England performance

	2011	2015	2026	Av change per year Relative to national average
BDP	0.3737%	0.4074%	0.5%	0.4421%

NI166 - increase weekly pay rates so that the current relative decline in average weekly earnings when compared to the national average is reversed (by 2015) and then the gap closes by 1.5% by 2026.

NI 171 – to ensure that the sub-region’s new business registration rate matches the regional average by 2015 and is in the top quartile of regional performance by 2026.

NI 172 – to ensure the percentage of the sub-region’s small business showing growth matches the regional average by 2015 and is in the top quartile of regional performance by 2026

Local indicator(s) - allocation of marketable employment land and development rate of business premises to support high value economic activity. Target to be set once employment land study is complete (July 08) but would reflect faster growth to accommodate GVA per head, average weekly earnings and knowledge intensive sector growth.

Enabling Measures to be considered at future refresh:

- a) MAA to be a material consideration in planning matters
- b) Public sector surplus property and land

Although there is a requirement for all public sector bodies to register surplus property and land with the National register, we would like to negotiate a freedom and flexibility whereby public bodies with surplus land and property would first discuss the availability of these assets with the partnership, through the RDA. The purpose of this is two-fold:

- i) to allow local partners, through the RDA, to enter into an early dialogue with the asset owner to provide advice on suitable uses for the asset, based on strategic ambitions and local planning policy, helping to maximise positive wider impacts of public asset disposal;
- ii) to allow partners an opportunity to work with the asset owner to determine whether long-term best value can be generated through seeking redevelopment, under public sector ownership, rather than an early sale. This would require the RDA and asset owner to undertake options and impact appraisal that can be difficult to complete simply through the current registration process.

In addition, where there is the possibility that the RDA and local partners would be willing to purchase a surplus asset to realise growth ambitions in the sub-region, we would want the sale to be conducted on the basis of existing use value as determined by a jointly commissioned RICS Red Book valuation, rather than through a bidding process. Recognising that there might be future upside value, partners would enter into appropriate value uplift sharing arrangements with the asset owner.

Public bodies with a duty to co-operate in the disposal of publicly owned assets would include local authorities, regional agencies, LSC, schools, FE and HE institutions, NHS, Government Departments and their agencies including the MoD and Defence Estates, EP/HC and HCA, Natural England, Environment Agency etc.

This will be, initially a time limited pilot running for 3 years, which will be fully evaluated to determine the additional economic benefits from such an approach over uncoordinated private contract sale of assets.

c) Restrictions on land and property banking

It is proposed that planning authorities in the sub-region are provided with enhanced powers to reduce the ability of landlords and freeholders to leave sites and premises vacant for long periods in strategic locations. The intention is to provide a stimulus to ensure that property and sites remain in or are brought back into productive use.

Specifically, we would like local planning authorities to have the power to

- a) ensure that freeholders/landlords are requiring market rents for vacant property and thus vacancies are due to demand failure
- b) this power to be restricted to areas defined with local plans as town and district centres and strategic employment sites

Resource :

Resources to be found from within existing allocations £10,000,000 (2008-2011)

AIM	ACTIVITIES & MILESTONES	PARTNERS & ACTIONS
<p>Aim 1: To improve the productivity of the sub-regional economy through stimulating high value enterprise and innovation, focusing on key sectors and stimulating employment land development</p> <p>Growth in GVA per head (local indicator – to be replaced by GVA per employee in due course) To grow weekly median pay (NI 166), closing the gap between the sub-regional average and the national average.</p> <p>NI 171 - to increase the rate of enterprise formation in the sub-region (to be finalised when indicator is finalised)</p> <p>NI 172 To increase enterprise longevity (to be finalised when indicator is finalised)</p>	<p>Activity 1: Increasing the innovation base in the sub-regional economy:</p> <p>Milestone 1: commission and complete sub-regional innovation and technology transfer strategy, with demand and feasibility studies (Jan 2009)</p> <p>Milestone 2: agree template for Wessex Innovation Network, to include new incubation/innovation space, support services (aligned to BSSP) and links to national/regional resources and sub-regional management structure (Mar 2009)</p> <p>Milestone 3: deliver 30,000 sq ft of new innovation/incubation space (March 2011)</p> <p>Milestone 4: commission and deliver enterprise, innovation and technology transfer support across Bournemouth, Poole and Dorset, with intensification in Weymouth, Portland and West Dorset, in line with the Regional Competitiveness Operational Programme (December 2013)</p> <p>Milestone 5: increase innovation and knowledge transfer activities from 2008/9 baseline to agreed target (March 2026)</p>	<p>SWRDA, Bournemouth Borough Council, Borough of Poole Council, Dorset County Council, Business Link, Bournemouth University, Arts Institute at Bournemouth, Regional Competitiveness Programme, Set Squared, CEFAS</p>
	<p>Activity 2: support the development and growth of high value added and knowledge intensive sectors</p> <p>Milestone 1: define key sectors, map existing networks and groups and define sector lead partnerships (Sept 2008)</p> <p>Milestone 2: establish 3-4 sector development partnerships, supported by sector development manager, likely to include advanced engineering and manufacturing (incl. aviation and marine), financial and business services, environmental technologies and creative and cultural economy, each with detailed 18 month activity plan (Dec 2008)</p> <p>Milestone 3: networks complete or become self-sustaining by January 2010.</p>	<p>MAA Board, local authorities, SWRDA, Dorset Business, Business Link, Bournemouth University, Arts Institute in Bournemouth, LSC, regional sector groups</p>
	<p>Activity 3: increase demand for high speed broadband from businesses and communities to secure private sector investment in high-speed fibre network and improved ICT provision in rural areas. See also Transport & Connectivity.</p> <p>Milestone 1: agree and implement demand creation campaign and secure business sector and community engagement (March 2009)</p> <p>Milestone 3: complete delivery of demand stimulation and review impact (March 2011)</p>	<p>SWRDA, GOSW, local authorities, Dorset Business, private sector</p>

<p>Aim 2: Develop and embed an enterprise culture with an integrated, high quality business support offer</p> <p>Increase sub-regional business formation rates and ensure growth of small businesses</p> <p>NI 171 and 172</p>	<p>Activity 1: a co-ordinated business support environment aligned to the Business Support Simplification Programme (BSSP)</p> <p>Milestone 1: ensure mapping of local and regional support to BSSP offer and product portfolio and development of sub-regional BSSP transition plan (by June 2008)</p> <p>Milestone 2: collation of sub-regional business support activities, inputs/outputs and impacts and identification of gaps (to help inform regional commissioning work) (by Sept 2008)</p> <p>Milestone 3: definition of specific, BSSP compliant additional sub-regional support needs to be contracted (by March 2009)</p> <p>Milestone 4: performance management review and establishment of revised targets (by March 2010)</p> <p>Milestone 5: short-term indicator targets met by March 2011</p> <p>Milestone 6: medium-term indicator targets met by March 2015</p> <p>Milestone 7: long-term indicator targets met by March 2026</p>	<p>SWRDA, Business Link, MAS SW, local authorities, Dorset Business, sector groups, Bournemouth University, AIB,</p>
	<p>Activity 2: Build entrepreneurship in key target groups through high intensity mentoring and partnering programme</p> <p>Milestone 1: develop a co-ordinated entrepreneurship stimulation package between schools, FE and HE by March 2009</p> <p>Milestone 2: roll-out of entrepreneurship programme targeting young people, older people and BME audiences engaging 30 clients per annum</p> <p>Milestone 3: review progress of entrepreneurship programme by March 2011 and review target groups if required</p>	<p>BBC, BPC, Bournemouth University, Arts Institute, LSC, Connexions, Job Centre+, private sector</p>
<p>Aim 3: Allocation of additional marketable employment land, identifying strategic sites across the sub-region that will deliver high quality</p>	<p>Activity 1: A delivery framework for high quality employment land to meet the sub-region's needs to 2026</p> <p>Milestone 1: complete sub-regional employment land study, identifying deliverable strategic sites (Sept 2008)</p>	<p>SWRA, SWRDA, GOSW, local authorities, private sector</p>

<p>business space</p>	<p>Milestone 2: create and agree a delivery plan for sites and business space across the sub-region to cater for demand until 2012 and 2026 (Oct 2008)</p> <p>Milestone 3: alignment of sub-regional LDFs to meet overall sub-regional need (March 2010)</p> <p>Activity 2: Appraise the potential for a ‘green’ business park and identify a preferred location/s.</p> <p>Milestone 1: identify key characteristics of green business park and demand/need within sub-region (Dec 2008)</p> <p>Milestone 2: identify potential locations and complete full options appraisal to identify preferred location (Sept 2009)</p> <p>Milestone 3: complete green master plan and implementation plan for preferred option and secure developer (June 2010)</p> <p>Milestone 4: phase 1 of site development completed (March 2013)</p> <p>Milestone 5: development completed (March 2020)</p>	
<p>Aim 4: Development of vibrant town centres to support a diverse, high value, productive economy</p>	<p>Activity 1: Town centre redevelopment to create high quality urban environments, with new business, commercial and office space, housing and live/work space</p> <p>Milestone 1: set up regional/national Asset Based Vehicle workshop – experience, best practice, URC experience (Sept 2008)</p> <p>Milestone 2: Poole central area scenario planning complete (July 2008)</p> <p>Milestone 3: establish costed implementation plan for central Weymouth public realm programme and secure high profile design champion (Sept 2008)</p> <p>Milestone 4: Develop business plan and implementation plan for Bournemouth Asset Based Development and regeneration Vehicle (Dec 2008) and Establish Bournemouth ABV (March 2009)</p> <p>Milestone 5: first phase of Weymouth public realm works completed (March 2009), with second phase by March 2010 and completion by March 2012)</p> <p>Milestone 6: first phases of central Poole and Bournemouth redevelopments commissioned (Sept 2009), with completion by March 2017.</p>	<p>SWRDA, local authorities, Regional centre of excellence, URCs, private sector</p>
<p>Aim 5: Stimulating local business to ‘go global’ and learning from high growth regions</p> <p>Local indicator: number of</p>	<p>Activity 1: develop a shared, sub-regional approach to international connections</p> <p>Milestone 1: create a ‘shared resource’ International Connections Manager</p> <p>Milestone 2: develop a coherent international connections strategy for the sub-region, creating</p>	<p>BBC, BPC, DCC, districts, Bournemouth University, Arts Institute, Dorset Business, Business Link, SWRDA</p>

enterprises supported to trade, market or create partnerships internationally	links aground growth, innovation, key sectors and international trade	
	<p>Activity 2: use the opportunity of the Cross Border Programme to support local economic strategy and create business benefits</p> <p>Milestone 1: identify/create project ideas with UK and European partners (Sept 2008)</p> <p>Milestone 2: sub-regional partners engaged in at least 2 cross border projects focused on innovation, sector development and cross border business (June 2009)</p> <p>Milestone 3: 5% of enterprises in the sub-region have benefited from activity delivered through the Cross Border programme</p>	BBC, BPC, DCC, districts, Bournemouth University, Arts Institute, Dorset Business, Business Link, SWRDA, private sector
	<p>Activity 3: develop and agree an international MAA with the city region of Shenzhen, Guangdong Province</p> <p>Milestone 1: inventory of local relationships and links to China, Guangdong and Shenzhen (June 2008)</p> <p>Milestone 2: formalising of joint priorities and co-operation agreement with Chinese partners, building on existing co-operation agreement between South West region and Shenzhen (March 2009)</p> <p>Milestone 3: agreement of implementation plan between BDP MAA partners and Shenzhen, focusing initially on skills and business links and opportunities (Sept 2009)</p>	SWRDA, local authorities, Bournemouth University, Arts Institute at Bournemouth, Dorset Business, private sector

5.2 SKILLS

Objective: To provide a flexible and adaptable workforce able to meet employers' skills needs now and in the foreseeable future in supporting the transition to a high value knowledge driven economy.

Indicators & Targets:

Aim 1 - NI165 NVQ Level 4 Skills

Aim 2 – Local Indicator

Aim 3 - NI163 NVQ Level 2 Skills, NI164 NVQ Level 3 Skills

Aim 4 – NI117 NEETs + local indicator to measure attitude of 13-19 year olds to sub-regional employment opportunities – baseline to be set at refresh [Note: the above to be underpinned by NI174 skills gaps in the current workforce reported by employers – baseline to be set at refresh]

Enabling Measure:

Funding for Level 4+ Training - BD&P propose an approach that is business-focused and demand led (and therefore consistent with the Leitch Implementation Plan) and which would involve collaboration between the HEIs and FE colleges, working together through the SW Lifelong Learning Network. The proposal is to bring together HEFCE's work with institutions to improve the supply of higher level training, with the evidenced demand from employer in the sub-region, and ensuring that barriers to delivery are overcome.

BD&P (through partner HEIs) to work in collaboration with HEFCE to develop their plans to provide a greater incentive to small businesses (employing up to 49 people) to co-fund their workers for higher level (Level 4+) training.

In return, BD&P offers improved performance in Level 4+ attainment (measured by NI165 - improve performance in BDP by 5.5% from Q4 2006 baseline of 29.6% to 35.1% in Q4 2011) and the establishment of an employer-led Skills & Employment Board as envisaged in the Leitch Report to drive forward improved performance.

The following enabling measure has not been agreed, however we are continuing to discuss with representatives from the relevant Government Departments and it will be considered for future submission:

Funding for training for 16-18 year olds - Freedom to offer a subsidy to at least the level of the minimum wage or actual hourly wage depending on employer choice to employers that sign up to the Skills Pledge and enable 16-18 year olds to participate in formal accredited training. A fund of at least £100,000 p.a. to be identified from established sources and ringfenced for employers in Bournemouth Dorset & Poole for this 3 year pilot programme to be linked to higher performance in terms of the reduction of NEETs (NI117 - improve performance in BDP by 1.90% from Q4 2006 baseline of 6.2% to 4.3% in Q4 2011)

Resource:

Resources to be found from within existing allocations: £535,000 + in-kind contributions for all programmes (2008-2011)

AIM	ACTIVITIES & MILESTONES	PARTNERS & ACTIONS
<p>Aim 1: To secure a higher proportion of the population aged 19-64 qualified to at least Level 4 or higher (Indicator: NI165)</p> <p>Link to Aims 2 & 3 and Business Growth priority</p>	<p>Activity 1: A pilot programme to incentivise the engagement of small and micro-businesses in co-funding training in higher (Level 4+) training (proposed enabling measure to reduce the level of funding contributions required by employers)</p> <p>Activity 2: The development of a new co-ordinated, employer-led higher skills programme as part of a comprehensive skills strategy for Bournemouth Dorset & Poole to be taken forward by a new Skills & Employment Board reporting to the main board of the MAA</p> <p>Milestone 1: Establishment of project management resource (July 2008)</p> <p>Milestone 2: Mapping of current provision at all levels in high value added and knowledge intensive sectors (to be informed by the Regional Economic Strategy, Regional Skills Partnership and current economic assessment). It is likely that the sectors will include advanced engineering & manufacturing, financial & business services, environmental technologies & creative industries.</p> <p>Feasibility study into development of a skeleton CPD framework at higher skill levels with a number of accredited modules that employers/learners can dip in and out of. The learning would be offered at a number of locations so as to meet employer need (October 2008)</p> <p>Milestone 3: Identification of gaps, & development of activity plan in consultation with employers including members of new sector lead groups – see Business Growth Aim 1, Activity 2 (October 2008 – March 2009)</p> <p>Project Management Funding: £66,000 (cash + in-kind contributions)</p>	<p>Lead partners:</p> <p>HEIs, South West Lifelong Learning Network, HEFCE</p> <p>Lead partners:</p> <p>Borough of Poole, LSC, South West Lifelong Learning Network (SWLLN), Bournemouth University,</p> <p>Other partners:</p> <p>Sector lead groups, Sector Skills Councils, LIFT, local employers, Dorset Business, AIB, FE colleges, private training providers, LSC, South West RDA, Business Link, other local authorities</p>
<p>Aim 2: To improve graduate</p>	<p>Activity 1:</p>	<p>Lead:</p>

