

# eHAMPSHIRE PARTNERSHIP

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Smart Business, Smart People, Smart Growth

A 3 year Programme (2007 – 2010) to use ICT support to bring economic, social and environmental benefits for the people of Hampshire

March 2007



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# **ICT development in Hampshire**

*“Smart business, smart people, smart growth”*

## **1. Background**

Hampshire Broadband – now eHampshire Partnership – has been promoting the use and take-up of broadband and ICT technologies for 3 years. Through its unique partnership with all the relevant public and private sector stakeholders of Hampshire (see Partnership Membership attached), it has helped:

- achieve 99.6% coverage of broadband availability, completing the network by facilitating ADSL/SDSL enablement at the final 3 exchanges (Privett, Hatherden and Martin Cross)
- build a “hot spots” network where you are never more than 10 minutes away from a wireless connection
- take up levels rise from 15% to 35%
- 382 businesses with connection grants, and 507 with advice sessions
- set up the “Everybody Online” project in Havant to address the “digital divide”
- deliver the MATISSE project on broadband-enabled flexible working

Drawing on the holistic approach to ICT set out in SEEDA’s Regional Economic Strategy, it now proposes to move forward on a new 3 year implementation programme, with the vision of:-

“Delivering economic, social and environmental benefits for Hampshire by promoting effective use of ICT”.

## **2. The Context**

### **2.1 Global Context**

- In the competitive context of globalisation, key ingredients for success include a highly developed ICT infrastructure, capable of ongoing and continuous improvement as new technologies emerge, business investment and management capable of capitalising on the opportunities for e-commerce, e-systems and productivity, and a workforce which adapts its skills to suit new ways of working.
- “The South Korean government and telecommunication companies will spend 2.1 trillion won (£1.06bn) to upgrade Korea’s network. When the project ends in 2010 the top speed of South Korea’s core broadband infrastructure will be 100Mbps.” – Source BBC News. “In Korea and Japan, TV on demand and live video are common place, this freedom of expression, in Korea in particular, is having a massive impact on democracy, a trend which is being echoed in China.”

In addition, the government aims to have a majority of households with access to 100 Mbs by 2010.

- Finland's IT sector has grown from 4% of GDP in 1990 to 10% in 2005, placing the country at the top of the "Knowledge Economy" league in Europe.

Whilst every country will have different economies, geosocial and political ingredients, it is clear that ICT can be a powerful lever in the drive for "Smart Growth" in the South East.

## **2.2 National Context**

Recent Government-commissioned reports have drawn attention to the potential for integrating national economic effort in respect of environmental change (Stern), transport (Eddington), skills (Leitch) and land use/planning (Barker). The Partnership believes ICT development is an essential ingredient.

Environmental impacts of economic growth can be mitigated by the effective use of ICT through the application of technologies such as video-conferencing (saving travel), remote care provision and health diagnosis, workspace management etc. (c.f. Stern, Eddington, Barker)

Productivity gains can be made by flexible working practices, including homeworking for those currently excluded from the workforce by caring responsibilities or disability, thus enabling increased rates of employment.

Social inclusion can be improved by both formal and informal ICT training, building confidence whilst developing new skills. As the Chancellor has pointed out, the number of jobs requiring only very low skills is forecast to fall from 3.4m now to 600000 by 2020. Leitch's proposed Employment and Skills Boards will have a clear responsibility to help move people up the skills ladder to meet new business demands. ICT will form a critical element of this development.

Similarly, people excluded from economic and social activity, because of sensory or physical obstacles to using ICT, can now be enabled with assistive technology to fulfil their true potential.

## **2.3 Regional Context**

SEEDA's new Regional Economic Strategy has identified a whole series of ways in which ICT can contribute to economic success over the next 5 years:-

- business competitiveness
- social inclusion
- minimising environmental impacts

The key to delivering these aspirations will be the effective integration of activity at the sub-regional level, reflecting local circumstances and engaging local partners in a common set of aims.