<p>retention and employment within the local economy</p> <p>Indicator: (NI165)</p> <p>Link to Aims 1& 4, & Business Growth priority of MAA</p>	<p>Introduction of pilot ‘STRIDE’ graduate and post-graduate placement programme offering a 4-8 week ‘trial’ placement opportunity (to run to October 2009)</p> <p>Funding: £85,630 (cash)</p> <p>Activity 2:</p> <p>Mentoring of students, student enterprise projects (live projects with companies) and other enterprise projects involving students at Arts Institute at Bournemouth (AIB)</p> <p>Funding: £70,000 (cash - Knowledge Exploitation SW Project) & £40,000 (in-kind – HEIF)</p>	<p>Bournemouth University, AIB Knowledge Exploitation SW Project/HEIF, HERDA-SW Graduates for Business Fund</p> <p>Other partners:</p> <p>Local authorities, Sector Lead Groups, local employers, Dorset Business, South West RDA, Business Link, Dorset Business, local employers</p>
<p>Aim 3: To secure a higher proportion of the population aged 19-64 qualified to at least Level 2 or higher and Level 3 or higher</p> <p>(Indicators: NI163 & NI164)</p> <p>Links to Aims 1 & 4</p>	<p>Activity 1:</p> <p>Increasing the number of people in employment and training through greater take up of the Skills Pledge and participation in Local Employment Partnerships (LEPs) with a particular focus on care, retail and public sectors</p> <p>Milestone 1:</p> <p>Secure brokerage arrangements for care, retail and public sectors (July 2008)</p> <p>Milestone 2:</p> <p>Identification of training needs of employers, promotion of Skills Pledge & LEPs & brokerage of training in target sectors (to March 2009)</p> <p>Milestone 3:</p> <p>Development of sub-regional retail skills programme (to be delivered by sub-regional Retail Skillshop & funded by National Retail Skills Academy from April 2009)</p> <p>Funding: £20,100 (cash) + in-kind contributions</p>	<p>Lead:</p> <p>LSC, Jobcentre Plus, Dorset Retail Skillshop, Partners In Care</p> <p>Other partners:</p> <p>Dorset & New Forest Tourism Partnership, Paragon (COVE funding), local employers, Dorset Business, Business Link, local authorities, Dorchester BID, other training providers</p>

<p>Aim 4:</p> <p>To raise the career aspirations of young people, improve preparedness for work and increase the participation of 16-18 year olds in learning with a view to reducing the level of NEETs in BDP</p> <p>(Indicators: NI117 & local indicator to measure attitude of 13-19 year olds to sub-regional employment opportunities)</p> <p>Links to Aims 1, 2 & 3</p>	<p>A package of measures designed to increase participation of 16-18 year olds in learning, improve preparedness for work, raise the awareness of employment opportunities in Bournemouth Dorset & Poole and the career aspirations of young people. The work will also contribute to preparations for the transfer of responsibilities for 14-19 provision from LSC to local authorities given that MAA areas could be the first to do so.</p> <p>Measures to include:</p> <p>Activity 1: Engagement of employers in a pilot programme to incentivise training of 16-18 year olds (made possible by an enabling measure that provides a wage subsidy to employers) Funding: £100,000 p.a. over 3 years</p> <p>Activity 2: Pilot mentoring programme:</p> <p>Involving secondary schools & local employers (September 2008 – July 2009)</p> <p>Funding: £15,000 (cash) + in-kind contributions</p> <p>Activity 3: Skills Festival:</p> <p>Pilot new style 3 day interactive event open to young people and teachers during the daytime and young people, parents and teachers in the evening (October 2008)</p> <p>Funding: £106,000 (cash) + in-kind contributions</p> <p>Activity 4: DVD presentation:</p> <p>Showcasing employment opportunities in Bournemouth Dorset & Poole to be produced by young people and marketed on 'You Tube' (September 2008)Funding: £10,000 (cash) + in-kind contributions</p> <p>Activity 5: Education/Business Links:</p> <p>Research into NEETs & best practice leading to development of new programmes targeted at improving preparedness of young people for work.</p> <p>Conference in Autumn 2008 bringing together representatives of the MAA Board, head teachers and other stakeholders to explore ways in which schools and employers can work more closely together to achieve this aim</p> <p>Funding: £25,500 (cash)</p>	<p>Lead: Connexions Other partners: Local authorities, training providers, local employers, Dorset Business, schools, LSC, South West RDA, The Army, Aim Higher, Young Enterprise</p>
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	<p>Activity 6:</p> <p>Retail sector programme to assist with the development of Retail Diploma, apprenticeships and provide greater opportunities for employment with training in the retail sector for 16-18 year olds (July 2008-March 2009)</p> <p>Funding: See Aim 3, Activity 1</p>	<p>Lead:</p> <p>Dorset Retail Skillshop</p> <p>Other partners:</p> <p>LSC, Connexions, local authorities, Dorset & New Forest Tourism Partnership, Paragon (COVE funding), Dorchester BID, local employers, Dorset Business, LSC, training providers, Business Link</p>
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5.3 TRANSPORT & CONNECTIVITY

Objective: To create an efficient and reliable transport and communications system that improves inter-and intra regional and sub-regional connectivity in getting people to jobs, raw materials to production, and finished goods and services to market.

Indicators & Targets:

Local indicator – improve inter-regional and sub-regional connectivity

NI 167 - reduce average journey time per mile

NI 176 – improve access to employment by public transport and other specified modes.

Local transport specific output targets

- (i) In SE Dorset, identify new key employment sites and their transport prerequisites by Summer 2010.
- (ii) By end 2011, ensure that there are no more than 2 Air Quality Management Areas
- (iii) Submit major scheme business case for SE Dorset Bus Showcase Corridors by end 2010.
- (iv) Olympic transport package ready by end 2011
- (v) Two Traffic Managers in place by mid 2010 ITS control room open by Summer 2012
- (vi) Agree new working arrangements with Highways Agency by end 2008. Delivery strategy for A31/35 Trunk road improvements
- (vii) Complete PBRI Core Scheme by Summer 2011

Enabling Measure:

Rules Governing Inter Agency co-operation & Funding - Development of the Department for Transport and the Highways Agency (HA) relationship with the sub regional partnership in Dorset to facilitate a balanced approach to the delivery of the sub-regional strategy, and management of the South East Dorset transport and highway network as a whole to achieve economic growth and manage journey time reliability. This to be achieved by:-

- developing a formal Memorandum of Understanding as a framework within which the parties will operate and develop their approaches;
- working together on the establishment of a robust and comprehensive sub-regional evidence Base, including the completion of the multi modal study.

Recent experience with the SE Dorset Multi Modal Transport Study shows that, following the Comprehensive Spending Review, some government agencies cannot commit to programmes of funding over more than one year, whereas the three local authorities can, and have jointly committed £1,200,000 to the study. Also, the financial rules governing the Highways Agency conflict with the project guarantees required to obtain an RDA grant (£250,000 sought.) Only £150,000 of the £850,000

allocated in principle by Government agencies has been confirmed. GOSW are supportive, but we need clear guarantees to deliver the project.

The following enabling measures have not been agreed, however we are continuing to discuss with representatives from the relevant Government Departments and they will be considered for future submission:

1. Assessment Process for Regeneration Schemes

The Councils consider that major transport schemes which help to deliver growth or have substantial developer funding require shorter more strategic assessment procedures with joint assessment by DCLG / DfT. Poole Bridge Regeneration initiative and the SE Dorset Bus showcase corridors should both benefit from this new process.

Freedoms & Flexibilities sought: New strategic assessments to be applied to the Poole Bridge Regeneration Initiative and SE Dorset Bus Showcase Corridors. Both these Major Schemes will promote growth in sustainable locations, and have major development funding, and can be delivered in phases over an 8 to 10 year period – DfT standard assessments undervalue their benefits

2. Highways Agency Development Control

The current actions of the HA on development control matters are making Aim 2 (Providing new key employment sites with good access) very difficult to achieve.

Freedoms & Flexibilities sought: It is proposed that the HA should not apply their usual development control approach, but instead will work jointly with the three local Highway Authorities to an agreed joint procedure for dealing large developments, and to agree a delivery strategy (including Community Infrastructure Levy for transport) for major trunk road improvements. Ideally, this should apply throughout the MAA area, but the most crucial length is the A31 in SE Dorset, where key employment sites are being delayed by HA. It is not intended that the HA should suspend any of their powers and duties, but that they should give greater weight to the economic needs of the area. Without this joint approach, key employment sites for over 2000 jobs would be delayed, and there is a risk that some would be lost altogether.

The following item may be considered for further discussion:

1. Scheme Assessment – weighting of key deliverables.

The Councils consider that the current economic benefits assessments give too much weight to benefit/cost ratios, and insufficient weight to delivering economic, environmental and growth targets agreed with Government. Whilst the NATA refresh process may bring some changes, an urgent re-appraisal of the Poole Bridge Regeneration Initiative Core Scheme is necessary.

Freedoms & Flexibilities sought: An urgent proportionate re-appraisal by DfT and DCLG of the PBRI Core Scheme, in advance of the NATA refresh outputs.

Resource:

Resources to be found from within existing allocations are detailed below:

Activity	Description	Gov. funding (£M)	Council funding (£M)	Private Sector funding (£M)	Total
1	SEDMMTM	0.85	1.2		2.05
2	PBRI Core Scheme	19.0	6.0	14.0	39.0
3	Bus Showcase	22.0	3.0	15.0	40.0
4	ITS	0	-0.1	0	-0.1
5	HA Development Control	0	0	0	0
					£80.95M

Resources above are for period 2008-2011, except that activities 2 & 3 are over the period 2003 – 20016.

2008-2011		
AIM	ACTIVITIES & MILESTONES	PARTNERS & ACTIONS
<p>Aim 1 – Reduce growth in congestion</p> <p>Indicators: NI 167</p>	<p>Activity 1: South East Dorset Multi-Modal Study (SEDMMTS). Model by summer 2009. Access for new key employment sites identified by summer 2010.</p> <p>Activity 2: Poole Bridge Regeneration Initiative. Issue tenders by Summer 2009. Completion by Summer 2011.</p> <p>Activity 3: Bus Showcase Corridors. All buses GPS fitted by end 2010. Poole-Boscombe journey reliability improved by Summer 2011. Major scheme business case submitted by end 2010.</p> <p>Activity 4: Intelligent Transport Systems. Olympic Transport package ready by end 2011. South East Dorset ITS control room open by Summer 2012.</p>	<p>3 Local Transport Authorities 4 Local Planning Authorities HA / LTAs / MAL/DCC BoP, PHC, DfT</p>
<p>Aim 2 – Provide new key employment sites with good access</p> <p>DPB</p>	<p>Activity 1: South East Dorset Multi-Modal Study (SEDMMTS). Model by summer 2009. Access for new key employment sites identified by summer 2010.</p> <p>Activity 2: Poole Bridge Regeneration Initiative. Issue tenders by Summer 2009. Completion by Summer 2011.</p> <p>Activity 5: Highways Agency development control – new joint working arrangements by end 2008. Delivery strategy for A31/A35 improvements by mid 2010.</p>	<p>Local Transport Authorities Highways Agency SWRDA SWRA GOSW To form the Project Board BoP, PHC, DfT LTAs +Dorset Police</p>
<p>Aim 3 – Improve access to employment by public transport</p> <p>Indicators: NI 176</p>	<p>Activity 1: South East Dorset Multi-Modal Study (SEDMMTS). Model by summer 2009. Access for new key employment sites identified by summer 2010.</p> <p>Activity 2: Poole Bridge Regeneration Initiative. Issue tenders by Summer 2009. Completion by Summer 2011.</p> <p>Activity 3: Bus Showcase Corridors. All buses GPS fitted by end 2010. Poole-Boscombe journey reliability improved by Summer 2011. Major scheme business case submitted by end 2010.</p> <p>Activity 4: Intelligent Transport Systems. Olympic Transport package ready by end 2011. ITS control room open by Summer 2012.</p>	<p>LTAs & DfT DCC, W&PBC, DfT BoP, PHC, DfT</p>

<p>Aim 4 – Improve connectivity to South Hampshire and London/</p> <p>DBP</p>	<p>Activity 1: South East Dorset Multi-Modal Study (SEDMMTS). Model by summer 2009. Access for new key employment sites identified by summer 2010.</p> <p>Activity 5: Highways Agency development control – new joint working arrangements by end 2008. Delivery strategy for A31/A35 improvements by mid 2010.</p>	
<p>Aim 5 – Improve connectivity to Bristol and the North</p> <p>DBP</p>	<p>Activity 1: South East Dorset Multi-Modal Study (SEDMMTS). Model by summer 2009. Access for new key employment sites identified by summer 2010.</p>	
<p>2011-2016</p>		
<p>Aim 1 – Improve connectivity to South Hampshire and London /Bristol and the North</p>	<p>Activity 6: Select major scheme(s) from SEDMMTS preferred strategy to work up business case for Regional & DfT Approval 2011 – 2013</p> <p>Activity 7: Through Poole/Bmth-Bath/Bristol rail service</p>	<p>LTAs, GOSW, Bus operators & DfT</p> <p>DfTRail, TOC, LTAs</p>
<p>Aim 2 – Reduce growth in congestion Indicators: NI 167, NI 186</p>	<p>Activity 6: Select major scheme(s) from SEDMMTS preferred strategy to work up business case for Regional & DfT Approval 2011- 2013</p> <p>Activity 4: Intelligent Transport Systems – Master Control Room 2012</p>	<p>LTAs, GOSW, Bus operators & DfT</p> <p>LTAs,</p>
<p>Aim 3 – Improve access to employment by public transport Indicators: NI 167, NI 175</p>	<p>Activity 6: Select major scheme(s) from SEDMMTS preferred strategy to work up business case for Regional & DfT Approval 2011 - 2013</p>	<p>LTAs, GOSW, Bus operators & DfT</p>
<p>2016-2026</p>		
<p>Aim 1 – Improve connectivity to South Hampshire and London /Bristol & the North</p>	<p>Activity 8: A31 trunk road improvements</p> <p>Activity 9: A350 Improvements</p>	<p>HA/LTAs/SWRA/RDA LTAs</p>
<p>Aim 2 – Reduce growth in congestion Indicators: NI 167, NI 186</p>	<p>Activity 10: Prime Transport Corridor improvements</p> <p>Activity 11: Provide improved access to the airport and adjacent employment land</p>	<p>LTAs</p> <p>LTAs & MAL</p>
<p>Aim 3 – Improve access to employment by public transport Indicators: NI 167, NI 175</p>	<p>Activity 12: Third tranche of P&R sites.</p> <p>Activity 11: Provide improved access to the airport and adjacent employment land</p>	<p>LTAs & MAL</p>

5.4 HOUSING

Objective:

To ensure that the provision of new homes supports the sub region's economic aspirations and respects the need to conserve the high quality local environment.

Indicators and targets:

NI 155 (number of affordable homes delivered)

Local Target – provision of Intermediate Housing

NI 154 – the MAA does not have an overall target for the provision of new housing. It is recognised that the local planning authorities will prepare LDFs that are consistent with the final adopted SW Regional Spatial Strategy. In addition, Poole is negotiating an NI154 trajectory aligned to its Growth Point status. There are, however, actions to ensure that planning frameworks are in place to accommodate development levels in the final adopted SW Regional Spatial Strategy.

The following enabling measures have not been agreed, however we are continuing to discuss with representatives from the relevant Government Departments and they will be considered for future submission:

1. Affordable housing policy: Strategic Housing Market Assessments and Housing Need and Demand Surveys have been undertaken on a sub regional basis. Up to date affordable housing (planning) policies are required to ensure that new residential development contributes appropriately to the provision of affordable housing.

The Poole LDF Core Strategy has now been submitted and has responded to the new evidence base. The MAA seeks approval for the emerging Poole policy to be applied across the sub region. Ideally, this might involve a legislative change to ensure that an examination into the proposed policy in one local authority area could be applied in another where the problems are identical. At the very least, an open acknowledgement that the Poole policy is an important material consideration throughout the MAA area is required.

2. Affordable housing and second homes use classes: The sub region is an area in which growth is stimulated almost entirely by net inward migration. Despite the construction of over 90,000 new dwellings over the last 25 years the affordability situation has worsened. The increase in the number of second homes has exacerbated the situation, particularly in rural areas.

Greater control over tenure through a revision to a revision of circular 03/05: Changes of Use Of Buildings and Land – The Town and Country Planning (Use Classes) Order 1987 to include two new categories for a) affordable housing and b) second homes and holiday homes

3. To establish a protocol with the Housing Corporation to establish quality and value for money criteria for the investment of the national affordable housing programme in Dorset. This would involve balancing high and low cost schemes across the two Housing market areas covered and allowing an agreed tolerance on efficiency targets in relation to value for money to bring schemes forward.

At present, the Housing Corporation will balance high and low cost schemes across the region and it would support the MAA if the HC were to adopt the same approach within the MAA area. Housing Authorities will show viability to justify costs and as such would be able to argue that funding should be made available where social housing grant costs are say 15% above target e.g. £ 46,000 average for social housing grant on rented schemes as opposed to £ 40,000. This would enable RSLs to bring forward schemes on that basis and subsidise other schemes to bring in at £40,000 because that would be rewarded with additional funding. In this way, RSLs can bring forward more schemes, the Housing Corp. get more delivery as do the Housing Authorities.

4. Modification and clarification of the interpretation of Planning Policy 25 (Development and Flood Risk) such that a strategic approach to sequential testing can be undertaken where LDF Core Strategies and their accompanying Strategic Flood Risk Assessments allow.

Within the South East Dorset conurbation it is expected that a very significant proportion of new residential development will come forward on brown field sites. Many of these are too small to qualify as allocations in the Local Development Framework. Nevertheless, they are necessary to the development of required levels of residential provision and the sequential approach cannot be sensibly applied to every windfall proposal. Provided that strategies are backed up by SFRAs a strategic approach is justified.

5. Exception sites in rural areas – the ability to have a LDF policy allowing the allocation of exception sites for affordable housing at medium-sized settlements (over 3,000 population), with restricted rights to acquire.

Although it would be possible to introduce a clause in Section 106 agreements requiring the affordable housing to require the proceeds of any sale under the right to acquire to be reinvested in affordable housing in the settlement or designated area, mitigating the loss of the affordable housing, this would in effect be a way of introducing private housing on otherwise unacceptable sites. The restriction on the rights to acquire is essential to ensure that this does not happen.

Resources:

It is anticipated that implementation of affordable housing policies will generate more than £25m pa public sector funding, leveraging in more than an equivalent sum of private capital, principally through developer contributions. In addition, around £17m pa of financial developer contributions will underpin a drive to enable intermediate renters to buy property.

AIM	ACTIVITIES & MILESTONES	PARTNERS & ACTIONS
<p>Aim 1</p> <p>Ensure that Local Development Frameworks are in place to support the provision of new residential development.</p>	<p>All Core Strategies to be adopted by end of 2011 at the latest.</p>	<p>All LPAs</p>
	<p>Adopt Joint Dorset Heathland DPD (by end of 2010 at the latest) to provide a framework for reconciling housing growth with protection of the Heathland.</p>	<p>Joint group leading on delivery of Heathlands DPD (led by Poole BC)</p>
<p>Aim 2</p> <p>To increase the amount of affordable housing available</p>	<p>Establish a common planning policy across the MAA area, reducing the site threshold for affordable housing to 1 unit, including where appropriate financial developer contributions on smaller sites; to be promoted by the Borough of Poole in its LDF Core Strategy submitted in May 2008. This approach is supported by the Housing Market Area/ Housing Needs Assessment evidence base, shared by the entire MAA area, and would facilitate wider use of sub-regional nominations, facilitating mobility of labour.</p>	<p>Borough of Poole to promote new policy in its LDF Core Strategy to be submitted in May 2008.</p> <p>Partners would include each of the Local Planning Authorities and the Government Office South West, together with DCLG enabling measure.</p>
	<p>Allocate land specifically for affordable housing and restrict the number of second homes, which limit the amount of housing available to meet local needs/ requirements, within local authority areas; particularly significant for rural areas where such allocations could include exceptions sites at medium-sized settlements.</p>	<p>Local Authorities Housing Corporation</p>
	<p>Establish protocol with the Housing Corporation establishing quality and value for money criteria for the investment of the national affordable housing programme in Dorset; involves balancing high and low cost schemes across the two Housing market areas covered, allowing an agreed tolerance on efficiency targets in relation to value for money to bring schemes forward.</p>	<p>LPAs and DCLG enabling measure</p>

<p>Aim 3</p> <p>To increase the amount of Intermediate Housing available within Dorset to provide accommodation for those seeking to live and work within the County and to 'free up' 'affordable' housing units for those in need of that type of accommodation</p> <p>This would require the introduction of a series of interlinked (although not necessarily mutually inclusive) approaches.</p>	<p>Seek to establish a Local Housing Company or other appropriate vehicle to promote a range of products to enable households to access intermediate or market solutions to meet their housing needs. Examples include:</p> <ul style="list-style-type: none"> • Securing equity investment from the public sector in terms of land or financial resources cross boundary, generating economies of scale. • Securing private investment in the company, enabling access to the inter-mediate housing products for workers in key sectors of the local economy. • Undertaking development and securing developer profit for the company to be used by partner organisations to further the aims of the Company. • Subsidising households who wish to resolve their housing need in the private market but are unable to raise sufficient borrowing through, for example, preferential loans or the company taking equity shares. • Developing a range of innovative intermediate housing products both in terms of new supply but also mechanisms to provide subsidy to enhance households' ability to access market solutions to their housing need. <p>Procurement competition to select an RSL to provide affordable housing on sites across the MAA area to give certainty and VFM through economies of scale.</p>	<p>Land could be in the ownership of Local Authorities, Statutory Undertakers or Private Landowners</p> <p>To function the new 'Company' would require an injection of Capital which could come not only from Central and Local Government but private industry, in return for example, for nomination rights and the commercial banking sector.</p> <p>Also by encouraging those obtaining 'surplus' housing allowance into the scheme to buy 'credits' to invest in future housing provision.</p> <p>Partners are the Local authorities, RSL's and potential occupiers of the new dwellings. Housing Corporation and Local Authorities</p>
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5.6 ENVIRONMENT

Objective:

High level GVA growth within sustainable environmental means

Indicators & Targets:

Local Target - Increased per capita GVA growth / reduced per capita CO₂ emissions (year on year increase in GVA per head per ton of business, domestic housing and road transport CO₂ emissions)

Local Target – Increase in GVA/reduced per capita CO₂ emissions versus South East Average (narrowing the gap)

NI 185 - reduced CO₂ emissions from local authority operations

NI 186 - reduced CO₂ emissions in the BPD Sub-region area

Enabling Measure:

The following environmental flexibility is proposed:

Co-operation of DEFRA and DEFRA NDPBs – The Councils ask DEFRA and its NDPBs the Environment Agency and Natural England, to confirm their support for, and commitment to, the successful delivery of a populated, working environmental model and to the development of an approach suitable for use by others.

Bournemouth, as the project lead, has reached outline agreement with the Environment Agency (SW) to develop the model over the next three years, building upon EAs existing work. The Council are concerned that the project could be at risk if priorities change or if resources are squeezed.

The following enabling measures have not been agreed, however we are continuing to discuss with representatives from the relevant Government Departments and they will be considered for future submission:

1. Section 45 (1) (b) of the Environmental Protection Act - The Government/DEFRA agree to expand the definition of household waste to include commercial waste collected under the EPA for the purpose of including recycled commercial waste in National Indicator Performance Figures.
2. That the Government/DEFRA agree that all non-recyclable waste materials deposited by commercial operators and businesses in designated council-owned waste disposal sites within the Multi Area Agreement region should be excluded from statutory WasteDataFlo reporting procedures for the purposes of determining future Landfill Allowance Trading Scheme (LATS) liabilities accruing to constituent waste disposal authorities.

This would enable local waste disposal authorities to contribute to meeting EU Landfill Directive Article 5 objectives without incurring financial penalties for exceeding Landfill Allowance Trading Scheme annual capping limits and would

assist them in meeting National Indicator NI 193 aspirations by reducing the amount of non-recyclable waste disposed of in landfill.

3. A pilot incentive scheme in Dorset to promote Euro 5 vehicles. To be effective the incentive would need to be at least half the £4,500 additional cost of Euro 5 fitments for a bus. Without this scheme, there is a significant risk that the number of AQMA will rise from 2 to 5.

There is insufficient financial assistance to bus operators to support their acquisition of Euro 5 vehicles, and older buses are considered a significant factor in some urban locations, including one with formal Air Quality Management Area status. Replacing an annual licence with a discounted 3-year licence for low emission vehicles could be part of an incentives package to operators. It is estimated a 5 year Dorset initiative would cost Government £200,000.

Resource:

Resources to be found from within existing allocations: £1,912,000 (2008-2011)

AIM	ACTIVITIES & MILESTONES	PARTNERS & ACTIONS
Aim 1: Maintain the attractiveness of the environment as a key driver of growth	Adopt statutory development & infrastructure plans e.g. Local Development Frameworks, Local Transport Plan that plan and promote growth within an environmental context. This project links to Business Growth Theme Aim 3.	Bournemouth (LDF Core Strategy by 2010) Poole (LDF Core Strategy by 2009) Dorset Dorset Districts
	Commission the Environment Agency to develop an environmental means framework for the MAA	Environment Agency 2008/2011
Aim 2: Promote growth within environmental means	Introduce a uniform area-wide policy and provide advice and support to encourage micro-renewable energy generation in the business/commercial sector.	Bournemouth Dorset & Poole Dorset Energy Group
	Develop a sub-regional network of Eco-Business Parks – on new and existing sites. Develop exemplar sites at Poundbury and Winfrith and high quality sites at Ferndown and Wessex Fields + Bournemouth Airport. Gold / Silver star system for existing sites to be developed in 2009. This project links to Business Growth Theme Aim 4.	RDA led Partners include Bournemouth, Dorset & Poole and Dorset Districts.
	Create a Dorset Network of Environmental Business Support Systems as part of Business Simplification Strategy including national regional and local agencies. This project links to Business Growth Theme Aim 4.	Dorset Business, Business Link, Dorset County Council Bournemouth Poole Environment Agency RDA
Aim 3: Promote the environment as a key contributor to the economic performance of the area	Assist and encourage private sector waste recycling schemes including access to household waste sites, greater support and provision of recycling containers.	Bournemouth Borough Council – with Dorset and Poole
	Develop a range of best practice events and training relating to transport fleets – e.g. tyre pressure valves, upgrading Euro IV diesel engines.	Transdev

	Introduce sustainable procurement and supply chain initiatives to encourage uptake of environmental initiatives	Bournemouth BC and Dorset Business with all public sector partners to create a host/lead supply chain system
	Develop a Sustainable Retailing Initiative and guide	Marks & Spencer and New Look to lead
Key Activities/Projects to be Delivered in the Longer Term		
1. Maintain the attractiveness of the environment as a key driver of growth	Review and monitor all development and infrastructure plans	Bournemouth, Dorset and Poole
2. Promote growth within environmental means	Introduce an environmental means framework for the Area. Expand Environmental SME support via links with HE Sectors nationally	Environment Agency/ Principal Councils 2012 Principal Councils, RDA HE Institutions
3. Promote the environment as a key contributor to the economic performance of the area	Develop a Dorset waste recycling industry that creates new products and new markets	Principal Councils 2012-2015

6. GOVERNANCE ARRANGEMENTS

- 6.1 The MAA has been developed and will be managed through a partnership Board comprising the leaders of the three principal authorities, the leader of a District Council, two representatives of the learning and skills sector, the Sub Regional Director of the RDA and five business representatives. A private sector representative chairs the Board.
- 6.2 The Partnership has terms of reference that reflect its objective of working together to progress important cross-boundary issues that would promote a more productive local economy. The MAA is an important aspect of this work but not its exclusive focus. The MAA will be prepared by the Partnership, and signed off by the local authorities and GOSW.
- 6.3 For each specific project promoted by the Partnership funding and delivery arrangements will be signed off by the appropriate accountable body. The latter will be determined by reference to the statutory powers and responsibilities of the partners, and will normally be one or other of the principal local authorities or other relevant statutory bodies.
- 6.4 Each MAA theme will be supported by a group comprising representatives of the relevant statutory bodies. For example, the Skills Group will have representatives of the local authorities, the HE and FE sectors, the LSC, and Job Centre Plus. The Theme Lead is accountable to the Board.
- 6.5 Programme Management and secretariat support is to be secured from Dorset Business, the sub regional Chamber of Trade, utilising funding drawn down from the RDA.

APPENDIX A: KEY ECONOMIC PERFORMANCE INDICATORS & EVIDENCE BASE

	Bourne- mouth	Poole	SE Dorset	Weymouth & Portland	Rest of Dorset	DCC Dorset
Strengths						
High proportion of knowledge driven industries	✓					
Above average activity rates		✓	✓	✓	✓	✓
Low unemployment	✓	✓	✓	✓	✓	✓
Good GCSE/GNVQ performance		✓	NA	NA	NA	✓
Good NVQ3 or above performance					✓	
Above average disposable income	✓	✓	NA	NA	NA	✓
Weaknesses						
Low proportion of knowledge driven industries				✓	✓	✓
High proportion of small firms				✓	✓	✓
Low proportion of population of working age		✓	✓	✓	✓	✓
Low GVA growth	✓	✓	NA	NA	NA	✓
Low GVA	✓	✓	NA	NA	NA	✓
Poor GCSE/GNVQ performance	✓		NA	NA	NA	
Poor NVQ4 or above performance				✓		
Significantly lower than average earnings	✓	✓	NA	NA	NA	✓
Significantly higher than average house prices	✓	✓	NA	NA	NA	✓

Consistent strengths across the sub-region are low unemployment and above average disposable incomes. Weaknesses in all parts of the area are low GVA growth, low productivity, low earnings and high house prices. The last two combine to produce some of the highest incomes to house price ratios in the country. These range from 9.63 to 11.75, compared with the figure of 7.12 for England and 8.64 for London.

In addition to these, **Bournemouth** is strong in knowledge driven industries, but weak in GCSE/GNVQ performance. **All other areas** have above average activity rates. **Poole** has good GCSE/GNVQ performance, but is weak in having a low proportion of population of working age. **South East Dorset as a whole** also has a low proportion of population of working age. **Weymouth and Portland** has a number of weaknesses – a low proportion of knowledge driven industries, a high proportion of small firms, a

low proportion of population of working age and poor NVQ4 or above performance. **The rest of Dorset** has good NVQ3 or above performance, but is weak in having a low proportion of knowledge driven industries, a high proportion of small firms, and a low proportion of population of working age.

This summary is examined in more detail below.