## **2.4 Hampshire**

ICT can help address:-

- the business competitiveness of 50000 VAT registered businesses
- the growing numbers of self-employed (>80000 at present)
- the skills of the workforce (70000 with no qualification; 100000 at NVQ1) – 92% of all jobs now involve ICT skills
- inclusion of disadvantaged groups (34000 on Incapacity Benefit, 30000 without work but seeking work, over 50s, the disabled etc.)
- increased use of teleworking

## **3. eHampshire: Delivery Partnership**

- 3.1 The eHampshire Partnership has an outstanding record of achievement. It is an inclusive Partnership, where “joined-up” programmes deliver added value.
- 3.2 Business Link is able to build on its ebusiness events programme with support for specialist workshops and one-to-one advice. Business Link in Hampshire and the Isle of Wight has the regional lead for eBusiness.
- 3.3 The Learning and Skills Council and Learn Direct can integrate funding for ICT training and e-Learning to help develop workforce skills.
- 3.4 The private sector, represented by Chambers, the Federation of Small Businesses and individual companies can help shape programmes to suit business need. Local Authorities can help with local knowledge to provide infrastructure and support for economic and social programmes (e.g. exchanges, business support, Everybody-on-line, MATISSE, local TV Internet).
- 3.5 Overall, ICT programmes can link SEEDA funded initiatives such as Access to Services/ Market Towns, development of “Social Enterprises”. Linkages can also be established with national initiatives such as ICT Hub, Work Wise UK , Dixons ‘Switched On Communities’ etc..

The eHampshire Partnership represents a proven sub-regional delivery partner for integrating economic, social and environmental aims for ICT take-up and usage.

## **4. Vision**

To promote the use of ICT as a key enabler for delivering economic, social and environmental benefits for Hampshire.

## **5. Aims**

- to help ensure an advanced communication infrastructure with access for all.
- to help businesses progress up the e-ladder to fully e-enabled business.
- to use ICT to give access to excluded groups and thereby raise the employment rate by 2% by 2010.
- to double the number of teleworkers by 2010 and treble them by 2016.

## 6. Action Plan

### 6.1 **WORK PACKAGE 1: Infrastructure development** (lead HCC)

6.1.1 Aim:- to secure ongoing improvements in the quality and speed of communication and access for all.

6.1.2 Context:-

**Broadband Enablement:** eHampshire has helped bring broadband to every telephone exchange in the county, maintaining an overall reach of 99.6% of the population regardless of location. By understanding the business models, eHampshire has been able to implement the best long term solutions for 3 otherwise remote and disconnected rural areas. Through bringing access to BT Wholesale network (in line with the rest of the country), residents and businesses now have access to the same competitive offerings as the rest of the county, maintaining competitive pressure on suppliers and delivering a universally acclaimed solution to the end user.

**WiFi hotspots campaign:** We have targeted rural businesses across the county, to create a mesh of WiFi hotspots so that the visiting public are never more than 10 minutes away from a high-speed wireless broadband connection. This type of programme brings local and national recognition helping to foster an environment of high technology and the image of a forward thinking region.

With current developments in ICT and Broadband, infrastructure can now be seen to have two distinct elements that combine to make world class environments:-

- Hardware – routers, switches, fibres, cables, twisted pairs, multiplexers etc – ultimately the speed of the network
- Software – human environments, web sites, forums, social cohesion.

ICT and Broadband Infrastructure has an impact on 4 key areas in the Regional Economic Strategy:-

1. Sustainable Development – Broadband is key to more flexible and remote working, reducing the need for commuting, congestion and office space. Teleworking can also help to overcome localised labour shortages, a significant problem for many South East companies.
2. Rural Economies – With access to Broadband, rural businesses are able to compete effectively with business in urban locations.
3. Global Competitiveness – Broadband-enabled e-business provides the single most effective method for businesses of all sizes to enter new overseas markets and to provide quality services to customers abroad.
4. Economic Inclusion – Broadband access will enable individuals who, for reasons such as care responsibilities, can only work from home.