BUSINESS GROWTH

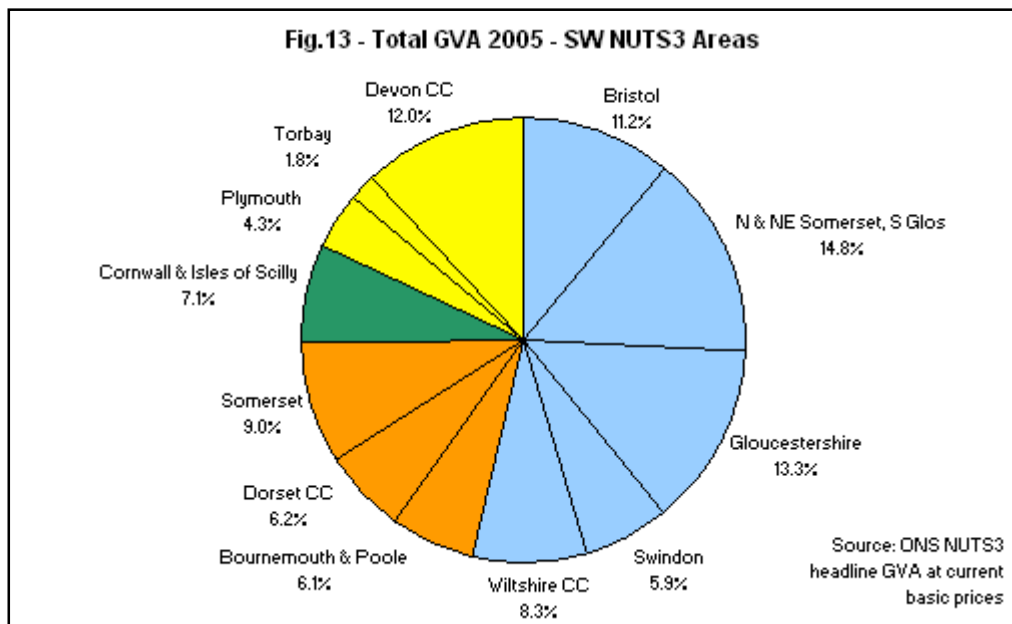
GVA per head in the sub-region has persistently remained below the regional average, and within the sub-region there are strong disparities, especially between the more urban and rural areas.

The chart below shows that within the South West the 4 highest contributors to total GVA (Fig.13) are the North & NE Somerset & South Glos area (14.8%), Gloucestershire (13.3%), Devon CC (12.0%) and Bristol (11.2%). Of the 12 South West NUTS3 areas only North & NE Somerset & South Glos, Dorset, Somerset and Torbay slightly increased their share of South West total GVA between 2004 and 2005. All other areas registered slight decreases.

Data: Productivity (GVA)

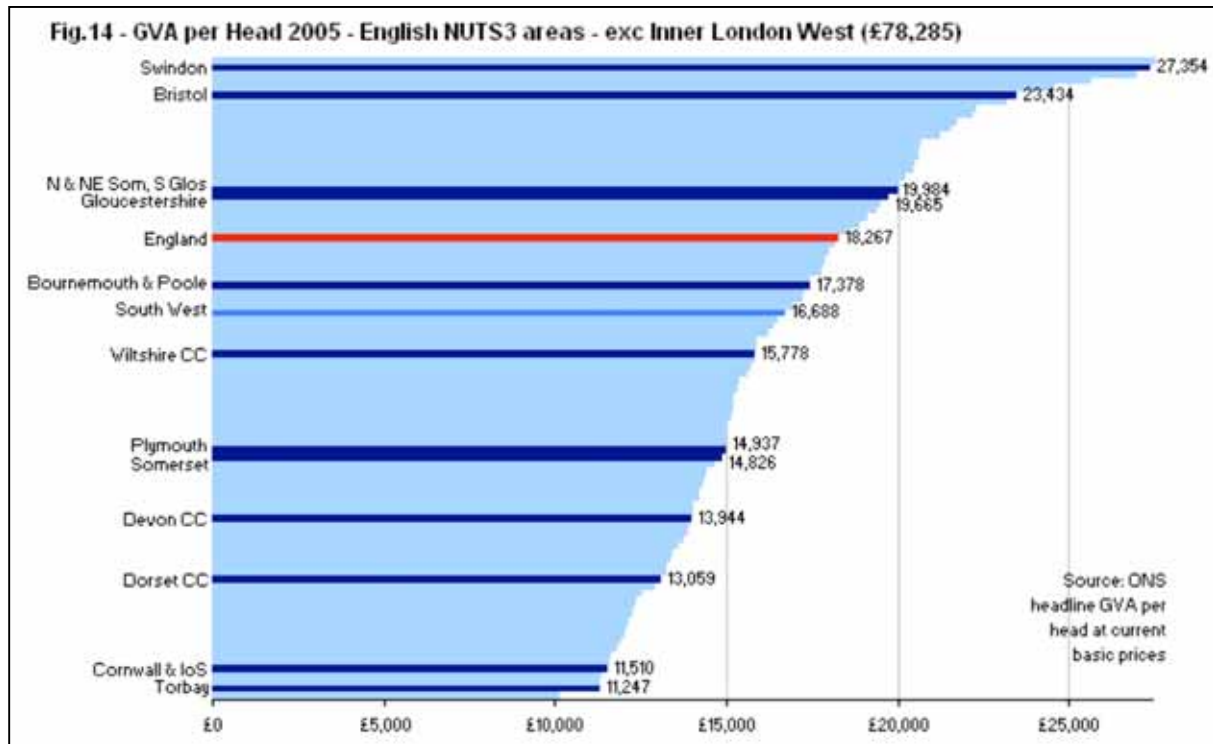
In 2005, Bournemouth & Poole's Gross Value Added (GVA) per head was £17,378, the 5th highest of the 12 SW NUTS3 areas. Dorset's GVA per head was £13,059, the 3rd lowest. (SW: £16,688, Eng £18,267). Between 2004 and 2005 growth in GVA per head increased by 3.8% in Bournemouth & Poole, the 4th highest change in the SW. In Dorset it increased by 4.4% the 2nd highest increase in the SW. (SW: 3.2% % Eng: 3.4%). From 1995 to 2005, Bournemouth & Poole's GVA per head increased by 87%, Dorset by 56% (SW 67%, Eng 65%). Bournemouth & Poole's GVA per head is 95% of the England equivalent, Dorset's is 71%. In 1995 the figures were 84% and 76% respectively.

Source: ONS Gross Value Added 1995 - 2005

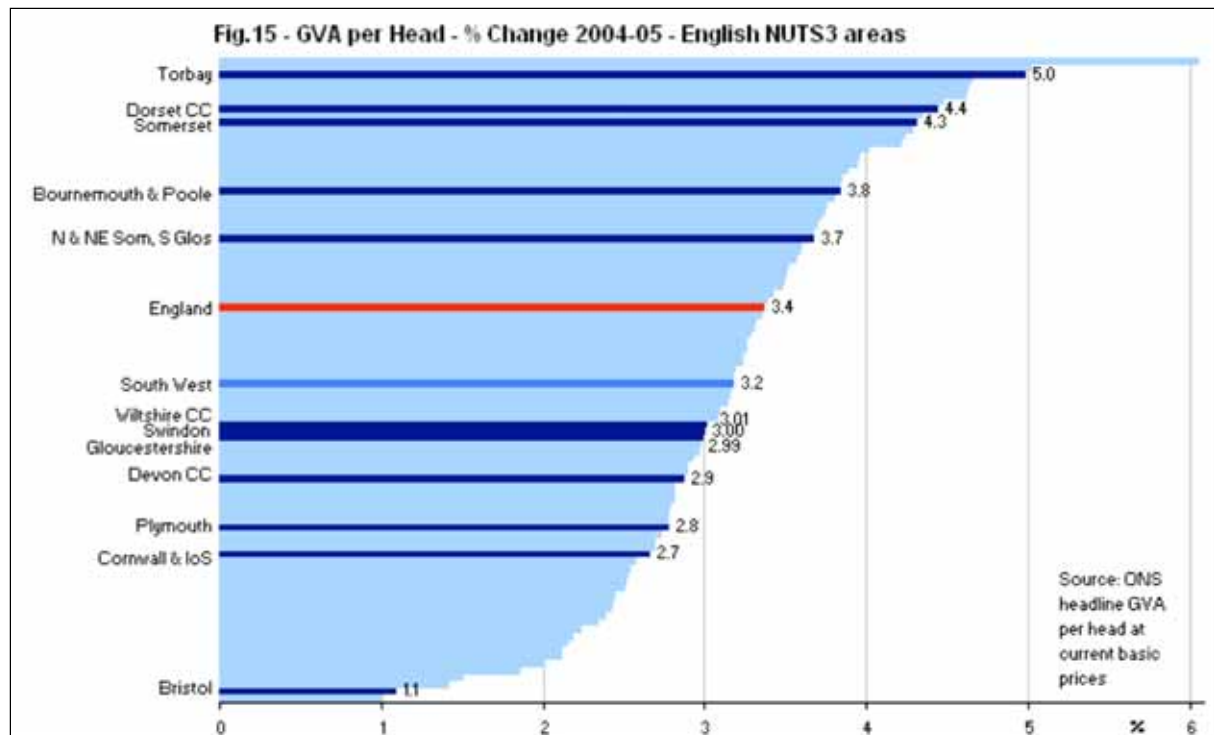


The GVA per head chart below illustrates disparities in economic output between the areas to the north and east of the region and those to the south and west. Two South

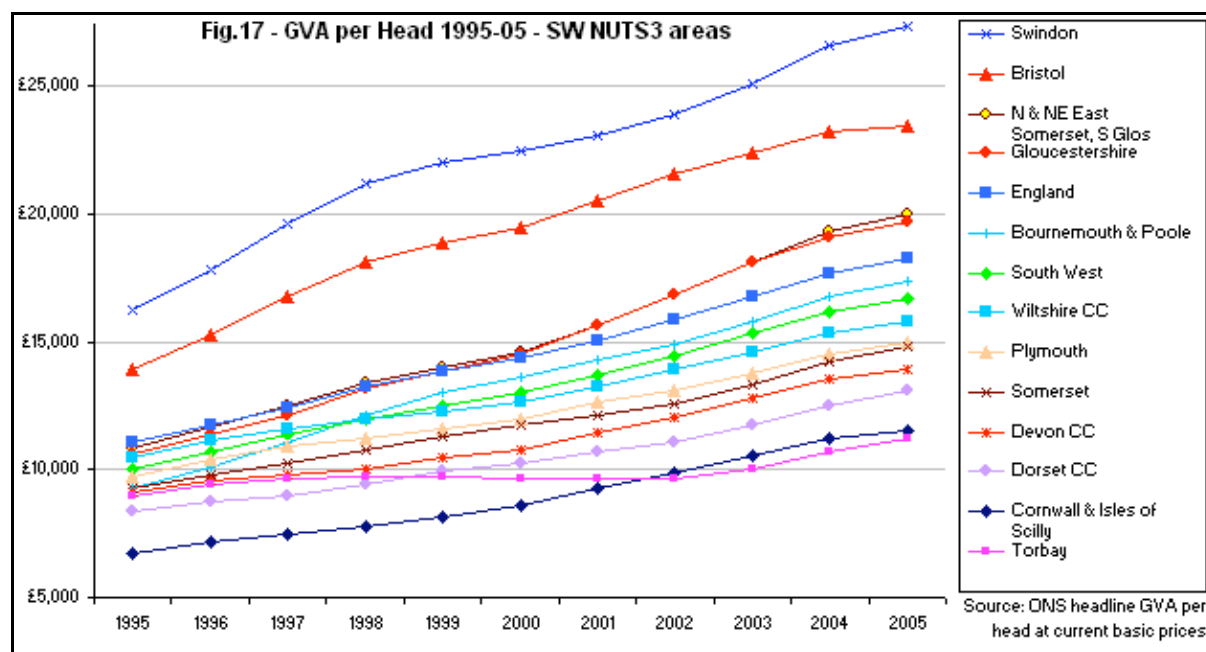
West NUTS3 areas had a GVA per head less than 80% of the English equivalent: Dorset county and Devon county.



The chart below shows GVA per head % change from 2004-2005. In 2005, Bournemouth Dorset and Poole had a percentage rise in GVA above that of England as a whole.



The chart below shows that, although Bournemouth and Poole's GVA per head is lower than that of England, its rate of growth over the ten years from 1995-2005 was higher.



Regionally, productivity growth is seen as the critical economic success driver (as employment rates are generally good) and the sub-region needs to boost productivity to support regional growth aspirations as well as ensuring it does not fall further behind more successful sub-regions (e.g. West of England, Swindon).

Median gross full-time annual pay for Dorset residents (the best proxy national indicator for productivity) has also remained persistently below the regional average and shows a similar sub-regional disparity in performance as GVA per head.

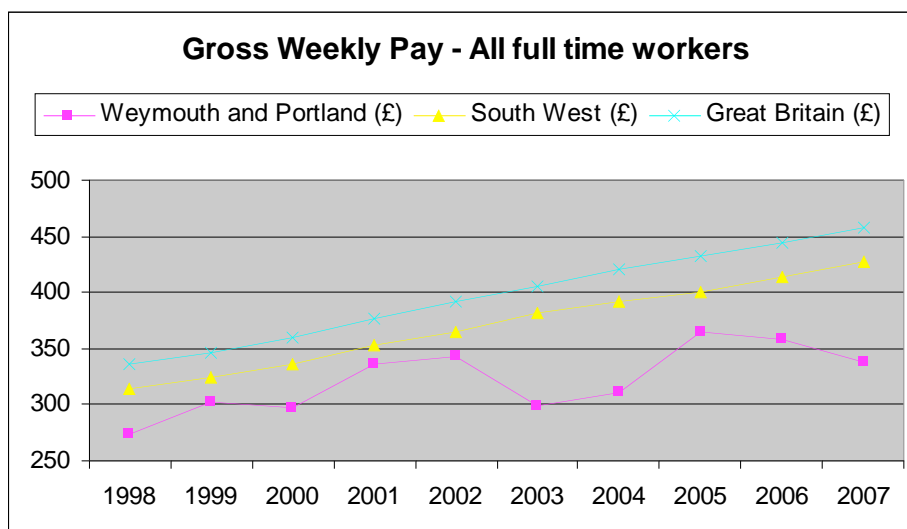
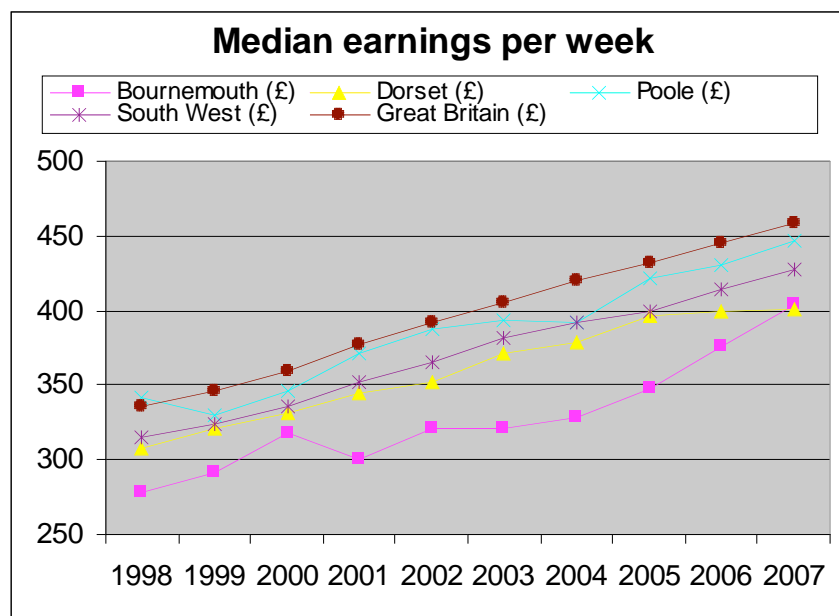
It can be seen from the table and graphs on the next page that only three LAs in the MAA region have gross weekly pay above the SW average, and none of them are above the GB value. Also 3 LAs, and Dorset, have trends indicating that there wage is reducing when compared to the SW and GB trends, while 2 have an increasing trend.

Data: Gross Annual Pay
 Median gross full-time annual pay for Dorset residents is £22,100. This is below the South West (£23,000) and England (£24,400). Bournemouth's resident median gross full-time annual pay is similar at £22,000, whereas Poole's is much higher at £24,200. Median gross full-time annual pay for resident men is 1.5 times higher than women in Bournemouth, 1.3 times higher in Dorset and 1.4 times higher in Poole. In both England and the South West it is 1.3 times higher.
 ONS Annual Survey of Hours & Earnings (ASHE) 2007

Current Gross Weekly Pay - All Full Time Workers (2007)

	Weekly Pay	Category	Wage trend compared to SW and GB
Bournemouth	£403.3	RED	↑
Poole	£446.9	AMBER	→
Dorset	£400.3	RED	↓
Christchurch	£429.9	AMBER	↓
East Dorset	£424.2	RED	→
North Dorset	£385.4	RED	→
Purbeck	£450.3	AMBER	↑
West Dorset	£392.6	RED	↓
Weymouth & Portland	£337.2	RED	↓
South West	£427.8		
Great Britain	£458.6		

GREEN=Above SW and GB **AMBER**=Above GB but below SW **RED**=Below SW and GB



VAT registrations per capita in the sub-region are lower as a weighted average than the regional average, and are particularly low in the urban area of Bournemouth and Poole. The 3-year survival rate is at about the regional average.

Data: Business VAT Registrations

At the start of 2007, the number of VAT registered businesses in the area were Dorset: 15,740, Bournemouth: 5,130, and Poole: 4,700 (8.6%, 2.8% and 2.6% respectively of the South West total). Expressed as number of VAT registered businesses per 10,000 resident adults, these are Dorset: 468, Bournemouth: 361, and Poole: 406. (SW: 434, Eng: 402). Net changes in number of VAT businesses during 2006 were Dorset: +1.7%, Bournemouth: +3.5%, and Poole: +2.6%. (SW: +2.0%, Eng: +2.1%). The 3-year survival rate of businesses registering for VAT in 2002 in Dorset is 76%, Bournemouth 74%, Poole 72% (SW: 74%, Eng: 71%).

BERR Business Start-ups & Closures in 2006 / Small Business Service (SBS) VAT Survival Rates to 2004

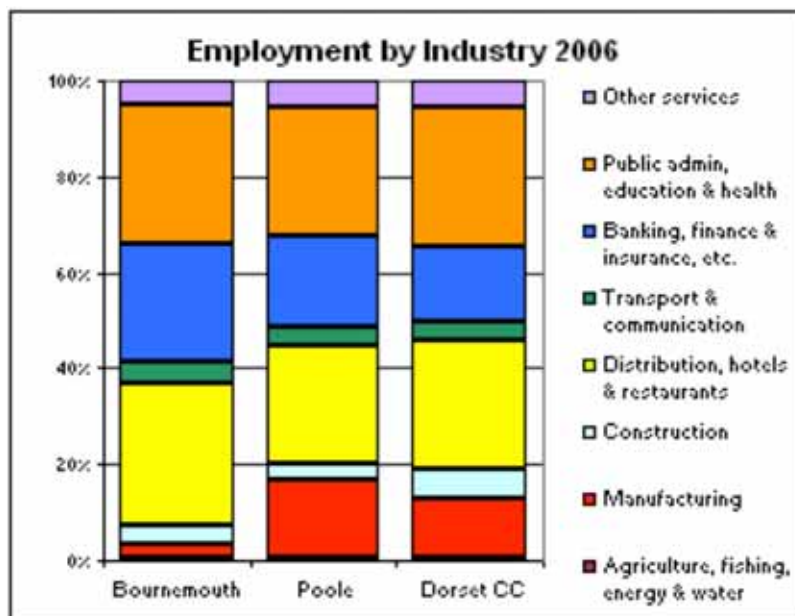
The knowledge-based economy is strongest in the Bournemouth/Poole conurbation, with the number of employees in the knowledge driven sector at national average levels. There is a distinct decline in the rest of Dorset. Even in the more urban areas, the size of the knowledge driven economy, as measured by the proportion of employees, is low compared to other urban areas (Work Foundation 2005-6, Ideopolis reports).

Data: Employment by Sector

The proportions of jobs in the Public admin, education & health sector in Dorset (29%), Bournemouth (29%) and Poole (27%) are higher than in England as a whole (26%, SW 29%). This is also true of jobs in distribution, hotels etc. (B 30%, D 27%, P 24.4%, Eng 23.7%, SW 26%). There is a large banking sector in Bournemouth (25%, Eng 22%, SW 18%), and relatively large manufacturing sectors in Poole (16%) & Dorset (12%) (Eng & SW both 11%).

ONS Annual Business Inquiry 2006

Data Limitations: The ABI is ONS' preferred industrial structure source but it has limited agricultural coverage & omits the self-employed & home workers



Working age **employment** rates in Dorset and Poole are all higher than the England average. However, only Poole is above the South West rate.

% of working age population	Apr 05 – Mar 06	Apr 06– Mar 07	% point change
Dorset	77.5	77.4	-0.1
Bournemouth	77.0	73.9	-3.1
Poole	76.1	78.1	+2.0
South West	77.6	77.7	+0.1
England	74.4	74.3	-0.1

The latest **unemployment** rate for Dorset is 3.5% of the economically active 16+ population, Bournemouth 4.5% and Poole 3.4% (SW: 3.9%, Eng: 5.3%).

Evidence developed for the sub-region in relation to discussions on housing and employment growth as part of RSS development, indicate local concern in relation to the scale and pace of employment land provision. A detailed analysis has been commissioned by partners and this should provide evidence of the demand and supply opportunities for the period to 2026.

Early in 2008 the South West region and the City Province of Shenzhen (Guangdong Province, China) signed a co-operation agreement. Bournemouth, Dorset and Poole have existing links and this will open the door to developing an International Multi Area Agreement with Shenzhen to focus on international trade and inward investment promotion, sharing a mutual interest in skills, enterprise and innovation priorities, with the aim of providing businesses in the sub region with a structured programme of support to engage with Chinese partners. This will assist the sub-region to achieve its skills, enterprise and innovation objectives, within the context of a wider international setting.

SKILLS

5 or more grades A* - C including English and Maths GCSEs

Year	Location			
	England	Bournemouth	Dorset	Poole
2007	46.7%	48.2%	49.8%	54.5%
2006	45.8%	43.6%	50.0%	52.0%

Source: ONS Annual Population Survey

It can be seen from the table above that in 2007 each Local Authority had better results for 5 or more grades A* - C including English and Maths GCSEs than England as a whole. This indicates that there is a good pool of well-educated 16 year olds to either move into employment, further education, or training.

Qualifications (Jan 2006-Dec 2006)

(%)of total working age population	Bournemouth	Poole	Dorset	Christchurch	East Dorset	North Dorset	Purbeck	West Dorset	Weymouth and Portland	South West	England
NVQ4 and above	28.7	27.0	31.0	28.2	31.6	36.7	31.2	37.0	18.8	29.1	28.9
NVQ3 and above	51.1	49.0	50.3	51.0	51.7	56.1	46.0	55.8	38.2	50.3	47.8
NVQ2 and above	74.5	70.7	70.8	72.7	76.5	76.0	66.0	70.4	61.3	71.8	68.1
NVQ1 and above	#	#	#	#	#	#	#	#	#	#	#
Other qualifications	#	#	#	#	#	#	#	#	#	#	#
No qualifications	#	#	#	#	#	#	#	#	#	#	#

GREEN=Above SW and GB **AMBER**=Above GB but below SW **RED**=Below SW and GB
Source: ONS Annual Population Survey

It can be seen from the table above that Bournemouth, Poole, Christchurch and Weymouth & Portland do not perform as well as the South West in terms of the attainment of higher skills (Level 4+). However, a combination of factors present an opportunity to address this issue including:

- the presence of Bournemouth University, a range of FE colleges, employers and other partners that **wish to work together** to develop a higher skills strategy that better responds to employer needs, enables knowledge transfer and achieves higher rates of graduate retention (18.1% of graduates in 2005/6 in BH and DT postcodes (Bournemouth University));
- the cluster of employers in technology-based sectors, financial/business services, education, public services and health care;
- the opportunity to grow emerging sectors e.g. the creative industries, environmental technologies and bio-medical sectors;
- the area's location on the South Coast and its proximity to London and the South East;
- regeneration projects such as those in central parts of Poole and Bournemouth;
- international links that will be further enhanced with London 2012 and the hosting of sailing events in Weymouth & Portland.

In the conurbation, overall Level 2/3 + attainment is less of a problem but the Leitch targets (79% of adults to be qualified to at least full Level 2 by 2011 and 56% of adults to be qualified to at least full Level 3 by 2011) present a major challenge; greater participation by employers in programmes such as the Skills Pledge and Local Employment Partnerships will be important if these targets are to be met.

Skills that employers find the most difficult to obtain include technical, customer handling, problem solving, written communication, team working and management skills (National Employer Skills Survey (NESS), 2005). In the period to 2016, the greatest volume of demand is expected to be in the following occupations: care, corporate management, sales, teaching/research, business and public service professions providing a focus for intervention (Cambridge Econometrics/Dorset County Council).

Local consultation with employers, HE/FE establishments and other training providers has underlined the importance of better employer engagement to ensure that courses are relevant to employers' needs and that progression from intermediate to higher skills is easily achieved. NESS 2005 for Bournemouth Dorset & Poole also identified concerns around graduates' preparedness for work; a lack of basic IT skills was cited most frequently as a reason for this.

With the exception of Bournemouth (probably due to the influence of the University), the sub-region has seen an increase in the proportion of the population aged 60+ in the period 1996-2006 (ONS mid-year estimates, 2006) Currently, the sub-region has an older age profile than the South West. This trend is expected to continue in the period to 2026 with only 22% (7980) of all additional people in the conurbation expected to be of working age; the percentage is much lower for the sub-region as a whole (Cambridge Econometrics/Dorset County Council). This picture together with qualitative evidence gathered from focus group work with local recruitment agencies suggests a need to focus on the employability of older workers.

ONS data on National Insurance registrations shows that the conurbation has attracted a substantial inflow of international migrants. Regional research ('Migrant Workers in the South West', 2007) and local consultation with recruitment agencies

has highlighted barriers such as English language and IT skills and suggests that if such barriers can be overcome, migrant workers can fulfil their potential to take up higher skilled vacancies.

With regard to young people, there is concern surrounding the proportion of 16-18 year olds in employment but not training. In Poole, 29% of young people in this age group are not pursuing any formal learning compared to 25% in the South West as a whole. In Bournemouth, the problem is greater with 33% not in formal learning. Dorset performs better – only 26% of young people are in this category (Connexions, BDP). Experience has shown that there is a heightened risk of those in employment without training to become NEET and so it is essential that this issue is addressed.

The failure to keep young people in learning raises important questions regarding the motivation of young people to learn and the availability and attractiveness of post-16 opportunities. It also highlights the importance of employer engagement to secure attractive employment opportunities with training post-16 and ensuring that young people pre-16 are clear about those opportunities and committed to a particular route whether that is A levels, 14-19 diplomas, apprenticeships or other types of formal training.

Around a quarter of respondents to the NESS 2005 and more recently, local recruitment agencies expressed concern regarding the preparedness of school leavers for work. A lack of customer service skills, experience, confidence and motivation were cited as common problems.

There is already much activity in the sphere of education/business links. However, this needs to be mapped more fully; moreover, the opportunity to achieve greater co-ordination to identify and roll out best practice needs to be explored. The proposal to hold a Skills Festival in October 2008 which will bring together local authorities and other public sector agencies, training providers, schools and employers is an example of the kind of co-operation that could make a difference to the life chances of younger people in the future.

It is clear from this evidence that further research is required in the following areas to support the development of the MAA:

- The barriers to employment faced by older workers and how these can be overcome through skills development
- The barriers faced by migrant workers and how those can be overcome
- The mapping of best practice in terms of the development of education/business links and how greater co-ordination can be achieved between partners and programmes

The table also shows that skill issues seem to be split across the sub-region. There are problems (especially for higher level skills) around the Bournemouth and Poole conurbation, which also crosses over into Christchurch and Purbeck. This is of additional concern due to the three Higher/Further Education establishments (Bournemouth and Poole College, Bournemouth University and the Arts Institute)

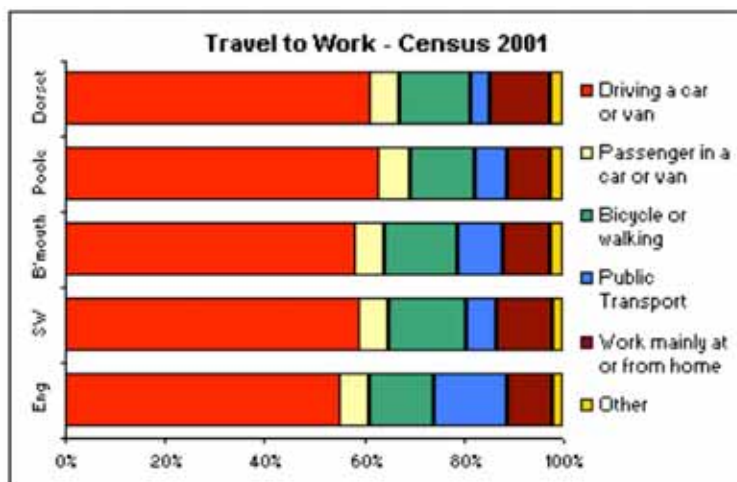
based in the conurbation. These would be expected to increase the higher end skills in an area as they attract students to them, and it would be expected that many would remain in the locality.

The second area of concern is Weymouth & Portland where high-level skills are significantly below the regional and national averages (by nearly 10% at NVQ 4+). This would be of serious concern for knowledge-based businesses that might be considering moving/opening in the area.

Much of the rest of the area covered seems to indicate that there is minimal concern for skills. This could be due to the easier commute from these areas to job markets requiring a higher skills base. Skills shortages within the original local inhabitants which could be masked by commuters, this might be a cause of the lower values in NVQ1 and above in some of these areas.

TRANSPORT

Business concerns regarding transport and communications generally focus on two issues – the grossly sub-standard connectivity to Bristol and the North, and the peripherality of west and south Dorset. Indeed the Road Haulage industry has identified the A350 as the worst primary route in the whole of the South West. Despite increasing urban congestion, journeys to work are only perceived as a significant problem by businesses when major roadworks are in progress.



Data: Travel to Work

At the 2001 Census, the percentage of people travelling to work by car from Poole and Dorset was higher than South West and England figures. Travel to work by public transport was lower than national average in all three areas.

ONS Census 2001 Key Statistics

However, the graph above shows that the percentage of people travelling to work by car from Poole and Dorset is higher than South West and England figures; travel to work by public transport is lower than national average in all three areas

Data: Average Traffic Speeds

In the 2006 survey of the 18 largest urban areas outside London, the Bournemouth/Poole area had an average traffic speed during peak periods of 19.3 mph. The average for all 18 areas is 20.1 mph. The average peak speed in the area has decreased by 0.4 mph since 1999/00. On average, in these large urban areas, it has decreased by 0.9 mph.

Moreover, the 2006 survey of the 18 largest urban areas outside London reported that the Bournemouth/Poole area had an average traffic speed during peak periods of 19.3 mph against the average for all 18 areas of 20.1 mph. Also, the average peak speed in the area has decreased by 0.4 mph since 1999/00. Clearly, measures are required to be taken, to address this issue to support RES and RSS planning assumptions for growth and employment.

Consequently, in addressing traffic management issues, the 3 LAs and their partners have recently tendered for a consultancy to provide an up to date traffic model that will permit growth options to be tested to assess both the transport and environmental impacts. It is expected that this work will be completed by 2009/10 and the outputs will inform bids from South East Dorset to the region and DfT for major transport schemes to be funded by the RFA, post 2016.