Broadband should be seen as another public utility in the same way as clean water, sewers, gas and electricity. This infrastructure has a direct effect on Kyoto targets and productivity growth and, to get the maximum advantage for the

region, all members of society regardless of physical location or social status must have access to the digital economy:

1. Local Government Services (integrated systems with multiple access)
2. NHS and Healthcare
3. Democratic process – empowering the electorate
4. Market knowledge – best priced products and services (fully competitive market place)
5. Social Interaction and community regeneration

#### 6.1.3 Actions:-

- eHampshire will provide a forum for the private and public sector to collaborate on network improvements in Hampshire (c.f. rollout of BT's 21<sup>st</sup> Century Network), monitor developments and promote integration
- the Partnership will work with social providers to encourage best practice in technology used for remote services (e.g. care in the home, health diagnosis etc.) including multiple access
- we will capitalise on the opportunity of new housing and business premises in Hampshire to bring investment in physical IT links (e.g. fibre to the premises) and including new “affordable housing” developments.
- we will encourage continuous upgrading of existing infrastructure
- working with our partners, we will support the development of a network of local access points and drop-in centres, open to the public, and promote their use particularly by disadvantaged groups (e.g. Hampshire Public Services Network, Community Centres, Peoples Network/libraries etc.)
- we will build extensive supplier information, through our website, to help, in particular SMEs, to make cost-effective, fit for purpose, decisions on the acquisition of new enabling technologies (e.g. VOIP, video-conferencing, security etc.), promoting broadband access technologies to business and communities
- we will continue to evaluate and champion new access technologies such as WiFi, WiMax, ADSL2+, BT 21CN, FTTP, Cable and Satellite
- we will promote engagement of young people as technology champions both through hardware awareness and software developments such as virtual communities. The Partnership will use its access to young “audiences” (schools, Youth Council etc.) to build programmes such as “grandparents to school” etc.

6.1.4 Outcome:- a globally competitive communications network which retains existing business investment, encourages new investment, particularly by “knowledge-based” industries, and reduces digital exclusion.

6.1.5 Target:- a minimum of 10MBpS to be available to at least 90% of the premises in Hampshire by 2010, with take-up levels approaching 50%.

## **6.2 WORK PACKAGE 2: Business Development** (with Business Link)

6.2.1 Aim:- to build business competitiveness.

6.2.2 Context:-

The Regional Economic Strategy identifies the effective use of ICT as a key contributor to business competitiveness. There has been a huge increase in the number of businesses connected to broadband, though there is still a significant number, particularly of micro businesses, who are yet to recognise the benefits.

Whilst large businesses are able to maintain “in-house” IT expertise, SMEs often lack the expertise to commission, develop or maintain effective ICT. Suppliers offer a bewildering, often expensive, array of solutions and busy owner-managers often lack the time to initiate change or deploy cost-effective solutions.

eHampshire has developed an analytical tool, the e-ladder, to help assess the development of a business from basic ICT processes to full e-transformation. At its best, an integrated ICT strategy can assist a business to manage its internal processes, customer relations, procurement, billing and accounting systems and, in many cases, its sales and marketing. eHampshire has monitored progress along the e-ladder by large-scale surveys, which assist both in quantifying the impact of eHampshire development programmes, and indirectly focusing business attention on the opportunities for further development.

6.2.3 Actions:-

Working with private sector partners, business multipliers and government-funded support agencies, the Partnership has developed a menu of development activities. These include:-

- incentive grants to connect to broadband for the first time.
- eLearning grants to promote workforce development at the workplace, remotely or through “blended learning”.
- first steps advice sessions, in groups or one-to-one, to help businesses make the first move up the ICT ladder.
- specialist advice workshops on particular aspects of ICT usage such as security, e-commerce, VOIP etc.
- adviser visits to individual businesses to help develop a complete ICT strategy.
- supplier sourcing advice through the Partnership’s website.
- large scale events, exhibitions and trade fairs.
- website and telephone-based provision of specialist independent information, diagnosis and brokerage.
- sponsorship of a specialist e-business category in locally-based business award programmes.
- placement of articles on e-business in local publications.
- encouragement for the adoption of broadband/ICT –enabled remote and flexible working practices (including home working).
- Support for social enterprises

Working with its partners, in particular Business Link, the eHampshire Partnership proposes to maintain and extend its business development programme, focusing especially on advancing businesses up the e-ladder.