Data: Road Casualties

In 2006, there were 480 road casualties per 100,000 population in Dorset higher than the SW (474) and England (450). Bournemouth (451) and Poole (387) had a lower rate than the SW. The percentage of these casualties that resulted in death or serious injury was Dorset: 13.2%, Bournemouth: 10.0%, Poole: 8.1% (SW: 10.2%, England: 12.1%).

DfT Road Casualties Great Britain 2006

Note: For Broadband infrastructure and connectivity, see Aim 1 Activity 4 under the Business Growth section.

Data: Bournemouth Airport

In 2006, Bournemouth Airport handled 964,000 passengers. This meant that it was England's 15th busiest airport, and the 3rd busiest in the South West. The number of passengers was 15% higher than in 2005 (SW: +9%, England: +3%).

Civil Aviation Authority Airport Statistics 2006

Data: Poole Port

Poole harbour in 2002/3 handled approximately 744,000 passengers and 1.6 million tonnes of cargo^[15], and also has a large leisure contingent.

HOUSING

Key priorities for housing to reflect the business growth and supporting themes have been identified as follows:

- To stabilise housing affordability
- Maximise affordable housing provision
- Underpin and enable economic growth
- Deliver housing in accordance with emerging regional strategy

As the following tables demonstrate, housing affordability is a key issue in Dorset both at entry level (lower quartile) and generally (median).

Lower quartile house prices to lower quartile income by district over the last 10 years												
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	Rank 2007
ENGLAND	3.65	3.65	3.84	3.98	4.22	4.72	5.23	6.27	6.82	7.12	7.25	
SOUTH WEST	4.07	4.13	4.49	4.81	5.44	6.37	7.11	8.17	8.55	8.47	8.81	
SW Counties/Unitaries												
Dorset	5.10	5.07	5.51	6.51	6.61	7.96	8.99	10.32	10.08	10.35	10.64	1
Poole UA	4.78	4.86	5.45	6.13	6.58	8.12	8.70	10.13	10.18	9.83	10.10	3
Bournemouth UA	4.65	4.60	4.93	5.25	6.34	7.72	8.66	9.77	9.56	9.95	9.68	6
SW Unitaries/Districts												
East Dorset	5.70	7.12	6.72	7.34	8.42	9.42	10.15	11.18	11.64	11.75	12.78	1
Christchurch	5.42	5.27	5.72	7.06	8.47	8.98	10.30	10.04	10.67	11.39	12.55	2
West Dorset	4.92	5.69	5.82	6.73	6.64	8.23	9.77	10.53	10.53	9.91	11.43	7
Wey. & Portland	4.51	3.96	4.34	5.71	5.61	6.54	8.21	9.47	9.16	9.75	10.37	14
Poole UA	4.78	4.86	5.45	6.13	6.58	8.12	8.70	10.13	10.18	9.83	10.10	16
Bournemouth UA	4.65	4.60	4.93	5.25	6.34	7.72	8.66	9.77	9.56	9.95	9.68	22
North Dorset	5.32	4.95	6.03	6.27	6.21	7.56	8.60	10.45	9.38	9.63	9.67	23
Purbeck	5.39	4.70	5.33	..	8.15	7.60	7.75	10.94	10.00	10.60	9.16	29

Median house prices to median income by district over the last 10 years												
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	Rank 2007
ENGLAND	3.54	3.67	3.86	4.21	4.47	5.07	5.83	6.58	6.81	6.91	7.18	
SOUTH WEST	3.78	3.96	4.14	4.68	5.00	5.93	6.92	7.71	8.03	7.95	8.24	
SW Counties/Unitaries												
Dorset	4.83	4.88	5.13	5.93	6.67	7.62	8.76	9.60	9.66	10.00	10.77	1
Poole UA	4.44	4.50	4.68	5.28	6.32	7.30	9.15	9.93	9.73	9.10	9.03	5
Bournemouth UA	4.06	4.21	4.77	5.40	5.69	6.59	7.80	8.82	8.70	8.66	9.01	6
SW Unitaries/Districts												
East Dorset	5.63	6.11	6.16	7.65	7.94	8.80	9.96	10.21	10.95	11.12	11.75	3
West Dorset	4.92	5.55	5.57	6.17	6.70	7.88	9.41	10.13	10.03	10.23	11.10	6
Christchurch	4.10	4.06	5.70	6.68	7.58	8.38	8.91	9.49	10.08	10.55	10.74	8
Wey. & Portland	3.71	4.02	4.03	4.97	4.80	5.74	8.80	8.96	8.41	9.37	10.51	13
North Dorset	5.32	4.63	5.39	5.71	6.17	7.60	8.83	9.92	9.71	9.87	9.70	16
Purbeck	4.69	4.70	4.50	5.17	6.56	6.72	8.02	10.57	9.43	9.91	9.36	20
Bournemouth UA	4.44	4.50	4.68	5.28	6.32	7.30	9.15	9.93	9.73	9.10	9.03	24
Poole UA	4.06	4.21	4.77	5.40	5.69	6.59	7.80	8.82	8.70	8.66	9.01	25

In both cases Dorset county has the worst affordability ratio in the whole of the South West, closely followed by Bournemouth and Poole. Given that housing affordability is an issue across the housing spectrum, a comprehensive approach needs to be taken which aims at stabilising housing affordability in the medium to long-term.



DCLG Median House Prices Q2 2007 (provisional)

Data: House Prices

The median house price in Dorset ranges from £185,000 in Weymouth & Portland to £250,000 in East Dorset. Dorset's overall median house price was £219,975, 19.6% above the SW median (£184,000) and 25.7% above the England median (£175,000). Of the 15 SW Counties and Unitaries, Dorset had the 2nd highest median house price (£219,975), and Poole the 3rd highest (£210,000). The percentage change increase from the previous year is Bournemouth 7.9%, Dorset 2.3% and Poole 5.0%.

DCLG Median House Prices Q2 2007 (provisional)

The Dorset Survey of Housing Need and Demand (Fordham Research December 2007) identified an annual housing requirement of 4,095 dwellings overall across all tenures (i.e. excess demand over supply). This splits into 55% for affordable housing and 45% market housing (page 13 of the Summary). This is against an average annual housing completion of between 2,330 to 2,560 dwellings over the past 13 to 3 years respectively. Consequently there is clearly a need both to maximise the provision of affordable housing and to generally increase the amount of housing delivered in the sub-region in order to limit the worsening of housing affordability. Fordham's analysis also shows a substantial requirement for intermediate housing of around 22% of the net housing shortfall in the HMA or 910 units p.a.

Data: Affordability

Affordability ratios are calculated as house price divided by annual workplace-based earnings. Ratios calculated on median house price and median earnings show that house prices in Dorset are 10.0 times earnings, Bournemouth 9.1 and Poole 8.7 (SW: 7.9, Eng: 6.9). However, ratios calculated on lower quartile house prices and earnings better reflect the first time buyers' market. These show lower quartile house price in Dorset is 10.4 times the lower quartile earnings, Bournemouth 10.0, Poole 9.8 (SW: 8.5, Eng: 7.1). East Dorset has the highest (11.8) lower quartile house price to earnings ratio in the South West.

HM Land Registry House Prices Q1-Q2 2006 / ONS Annual Survey of Hours & Earnings 2006

Continuing growth in number of households is fuelling demand for housing in Dorset: the 2004-based CLG household projections published in February 2008 and shown in the table below project an increase of 15.1% in Bournemouth and 13.6% in Poole.

Table 1: Revised 2004- based Sub Regional Household Projections									
	Thousands								
	2004	2006	2011	2016	2021	2026	2029	2006-26	% Change
ENGLAND	21,063	21,518	22,646	23,836	24,973	25,975	26,497	4,457	20.7%
SOUTH WEST	2,159	2,214	2,356	2,508	2,656	2,789	2,858	575	26.0%
Bournemouth UA	72	73	75	78	81	84	85	11	15.1%
Poole UA	59	59	61	63	65	67	68	8	13.6%
Dorset CC	173	177	187	199	211	221	227	44	24.9%
Christchurch	21	21	21	22	23	24	25	3	14.3%
East Dorset	37	37	39	41	43	45	46	8	21.6%
North Dorset	27	28	30	33	35	37	38	9	32.1%
Purbeck	19	19	20	21	22	23	23	4	21.1%
West Dorset	42	43	46	50	53	56	58	13	30.2%
Weymouth & Portland	28	29	31	33	35	36	37	7	24.1%

Source: CLG 2008

The emerging Regional Spatial Strategy will determine the amount of housing to be delivered in the sub-region over the next 20 years. The Panel Report of the Examination in Public into the draft Regional Spatial Strategy was published in January 2008 and suggests a substantial increase for the whole of the South West from 459,550 in the draft RSS to 569,450 over the plan period which is equivalent to 28,473 units per annum. For the Bournemouth, Dorset & Poole HMA it recommends an increase from 40,150 units to 48,100 dwellings. The status of the Panel Report is 'for information only' which is being considered by Government in determining whether or not there is a need to make changes to the draft RSS. It is, however, a material consideration and in this case indicates a likely direction of travel. The Secretary of State's proposed modifications to the emerging Regional Spatial Strategy are expected to be published in the summer of 2008 with the final Regional Spatial Strategy likely to be adopted by the end of 2008. It is a requirement then for LDFs to identify how the RSS requirements will be achieved.

As the National Housing and Planning Advice Unit has clearly set out in *Affordability Matters* (June 2007): "The growth of regional economies is in part driven by a flexible supply of labour, both in general and specifically in relation to more skilled and qualified workers. A ready supply of labour requires a responsive housing supply, with owner occupation a desire for the majority of skilled and qualified workers. The impact of poor affordability is particularly felt by younger people trying to buy their first home, or to move to one where they can best raise a family" (page 4f). Nationally average annual growth in second homes has been consistent with growth in the economy at around 3 percent

– mainly for holiday and week end use. This pressure is felt in Bournemouth, Poole

Data: Second Homes

According to the 2001 Census, 2.8% of homes in Dorset County are second / holiday homes. (Bournemouth: 2.1%, Poole: 1.8%, South West 1.8%, England: 0.6%). The percentage of second / holiday homes is largest in Purbeck (5.4%) and West Dorset (4.6%). 8 wards in Dorset and 1 ward in Poole have more than 10% of homes as second / holiday homes. Charmouth ward, West Dorset, has the highest proportion (17%) of its homes classified as second or holiday homes in Dorset.

ONS Census 2001

and Dorset where anecdotal evidence suggests that a significant proportion of the dwelling units constructed never become available for those wishing to occupy them as permanent homes.

Planning Decisions

In the year ending September 2007, the district planning authorities within Dorset made decisions on 7,389 planning applications, 152 of which were for major developments. The largest total number of decisions was made by West Dorset (1,959, including 39 major decisions). During the same period, Bournemouth made a total of 2,139 planning decisions, including 159 on major developments, and Poole decided 2,218 applications, including 106 major decisions. On time taken to decide applications, Bournemouth, Poole and all Dorset districts except Purbeck achieved the PSA targets for all decision types.

Note: The speed of planning decisions indicates that the system is operating efficiently in terms of deciding applications. No target will be set for this policy area but it will be kept under close review to ensure that the system delivers effectively and efficiently in terms of supporting planned infrastructure development including major transport schemes, land for housing development and strategic site development, needed to support planned growth in the RES and RSS.

Speed of decision by development type			
	% major within 13 weeks	% minor within 8 weeks	% other within 8 weeks
Bournemouth	87	93	98
Poole	66	72	88
Christchurch	89	74	86
East Dorset	76	77	90
North Dorset	79	88	90
Purbeck	69	62	80
West Dorset	90	74	86
Weymouth & Portland	100	87	95
England	71	77	88
PSA Target	60	65	80

DCLG Statistics of Planning Applications year ending Sep 07

Data: Land Use

In 2003-2006, the percentage of new dwellings built on previously developed land in the area ranged from 37% in North Dorset to 100% in Bournemouth (SW: 59%, Eng: 71%). The Regional Planning Guidance target is 50%; both North Dorset and West Dorset were below this. Bournemouth and Poole have the first and second respectively highest proportions of new dwellings built on previously developed land of the 45 local authorities in the region. All the area's authorities except for West Dorset and North Dorset increased their dwelling recycling rates since 1999-02. In 2003-06, the density of new dwellings built per hectare ranged from 23 in East Dorset to 70 in Bournemouth (SW: 36, Eng: 39). National and regional Planning Guidance targets are 30-50 new dwellings per hectare; on current figures, North Dorset, Purbeck, West Dorset and East Dorset are below this figure. Compared to 1999-02 figures, most Dorset authorities have shown increases in the density of new dwellings built. Only West Dorset has shown a slight decrease.

DCLG Land Use Change in England to 2006

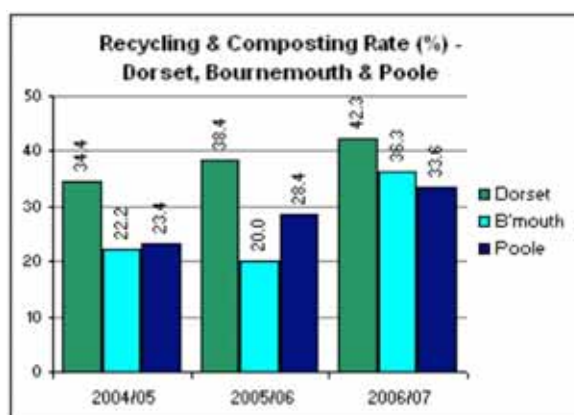
ENVIRONMENTAL SUSTAINABILITY

The UK Sustainable Development Strategy, *Securing the Future* identifies the need to achieve a sustainable, innovative and productive economy as a key component of achieving sustainable development in the UK.

At the regional level the sustainable development framework for the South West makes clear that lasting sustainable economic growth must be understood to mean low carbon, resource efficient development which enhances environmental quality and supports inclusive social progress, in ways which meet the diverse needs of the regions local economies and workforces. The regional economic strategy also states that 'the south west will demonstrate that economic growth can be secured within environmental means to bring prosperity to the region'.

The Community Strategies for Bournemouth, Dorset & Poole highlight the need to achieve a thriving and sustainable local economy and identify the need for a holistic approach to economic development and the promotion of a high environmental quality.

Within this policy context the Multi Area Agreement for Dorset provides a key mechanism to take forward a strategic approach to achieving genuinely sustainable economic development within Bournemouth, Dorset and Poole. It thus seeks to increase economic prosperity within the context of preserving the high quality environment of the area.



Data: Waste Recycling

In 2006/07 Dorset's waste recycling and composting rate was 42.3%, Bournemouth's was 36.3% and Poole 33.6%. By 2009/10 the target for England will be 40%. Within Dorset's districts the rates were Weymouth & Portland 35.9%, North Dorset 31.7%, East Dorset 31.6%, Purbeck 30.5%, West Dorset 27.3 and Christchurch 22.8%.

Audit Commission BVPI 2006/07

Defra publishes carbon emissions data for every local authority in the UK. The latest year for which this is available is 2005, which is shown below²:

Thousand tonnes of carbon dioxide in 2005	Industry and Commercial	Domestic	Road Transport	LULUCF*	Total	Population Thousands	Per capita Total CO ₂ (tonnes)
Bournemouth	333	407	190	0	930	163	5.7
Christchurch	96	116	92	0	304	45	6.8
East Dorset	167	237	203	-14	594	84	7.1
North Dorset	165	174	135	5	479	62	7.7
Poole	399	346	186	-1	930	138	6.7
Purbeck	188	124	147	-10	449	44	10.1
West Dorset	247	271	305	38	861	92	9.3
Weymouth and Portland	98	147	69	2	316	64	5.0
TOTAL B, D & P	1,693	1,823	1,328	20	4,864	693	7.0
Percentage of whole	34.8%	37.5%	27.3%	0.4%			

*LULUCF is Land Use, Land Use Change and Forestry

The *Industry and Commercial* category includes both business and the public sector. This category also includes 3 kTCO₂ originating from sites covered by the European Union Emissions Trading Scheme (EU ETS).

"The environment" and lifestyle factors are a central factor in promoting inward investment, indigenous growth and new firm formation in Bournemouth, Poole and Dorset. The attractive nature of the physical environment and the infrastructure available in the urban areas of the South East conurbation are thus major drivers for economic growth. However, the intensification of development and use of greenbelt land resulting from growth presents significant dilemmas. Promoting growth within environmental means by increasing individual and company productivity is, therefore, the key to the economic success of the area. As such, policies requiring growth at all costs would serve only to sterilise the valuable environmental resource, e.g. via major extension of traditional industrial sites and would ultimately inhibit growth.

Managing the demands on the high quality environment of the area is, therefore, key to economic success. The importance of the environment to the performance of the economy is highlighted by indigenous companies and inward investors and is closely allied to the demands from individuals to work in areas of high environmental quality.

In addition to considering the environmental limits of the local environment it is equally important to consider environmental limits in relation to natural resources, particularly energy, water, waste and transport. The need to mitigate climate change will require the transition to a low carbon economy and a 30 % reduction in CO₂ emissions from the business sector by 2020, if Dorset is to meet the targets set out on the draft Climate Change Bill.

² www.defra.gov.uk/environment/statistics/globalatmos/galocalghg.htm

Improving the environmental performance of business through the efficient use of natural resources can also improve a businesses competitiveness through lower costs, increased marketing opportunities and compliance with legislation

The MAA will seek to support businesses in responding to climate change and improving their environmental performance and also to assist companies exploit new markets for environmentally sustainable goods and services.

Already there are a number of firms who are actively improving their environmental performance in Dorset examples include: Blackmores Printers; Osmond Group; Teachers Building society; Poole Harbour Commission; Pilkington in relation to retailing, the area is also home to the Bournemouth Marks & Spencer – the first Plan A store and to innovative retailers, such as New Look in Weymouth

The demand for support on sustainability issues has been led by business representatives, such as Dorset Chamber of Commerce and the Federation of Small Business. Bournemouth Council has also conducted a Commercial Waste Survey to confirm support for private sector recycling. Dorset Chamber and FSB have, in addition, reviewed and confirmed projects with respective members.

APPENDIX B: PARTNERS TO THE MAA

Name	Organisation
Gordon Page	Cobham plc (Chairman)
Angus Campbell	Leader, Dorset County Council
Brian Leverett	Leader, Borough of Poole
Stephen MacLoughlin	Leader, Bournemouth Borough Council
Alan Griffiths	Leader, Christchurch Borough Council
John Butterworth	FJB Hotels
David Woodhouse	Hall & Woodhouse
Peter Henness	Sunseeker
Ray Bulpit	Southwell Business Park
Richard Dimpleby	Learning and Skills Council
Nick Petford	Pro Vice-Chancellor, University of Bournemouth
Tony Bray	South West Regional Development Agency
TBC	Dorset Business
TBC	Environment Representative

GOVERNANCE ARRANGEMENTS

This section sets out the Governance arrangements and expectations of the partners involved in Bournemouth, Dorset and Poole sub regional economic development, and in particular the development and implementation of the Bournemouth, Dorset and Poole Multi-Area Agreement (the Partnership).

Parties

The Partnership includes the three principal authorities in Dorset, namely Bournemouth Borough Council, Dorset County Council, and the Borough of Poole. The Partnership also includes representatives from the RDA, District Councils, the commercial and business sectors, and the learning and skills community serving the Partnership area.

For each specific project promoted by the Partnership funding and delivery arrangements will be signed-off by the appropriate accountable body. The appropriate accountable body will be determined by reference to the powers and responsibilities of the partners as set out in statute, and will normally be one or other of the principal local authorities or other relevant statutory body.

Overall Partnership Aims

The Bournemouth, Dorset and Poole MAA Partnership is a group of diverse public and private sector organisations which has been established to undertake the functions of a local strategic economic partnership. The focus for this work is predominantly, but not exclusively, South East Dorset. The Dorset Strategic Partnership will therefore retain an Economic Forum for work outside the scope of the MAA Partnership.

The objectives of the Partnership reflect the priorities in 'Raising the Game', the sub-Regional Economic Strategy developed by the Bournemouth, Dorset and Poole Economic Partnership, the Partnership's predecessor sub regional body. They relate in particular to the areas of skills, housing, transport, business growth and strategic employment sites and environment and associated business issues. The Partnership will also maintain an up to date economic assessment of the area.

The aim of the Partnership is to bring together the parties set out above with the clear objective of working together to progress important cross-boundary issues, listed in this document, in a way that will facilitate constructive joint working and the development of solutions more efficiently than if the partners were working in isolation.

Terms of Reference

The Partnership has agreed to have the following Terms of Reference and objectives:

- To provide leadership and co-ordination of sub-regional economic development and activity.
- To act as the principal voice on economic development issues, lobbying on behalf of the sub-region and maintaining appropriate links with the RDA and other regional agencies.
- To ensure that the sub-region is well informed about the economy.
- To ensure that economic development activity takes place in support of an up-to-date sub-regional strategy, prepared in conformity with regional and sub-regional statutory plans.
- To develop and deliver focused and carefully prepared action in a small number of areas significant to the sub-regional economy, including the terms of a Multi-Area Agreement for sign off by the Local Authorities and GOSW.
- Scrutinise and drive forward the agreed Delivery Plan, including the MAA.
- Hold responsible partners to account for MAA delivery.
- Review of the MAA in the light of change in circumstances and delivery performance.
- In partnership with the local authorities, scrutinise the work of the RDA and other regional agencies in so far as they affect the sub-region

Legal Framework

The Partnership is established pursuant to the Local Government Act 2000 and relevant Government guidance.

The Partnership is a non-executive body and is not a public authority. It does not have a separate corporate identity. Should it wish to discharge any functions that would require such status, it may choose to act through one of its constituent parties so far as those actions are compatible with the legal powers and duties of that party.

The Partnership will be accountable to its constituent parties and those sectors whose interests it is seeking to serve. Accountability to the wider community will be through its participating organisations.

Structure

The Partnership will be managed by a Board. The Partnership will develop and implement its action plans through Theme Groups whose work will be focused on the key topic areas identified in a Delivery Plan and MAA.

The Partnership Board

The Board will comprise 13 Members representing the following sectors and the three Local Strategic Partnerships:

- The Leaders or lead Portfolio Holder (as desired) from each of the three principal Authorities
- A representative of the District Councils
- Two representatives of the learning and skills sector
- Six representatives of the private/commercial sector, with at least one of these from each of the Local Strategic Partnerships in the three principal authority areas
- The Regional Director of SWRDA

It is expected that the Chief Executives of the three principal authorities, a representative of GOSW, and any other appropriate Officers may be in attendance to advise in a non-voting capacity. A Chair shall be elected at the first meeting of the Board from among the non-Local Authority members of the Board.

Partnership Theme Groups

Development and implementation of action plans associated with each of the key topic areas identified in the Delivery Plan and MAA will be the responsibility of a Theme Group, comprising relevant officers of local authority and other partners. The Group chairperson will be responsible to the Board for the work of the Group where that work relates to the Delivery Plan of the Partnership.

When Groups bring forward projects requiring funding they will be the subject of separate agreements with each of the funding partners, the Board being given responsibility for performance management.

Dorset Business will be contracted to provide a project management and secretariat function, utilising funds drawn down by the local authority partners from the South West Regional Development Agency. The Project Manager will be responsible to the Board and will work with a Programme Group of Theme Group chairs and senior local authority officers. The Programme Group will be responsible for MAA review, the provision of economic intelligence and the drafting of sub regional economic strategy.

'Building on the work of the current Skills Theme Group, it is proposed that a Skills & Employment Board will be established. Initially, the Board will be responsible for the delivery of the MAA skills proposals but it will also provide leadership in the wider agenda of improving skills and tackling worklessness in Bournemouth Dorset & Poole. The Board will be employer led to ensure that the work is driven by the needs of employers and will bring together a wide range of partners to ensure a co-ordinated approach to action. It will work closely with the Regional Skills Partnership to ensure that priorities at the regional and sub-regional levels are aligned and Bournemouth Dorset & Poole can lever the maximum support from the region. The Skills & Employment Board will report to the main board of the MAA.'

Meetings of the Partnership Board

Meetings of the Partnership Board shall take place at least once every quarter in each calendar year, and additional meetings may be arranged at the request of the Chair as required. No business may be transacted at any meeting of the Board unless a quorum of members is present being at least six members of the Board including representatives of the three Principal Authorities.

At least five working days notice must be given in writing to the members of the Board of each meeting.

If a quorum is not present within 30 minutes of the scheduled start time, the meeting shall be adjourned to such a date, time and place as may be determined. Notice of the date, time and place of the resumed meeting should be sent to Members as soon as is reasonably practical.

Meetings will be held in private but minutes will be published on the Partnership web site.

Review and changes to the structure of the Bournemouth, Dorset and Poole Partnership

Any member(s) proposing a change in structure and/or membership levels of the Partnership Board must do so in writing so that the proposed change may be incorporated into the agenda and notice of meeting as required above. After

discussion, any proposed changes to the structure and/or membership levels can only be approved by a two thirds voting majority of the Board.

Review and changes to the structure of the Bournemouth, Dorset and Poole Partnership

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Role and attributes of partnership members

Members of the Partnership Board will be able to demonstrate the following attributes in discharging their role:

- Able to take a genuine strategic sub-regional view
- To have or to develop a good knowledge of the sub-region in all its aspects in order to effectively represent their sector
- To have an inclusive concern for all who live, work and study within the sub-region
- Able to speak with authority in support of their key sector or organisation
- Able to champion, communicate and further the work of the partnership throughout their sector and its partnerships, organisations and sphere of influence
- Able to work in collaborative partnership with people from difference sectors and backgrounds
- Ability to attend partnership meetings and training events

Nominations and appointments to the Partnership Board will normally be for a period of three years running from the date of the first full meeting of the Board and then subsequently from each third anniversary of the first Board Meeting

Any member of the Partnership Board may resign by giving not less than one months notice in writing. Any subsequent appointment to replace the retiring member will be effective for the period from the date of appointment until the expiry of the original three-year period mentioned above.

Members of the Partnership Board are expected to observe the ten principles of probity in public life (Appendix 1). Should it appear that any member may have acted in contravention of any of these principles, or in any other way has acted to the detriment of the partnership, or to bring the partnership into disrepute, their conduct may be referred to a membership panel comprising three members of the Board, and representing at least three of the sectors present on the Board. The membership Panel will consider the member concerned and will make recommendations to the Board as to whether the member should be removed from membership, or whether any other appropriate action should be taken. For the avoidance of doubt, the membership Panel may also have referred to it cases where members consistently fail to attend meetings of the Board.

The benefits of open, honest and challenging debate are recognised. However, it is expected that members of the Partnership Board will exercise collective responsibility once decisions have been made by the Partnership Board, and members should undertake not to criticise publicly the functioning of the Board, the Theme Groups, or any other aspects of the Partnership without first discussing their concerns with the Chair of the Partnership and any appropriate Support Officers.

Confidentiality

Partnership Board members undertake to respect the confidentiality of any correspondence, reports, documents, minutes, or verbal updates clearly intended to be confidential. As such, they will not forward the contents of any such documents or verbal updates in writing, electronically or verbally to any third party without the permission of the Partnership Board.

Decision Making

Decisions of the Partnership Board should be reached by consensus. Where consensus cannot be reached and where it is necessary to conclude discussion of a matter with a decision, then a vote may be requested, either by the Chair or by any other voting member. Should a vote be requested, the matter must be put to the meeting subject to the Chair being satisfied that an adequate debate on the matter has been undertaken. The Chair may defer a vote until he or she is of the opinion that a full debate has been concluded, but may not defer the item to another occasion if a vote is requested, unless the item is withdrawn from the meeting for decision.

Changes to the Constitution

This Constitution may be changed by a resolution passed by a two-thirds majority of members present and voting at a meeting of the Partnership Board and then ratified by the local authority partners. This power can only be utilised to facilitate the better working of the Partnership. Any proposed amendments must appear as a separate item on the agenda, setting out the terms of the changes proposed and must be formally sent out for consultation amongst the members of the Board with the agenda at least five working days before the meeting at which a decision is to be taken.

Reporting Mechanisms to Local Authorities and Local Strategic Partnerships

Each local authority will take responsibility for reporting back in accordance with the requirements of the individual authority. Similarly, Board members on Local Strategic Partnerships will take responsibility for reporting back to the LSP.

APPENDIX C: LINKS TO LAAs AND OTHER DELIVERY MECHANISMS

What is the MAA?

An agreement with Government driven by a voluntary coalition between the public and private sector established for the purpose of achieving productivity led economic growth with a particular focus on South East Dorset

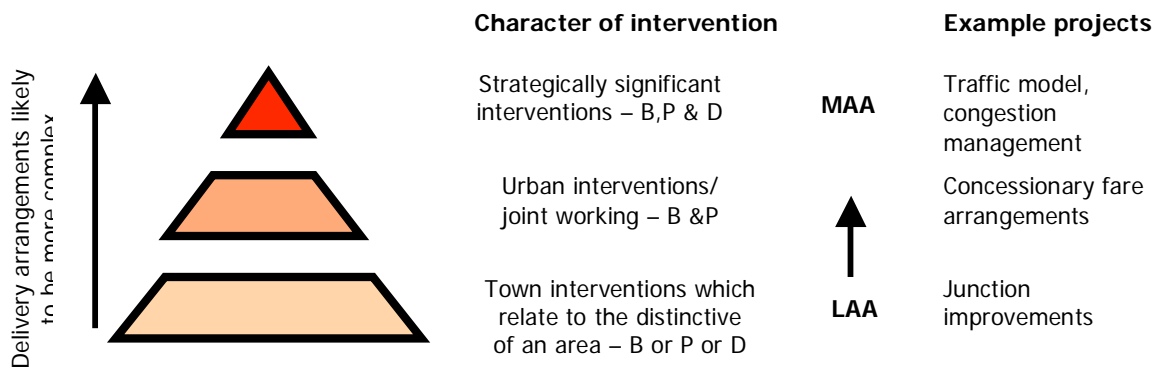
What are the key characteristics of the MAA?

It will be an agreement that delivers a programme of improvements across a range of themes and target areas

What will be included in the MAA?

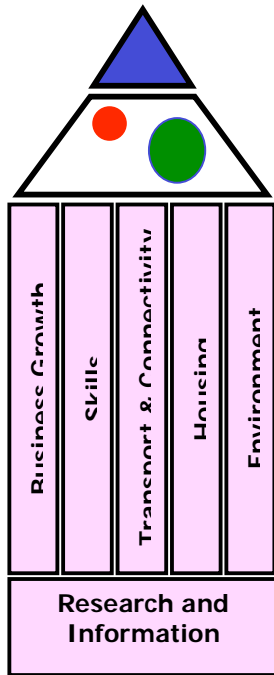
Priority projects and programmes of work which are strategically significant and;
 a – can not be delivered by individual organisations – and/or
 b – require flexibility, freedoms or funding from the Government

Spatially, the MAA will operate in the following way:



As the area of the shapes suggest, most interventions will be local but those interventions that make most difference to the economic circumstances of the area are likely to be strategic. Strategic interventions not requiring freedoms, flexibilities or funding will not be part of the formal agreement.