6.2.4 Outcome:- improved business competitiveness, productivity and workforce skills.

6.2.5 Target:- in the three year period of the programme, eHampshire will help 1500 businesses to advance a minimum of one rung along the e-ladder, as measured by survey questionnaires and personal interviews.

### **6.3 WORK PACKAGE 3:Skills Development (supported by LSC)**

6.3.1 Aim:-

To improve the level of ICT skills both in the existing workforce and amongst those currently out of work.

6.3.2 Context:-

170000 individuals in Hampshire have skills levels at NVQ1 or below. ICT can contribute to up-skilling them to meet the needs of the modern economy. There is a huge multiplicity of offerings for ICT training in terms of approach (formal/informal; “on the job”/ e-learning) and in terms of providers. For the individual or for the business, provision is patchy or duplicated – it takes time and effort to research appropriate courses or qualifications.

The eHampshire Partnership with its unique mix of key stakeholders, public, private and “third sector” can:-

- provide a lead for publicly funded programmes (LSC/Colleges/Learn Direct etc.).
- develop local information on availability – “your guide” through the maze of courses and qualifications.
- Connect “on the ground” sites, where the public may access other forms of social support, with ICT provider offerings (e.g. Everybody-on-line, Sure Start, Peoples’ Network, the Really Helpful IT Company etc.).

6.3.3 Actions:-

Engaging with training providers, employers (e.g. Skills for Productivity Alliance), private sector Social Responsibility Programmes and publicly funded agencies, the Partnership will:-

- develop integrated, locally co-ordinated information on training availability
- co-ordinate local partnerships to oversee complimentary provision and reduce duplication.
- monitor overall provision, identify gaps and report on progression of skills.

6.3.4 Outcome:- a better skilled workforce and through wider access, a reduction in the “digital divide”.

6.3.5 Target:- over three years, the Partnership will set up 9 local ICT training partnerships, and “signpost” 900 individuals to ICT training opportunities.

## **6.4 WORK PACKAGE 4:Accessibility (lead HCC/ Local Authorities)**

### 6.4.1 Aims:-

This work package covers the whole range of ICT-enabled accessibility including:-

- to support disadvantaged groups such as single parents, those with low or no skills, physical disability, ethnicity etc.
- to develop rural access to services
- to engage the over 50s

### 6.4.2 Context:-

The Hampshire Employment Strategy sets out to link the work programmes of the many government funded and local agencies into a co-ordinated set of actions aimed at increasing workforce participation. In Hampshire, the employment rate stands at 83% (above the national average), but if growth is to take place without increasing the demand for inward migration, it is essential that those currently not employed or under-employed are given an improved opportunity to gain work or enhance their skills.

In Hampshire, there are 30000 people without work, but wishing to work, 34000 on incapacity benefit, 170000 with skills levels at NVQ1 or below and 41000 children living in families on the highest level of benefit. ICT is seen as a key enabler since 92% of jobs now involve ICT use. Disabled people are 3 times more likely to find employment, if they have had some form of ICT training. Although many people registered as disabled can use computers effectively, equally many cannot because of minor physical or visual impairments. The most authoritative estimate of the total number of 'ICT disabled' throughout the UK is some 5m which would suggest a minimum of 100K in Hampshire alone.

Most of these inhibitors can now be removed with assistive technology, provided these people are properly informed assessed and supported. Informal training can also act as a means of building "soft skills" such as confidence and motivation. Provision of increased Homeworking opportunities can improve access to work for those with disabilities or domestic constraints (e.g. single parents, carers etc.).

The e-Partnership is uniquely placed to help address these issues, with its connection to Local Authorities (Sure Start, Children's Services, Peoples' Network), Local Strategic Partnerships, Learning and Skills Council and employment-orientated charities. There are strong links between the Partnership Board (the Chairman is also the Chairman of Ability Net) and the Partnership set up to deliver Hampshire's Employment Strategy.