MAA themes and target areas



Strategic context

Informed by Regional Economic Strategy, Raising the Game, Sustainable Community Plans

Target Improvement Areas

Specific development that has area wide implications and includes contributions from several themes

Themes

Interventions that lead to a general improvement in economic conditions

The content of work programmes will be determined by the MAA Board and will have regard to shared priorities, availability of resources and deliverability

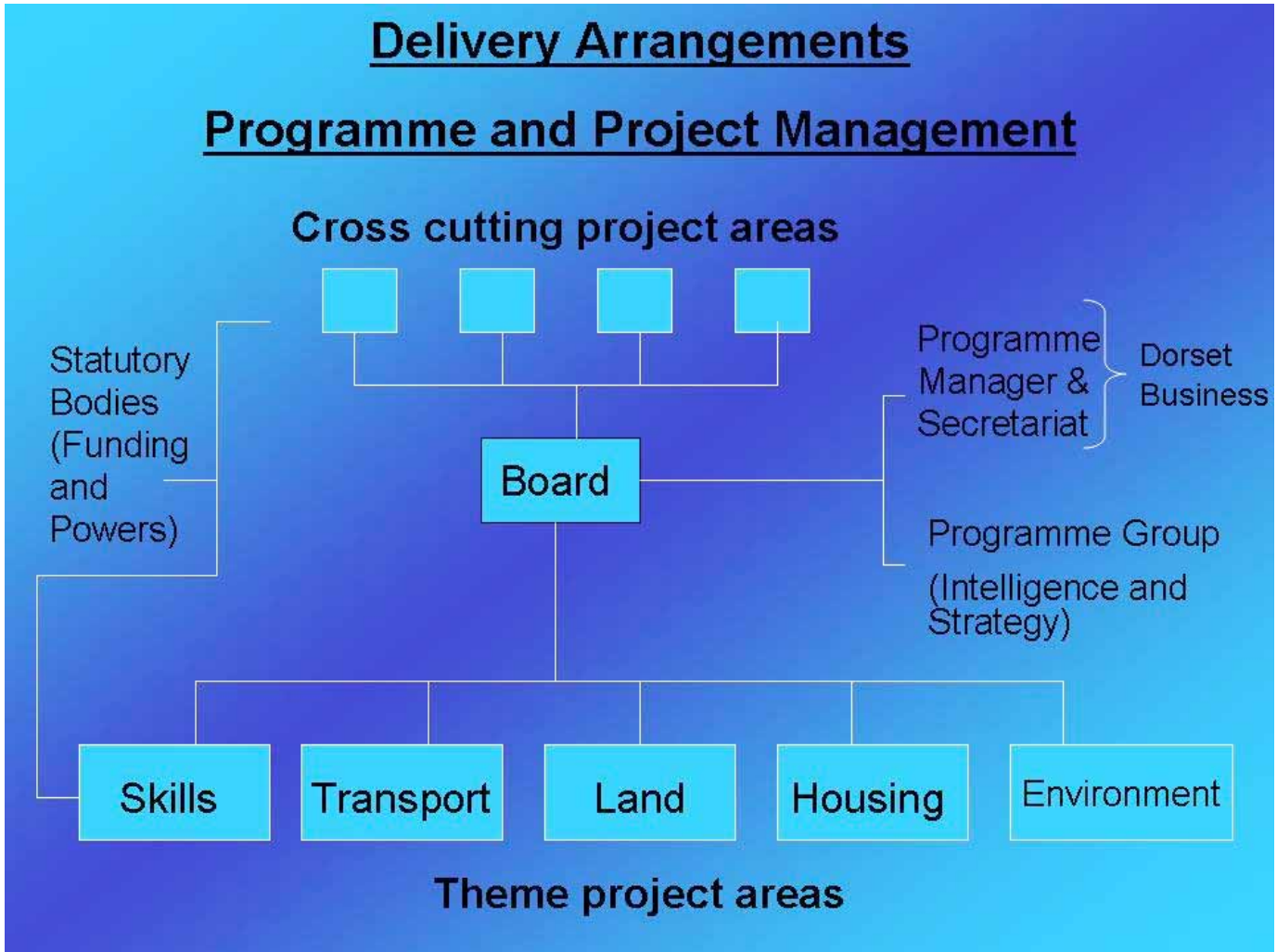
APPENDIX D: ENABLING MEASURES (FREEDOMS & FLEXIBILITIES)

In taking forward the MAA, it is proposed that the following freedom and flexibilities are proposed for discussion with Government. Whilst the freedoms and flexibilities are identified where appropriate by Strategic Theme, the majority have a generic or pan MAA impact.

Ref:	MAA 'Ask'	Background (Evidence)
T1	<p>Rules Governing Inter Agency co-operation & Funding - Development of the Department for Transport and the Highways Agency (HA) relationship with the sub regional partnership in Dorset to facilitate a balanced approach to the delivery of the sub-regional strategy, and management of the South East Dorset transport and highway network as a whole to achieve economic growth and manage journey time reliability. This to be achieved by:-</p> <ul style="list-style-type: none"> • developing a formal Memorandum of Understanding as a framework within which the parties will operate and develop their approaches; • working together on the establishment of a robust and comprehensive sub-regional evidence Base, including the completion of the multi modal study. 	<p>Recent experience with the SE Dorset Multi Modal Transport Study shows that some government agencies cannot commit to programmes of funding over more than one year, whereas local authorities can. Also, the financial rules governing the Highways Agency conflict with the project guarantees required to obtain RDA grant. It does not concern the local authorities how much is funded by each Government agency. There is a serious risk of delay, and greatly increased study costs, if this is not resolved. A joint protocol with Highways Agency (similar to those in Hampshire and Thames Valley) is sought to ensure a joint strategy for the four Highway authorities in dealing with major development, and key employment sites in particular.</p>
S1	<p>Funding for Level 4+ Training - DIUS and HEFCE are asked to agree a more flexible approach to supporting higher-level training for workers in small businesses.</p> <p>BD&P propose an approach that is business-focused and demand led (and therefore consistent with the Leitch Implementation Plan) and which would involve collaboration between the HEIs and FE colleges, working together through the SW Lifelong Learning Network. The proposal is to bring together HEFCE's work with institutions to improve the supply of higher level training, with the evidenced demand from employer in the sub-region, and ensuring that barriers to delivery are overcome.</p> <p>BD&P (through partner HEIs) to work in collaboration with HEFCE to develop their plans to provide a greater incentive to small businesses (employing up to 49 people) to co-fund their workers for higher level (Level 4+) training.</p> <p>In return, BD&P offers improved performance in Level 4+ attainment (measured by NI165 - improve performance in BDP by 5.5% from Q4 2006 baseline of 29.6% to 35.1% in Q4 2011) and the establishment of an employer-led Skills & Employment Board as envisaged in the Leitch Report to drive forward improved performance.</p>	<p>The sub-region does not perform as well as the South West in terms of the attainment of higher skills at Level 4+ (29.6% of the 19-64 population in BDP compared to 32.5% in SW (APS, 2006)). The local authorities, HEIs and FE colleges working within the South West Lifelong Learning Network, local employers and other partners are committed to working together on a number of innovative projects to address this issue. However, the area is dominated by small and micro businesses (97% of all businesses in BDP employ up to 49 people and 86% employ only 1-10 (ABI, 2006)). Those businesses experience difficulties in raising finance to co-fund higher skills development. Flexibility in HEFCE funding models is required to incentivise small and micro businesses to engage with HE providers in the first instance to spread understanding, experience and value of higher level skills to strengthen co-funded provision in the future. This is particularly important in view of the projection of more difficult trading conditions nationally in the short term.</p>

E1	<p>Co-operation of DEFRA and DEFRA NDPBs – The Councils ask DEFRA and its NDPBs the Environment Agency and Natural England, to confirm their support for, and commitment to, the successful delivery of a populated, working environmental model and to the development of an approach suitable for use by others.</p> <p>Bournemouth, as the project lead, has reached outline agreement with the Environment Agency (SW) to develop the model over the next three years, building upon EAs existing work. The Council are concerned that the project could be at risk if priorities change or if resources are squeezed</p>	<p>Through the MAA, the Councils are working to create a strongly performing economy while respecting and protecting their unique environmental assets.</p> <p>The Councils have agreed in principle with the Environment Agency (SW) to co-operate to produce an assessment of the current state of the environment. The expectation is that this baseline assessment can then be used to show the environmental impacts of different future scenarios for economic growth. The information provided by the baseline assessment and scenarios will be used to assess the economic opportunities offered by environmental capital and to ensure that economic and environmental impacts of decisions are considered together.</p> <p>The Councils have agreed to use the matrix model set out in the paper Planning for One Planet: Widening the application of Environmental Limits³. The intention is to populate the model using existing data held by the Environment Agency, Natural England and others.</p>
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APPENDIX E: PROGRAMME DELIVERY ARRANGEMENTS



Note: Microsoft Project will be used to project plan and manage delivery of the Section 5 Delivery Plan, the Appendix B Financing Plan and the Appendix C Outcomes & Achievement Plan. This will become an annex to Appendix G.

APPENDIX G: GLOSSARY OF TERMS

AONB	Area of Outstanding Natural Beauty
BDP	Bournemouth, Dorset & Poole
BERR	Department of Business, Economy and Regulatory Reform
BoP	Borough of Poole
BSSP	Business Support Simplification Programme
CLG	Department of Communities and Local Government
DCMS	Department of Culture, Media and Sport
DCSF	Department of Children, Families and Schools
DfT	Department for Transport
DIUS	Department of Innovation, Universities and Skills
DPD	Development Plan Document
FE	Further Education
FSB	Federation of Small Businesses
GOSW	Government Office for the South West
GVA	Gross Value Added, an EU Gross Value Added (GVA) is another term for GDP at basic prices.
HA	Highways Agency
HE	Higher Education
HEI	Higher Education Institution
HMA	Housing Market Area
ICT	Information & Communications Technology
LAA	Local Area Agreement
LDF	Local Development Forum
LPA	Local Planning Authority
LSC	Learning & Skills Council
LTA	Local Transport Authority
MAA	Multi-Area Agreement
MAL	Manchester Airport Limited
NI	National Indicator
ONS	Office of National Statistics
PHC	Poole Harbour Commissioners
R&D	Research & Development
RAMSAR	Wetlands of international importance
RES	Regional Economic Strategy
RFA	Regional Funding Allocations
RSS	Regional Spatial Strategy
SEDMMS	South East Dorset Multi-Modal Study
SRS	Single Regional Strategy
SNR	Sub National Review of Economic Development and Regeneration
SWMAS	South West Manufacturing Advisory Service
SWRA	South West Regional Assembly
SWRDA	South West Regional Development Agency
TOC	Train Operating Company
URC	University Research Centre
W&PBC	Weymouth & Portland Borough Council

APPENDIX H: SNAPSHOT OF THE PLACE AND ITS ECONOMY

- 1.1 The sub-region of Bournemouth, Dorset, and Poole, covers an area of 2,653 km² and has a population of 701,100. The highest population concentration is in Bournemouth and Poole and the urban areas around them (total population of circa 430,000). This urban area is the second largest in the South West region. Other significant urban areas in the sub-region are Weymouth and Portland and Dorchester.
- 1.2 With its outstanding natural environment and high grade landscape the sub region has more international and national designations (World Heritage Coastline, Ramsar (wetlands of international importance), Special Protection Areas, Special Areas of Conservation, National Nature Reserves, Sites of Special Scientific Interest, Local Nature Reserves, Non-Statutory Nature Reserves, County Wildlife and Geological Sites, and Areas of Outstanding Natural Beauty) covering its landscape than any other English county. In total the sub-region includes 1,229 sq km of Areas of Outstanding Natural Beauty (AONB), covering 53% of the land area. It has over 141 Sites of Special Scientific Interest, covering almost 19,920 hectares, 9 National Nature Reserves, 1,050 Sites of Nature Conservation Interest, around 30,300 hectares of designated Green Belt land and 91 km of heritage coast. Moreover, the sub-region also benefits from a number of significant historic and cultural assets which contribute to its special character and distinctiveness.
- 1.3 The main centre of population clustered on the Bournemouth and Poole conurbation in east Dorset, the smaller population concentration centred on Weymouth and Portland, and the dispersed rural nature of Dorset, all with a high value protected natural environment, pose particular unique challenges and opportunities to the MAA's aspirations for increased growth within environmental means.
- 1.4 The evidence base shows the economy has grown significantly in recent years especially in the conurbation: for the most part unemployment is low and economic activity rates are high and this has been achieved within the environmental constraints that exist. For example GVA per head shows that Bournemouth and Poole is above the South West average, but below that for England. Dorset, however, has a considerably lower GVA and is the 3rd lowest in the South West. Therefore we need to increase productivity across the sub-region in order to help the national economy perform better and we need to drive significant productivity increases in the smaller urban centres and their rural hinterlands. This difference between the conurbation in the east of the county and the rest of rural Dorset sets the scale of the ambition that is to be achieved.

Some serious economic and socio-economic issues also need to be addressed, as the following paragraphs illustrate:

- 1.5 In relation to **demographics** there is a higher percentage of retired people in the sub-region than compared with the South West region or England. Christchurch has the highest percentage of retired people in any district in England. This means that the working age population available to fill jobs or meet the growing demand for more skilled jobs is relatively limited.
- 1.6 There are significant variations in **skills** levels ranging from NVQ level 2 (equivalent to 5 'good' GCSE's including English and Maths) through to NVQ level 4 (Higher National Diploma equivalent) throughout the sub-region. Weymouth and Portland have significantly low skills levels at all levels and Poole has the highest number of people in the workforce with no qualifications at all (8.9% compared with SW 6.9%). For higher-level skills there are lower levels of attainment in the urban areas compared to the rural area. This may be due to life-style choices (living in rural Dorset, working in the conurbation) reflected in the high levels of commuting that occur in the sub-region.
- 1.7 There are areas of significant **deprivation** within the sub-region. There are 31 Lower Super Output Areas (out of a total of 445) in the sub-region, which are in the most 20% deprived nationally. 17 of these are in Bournemouth, 8 are in Weymouth & Portland, 4 are in Poole, and 2 in Christchurch. There are generally high employment rates, and low unemployment rates, in the sub-region except for Bournemouth. Bournemouth also has a high level of claimants living in deprived neighbourhoods, especially on incapacity benefits. Moreover, even though Dorset overall has good rates, Weymouth & Portland is an area of concern.
- 1.8 Unsurprisingly, as reflected in the differences in GVA performance, median **average weekly wages** in the sub-region are generally low when measured at the workplace, again accompanied by significant sub-regional variations: Poole and Purbeck are significantly above the South West average, while Bournemouth, North Dorset, West Dorset, and particularly Weymouth and Portland, are significantly below.
- 1.9 **House prices** within the sub-region are high and are generally significantly above the South West and English averages. This has caused considerable affordability issues for many people living here. The housing issue is made worse within the sub-region, as there are a large number of second homes, which helps to reduce the available stock still further (Purbeck has a rate of nearly 3 times the South West average of second home ownership and 12 times that for England).
- 1.10 **Transport** is an issue with driving by car still the preferred way of getting to work for residents in the sub-region, compounded by complex commuting patterns. This has led to increasing congestion in the Bournemouth & Poole conurbation which had an average traffic speed during peak periods of 19.3 mph compared with a 2006 traffic survey average for all 18 of the largest urban areas outside London of 20.1 mph (the average peak speed in the area has decreased by 0.4 mph since 1999/00 compared with the average decrease, in the survey urban areas, of 0.9 mph).

1.11 **Planning and land use** figures show that planning decisions are efficiently and speedily made but that there are constraints in the amount of land that is available for development that is proving to be a barrier to business growth and expansion. Some of this is explained by limitations on the amount of 'free' land available for development in the conurbation, the impact of environmental designations constraining development elsewhere, the inefficient use of employment sites in terms of current occupancy, and land-bank acquisitions by speculative investors who are prepared to hold land long-term in the hope of achieving residential values. A range of issues need to be addressed here including the need to restructure business to a high-value, knowledge-driven economy that can grow productively within human resource and environmental constraints. Enabling measures from Government to address land release issues may also be needed.