### 6.4.3 Actions:-

The menu of activities will include:

- Support for the Havant Everybody-on-line project, working with BT, which aims to bring ICT to the hard to reach groups of Leigh Park, Havant. There are plans to fund an additional Everybody-on-line project in Andover, working with Citizens-on-line.

- Support for a network of informal drop-in centres based around one-stop-shops such as the Employment Resource Centre in Havant and the Children’s Centre/ Sure Start in Rowner, Gosport. These may be operated by charitable trusts (e.g. Wheatsheaf/ Enham) or by statutory agencies. Links will also be built with the Peoples’ Network and training availability in libraries (e.g. 54 libraries). Job Centre Plus will be a key partner.
- Continued operation of a Silver Surfers programme in Hampshire (currently the largest in the UK).
- Research and evaluate (using Matisse technology) the most effective way to enable ‘ICT Disabled People’ to overcome obstacles to full access to ICT by means of a small pilot project (working with an appropriate charity).
- Initiate a pilot area, where a comprehensive and integrated service can be provided.

6.4.4 Outcome:- improved access to the job market for those currently excluded through lack of ICT skills.

6.4.5 Target:- to contribute to the raising of the “Employment Rate” by 2% over a 3 year period.

## 6.5 **WORK PACKAGE 5: ‘Flexible Working’** (lead HCC)

### 6.5.1 Aims:-

- To identify the triggers that will win employer support for flexible working practices.
- To evaluate the potential for an Investors in People type kite mark for good employer flexible working policies and incentives needed to encourage take-up.
- To promote the benefits of flexible working in order to achieve a potential doubling of the numbers of Teleworkers in Hampshire by 2010 (~20% of the workforce).

### 6.5.2 Context:-

The eHampshire Conference (November 2006) reported the broadly positive bottom-line findings – for employers, employees and the region as a whole – attainable from *MATISSE style Teleworking*<sup>1</sup>. The pilot findings as documented in the pilot report, evidenced (and/or indicated) reduced congestion, increased productivity, lowered overheads and improved well-being as a result of ‘*MATISSE style Teleworking*’. The outcomes from the pilot also map well with the aspirations and objectives of SEEDA’s Regional Economic Strategy (RES).

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<sup>1</sup> MATISSE style Teleworking: meaning Broadband-enabled enterprise-wide home working, mobile and remote working typically two days per week, implemented as part of modern (flexible) working practices for economic, community, social and environmental benefit.

The RES vision is that *'by 2016, the South East is a world-class region achieving sustainable economic prosperity'*. Flexible Working is cited as a major enabler of this vision within the RES document's main objectives, aims and targets. Specifically *'Target 10 - Employment'* states the need to *'develop Flexible and Remote Working policies that improve productivity, work-life balance'* and *'the further development of ICT for flexible working'*.

The menu of proposed activities, also contributes to the following RES targets:

- *Target 5 – Enterprise: Support of home-based and micro enterprises* (e.g. through web based informational resources and an enhanced Teleworking Implementation Toolkit)
- *Target 6 – Skills: Accessible Community based learning opportunities* (e.g. through e-centres)
- *Target 8 – Transport: reduced congestion and pollution* (e.g. through less commuting and business travel)
- *Target 9 – Physical Development: Regeneration of rural and market towns* (e.g. through home-based worker increased spend and utilisation of local amenities)

In summary, MATISSE style Teleworking, as proposed, can:

- Improve access to work opportunities and increase economic activity
- Improve quality of life that can help stimulate inward investment and counter international competition increasingly faced by Hampshire and the South East
- Help achieve the requirement of increased productivity
- Help realise economic prosperity through more environmentally sustainable means

### 6.5.3 Actions:-

Menu of Proposed Activities:

- **General Awareness Campaign** – This will be the precursor (a pilot in Hampshire) for a region-wide *'MATISSE Style Teleworking'* awareness campaign potentially led by Work Wise UK and supported by SEEDA/ Business Link and the County Broadband Partnerships.

Initial research is proposed during FY 07/08 (see below) to help determine the most effective way of reaching and engaging the primary audiences for Teleworking (e.g. SMEs). This will take on board the views of local Chambers, FSB and possibly sector specific Professional organisations. The aim will be to deliver at least 2 facilitated workshops (1 North and 1 South Hampshire) by December 2007.

Specific awareness campaign events proposals include a SE (or County) 'Work from Home' day or a SE 'Green – Commute day' run in collaboration with Work-Wise UK and/or other key stakeholders.

- **MATISSE website – Migration and Development** – It is proposed that the existing Hampshire County Council based MATISSE website is migrated to become an integral part of the eHampshire website. The aim will be to develop an information repository that will be capable of being rolled out across the region coincident with commencement of a region wide MATISSE Style Teleworking campaign. The main website development will be during FY07/08.

It is anticipated that eventually, the site will become a de facto standard. It will become **the** definitive source of up to date and relevant Teleworking information. This will include the latest Toolkit, News and Event information, an e-magazine, “facts and figures” plus links to other appropriate sites (e.g. Work Wise UK, Enterprise Nation, SEEonline etc.). Users will be asked to register on their initial visit thereby enabling the analysis of visits to the website and in accordance with DPA legislation, building a mailing/contact list over time.

- **Research and Planning** – This activity will initially (FY07/08) strive to seek the involvement and engagement of business representatives, key business support and training organisations including: Chambers of Commerce, Business Link, the Federation of Small Businesses, Sustainable Business Partnership, employer representatives (especially SMEs) and Teleworking Solution Providers. The aim will be to establish a forum and then run, potentially, two workshops that will help determine the most effective means of rolling out a Teleworking programme, the geographical focus, the form and level of support for quality accreditation (kite mark), how to access and engage the main target audiences for Teleworking and through this identify which industry sectors might be most receptive. The forum members will also act as Teleworking champions. (NB the budget will need to include a provision for venue hire, facilitator hire, event publicity and associated costs.)
- **Baselining and Teleworking Policy ‘Kite-Mark’** – a survey of major employer practices in this field will be undertaken by the end of FY07/08, based on the top 100 employers in Hampshire list held by the Economic Development Office of Hampshire County Council. The survey will establish the extent of formal homeworking policies amongst employers and the perceived benefits.

The survey will also provide quantitative data on the desirability and acceptability of the proposed “kite mark” taking into account previous experience. Work will include questionnaire and database design, data capture and analysis.

The work would enable realistic targets to be set for the future (e.g. doubling the number of Teleworkers by 2010).

- **Teleworking Quality Standards** – It is proposed that in FY08/09, and following on from initial research, a form of Investors in People (IIP) type

accreditation for organisations that offer and encourage modern flexible working methods embodying broadband enabled Teleworking should be established.

Key partners are likely to include Henley Future Work Forum, CIPD and other professional bodies like IOD and the Institute of Management. The envisaged outcome would be the introduction of a grant aided code of practice that would require applicants to have a documented process for Teleworking in place including eligibility criteria, management training, equitable employment terms and conditions and a recruiting programme that emphasises 'flexible working'.

Key to the successful establishment of the Quality Standard and subsequent take-up will be an effective promotional and branding campaign. At the appropriate point, professional PR input will be sought. Initial conceptual 'branding ideas include:

- 'FREE' meaning 'Flexible and Remote e-work enterprise' or 'FREEdom' (where dom = domain)
- Re-Flex SE (remote and flexible working South East).

A small focus group (forum) including leading employers and consultancies (e.g. Henley Futures Forum and/or CIPD) will be created to establish, advise upon, oversee, promote and evolve the standard.

- **Toolkit Development** – in conjunction with the above activities and outcomes, it is proposed that the Toolkit should be further developed and improved, and published in a variety of formats.

6.5.4 Outcome:- Increased awareness and specific guidance related to the economic, social, environmental and community benefits attainable from Flexible working for employees, employers and the local economy.

6.5.5 Target:

- By 2010, a doubling of the number of individuals (as measured by NSO Labour trends survey) in Hampshire adopting Flexible working and MATISSE style Teleworking.
- 50 businesses p.a. express interest in and subsequently develop flexible working policies in line with proposed quality standards

## 7. Working with Partners

eHampshire is based on effective partnership working. It not only has the influence to engage organisations across private, public and voluntary sectors but it can communicate its messages through existing partner "vehicles". Estimated reach is 50% of all businesses (Business Link eNewsletter, FSB, Chambers etc.) and 100% of households (Local Authority Newsletters).

## **8. Resources**

The most substantial part of resources to be applied to the Plan will be derived through the co-ordination of mainstream partner budgets. However, in order to deliver the work packages and ensure effective integration of ICT initiatives across Hampshire, it will be necessary for the Partnership to establish a small core executive team of two plus administrative support. Office accommodation will be provided at the existing eHampshire offices in the University of Winchester.

### **8.1 Local Partner Contributions:-**

- Participating Local Authorities in Hampshire will contribute in cash and in-kind a period of 3 years (07/08 to 09/10).
- Private Sector partners (especially BT) will provide a cash contribution.
- Hampshire County Council will provide cash support for 3 years.

### **8.2 SEEDA Support:-**

This proposal delivers benefits across the whole spectrum of RES aspirations. It is proposed that funding is drawn from SEEDA's relevant Directorates as appropriate to delivery of their aims. SEEDA's Implementation Plan and Review of Partnerships will help indicate how funding streams should be integrated at the sub-regional level.

It is proposed that SEEDA should aim to at least match local cash contributions either as a direct grant to the Partnership and/or contractually linked to the achievement of targets relevant to each co-funding Directorate.

### **8.3 Marketing and communications**

The key vehicle for accessing the target audience will be the eHampshire website, which will undergo continuous improvement to reflect the work packages set out above. However, the Partnership will also be able to draw on the 'assets' of its partners and will work closely with existing media partners in Hampshire. Appropriate links will be made to SEEDA's programmes.

## **9. Summary of Target Measures**

- 9.1. Infrastructure – a minimum of 10 MBpS to be available to >90% of all premises by 2010 with a take up level of >50%
- 9.2. Business – 500 businesses p.a. progressed at least one rung along the ladder
- 9.3. Skills – 3 local ICT Partnerships p.a. set up and 300 individuals p.a. signposted to ICT training
- 9.4. Accessibility – raise the employment activity rate by 2% over 3 years
- 9.5. Flexible working – double the number of teleworkers by 2010.

## 10. Conclusion

The Partners of eHampshire considered the programme set out above at their Board meeting on 14<sup>th</sup> March 2007, and formally and unanimously adopted the Plan.

The Partnership also warmly recommends the work packages for SEEDA's consideration, as an effective way of achieving an integrated ICT strategy at the sub-regional level and one which is capable of making a significant contribution to the aspirations and aims of the Regional Economic Strategy.

We would very much welcome the opportunity to discuss this proposal with the appropriate Directorates of SEEDA in due course.

On behalf of the eHampshire Partnership

David Livermore  
Chairman  
eHampshire Partnership

Dated: .....

Appendix: List of members of eHampshire Partnership

## **APPENDIX 1: LIST OF PARTNERSHIP MEMBERS**

SEEDA

BT

NTL

Business Link

Learn Direct

Hampshire and Isle of Wight Learning and Skills Council

North Hampshire Chamber of Commerce and Industry

Southampton & Fareham Chamber of Commerce

Portsmouth and South East Hampshire Chamber of Commerce

Federation of Small Businesses

Hampshire County Council

Southampton City Council

Portsmouth City Council

Solent Training and Development

Basingstoke and Deane Borough Council

East Hampshire District Council

Eastleigh Borough Council

Fareham Borough Council

Hampshire Economic Partnership

Isle of Wight Council

New Forest District Council

Test Valley Borough Council

Winchester City Council

Wired Wessex

University of Winchester