

eHAMPSHIRE Conference

7th November 2006

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What I will be covering:

1. Hampshire's economy
 2. Who is eHampshire
 3. The story so far...
 4. Our vision
 5. Our programme for the future...
- PLUS.....INTERACTIVE!! I HOPE!!**

Hampshire's Economy:

- GDP of £27B – growth rate of between 2 and 3%
- But not as fast as the rest of the South East
- Working Age Population of 800000
- But at least 120000 inactive, of whom 30000 want to get a job

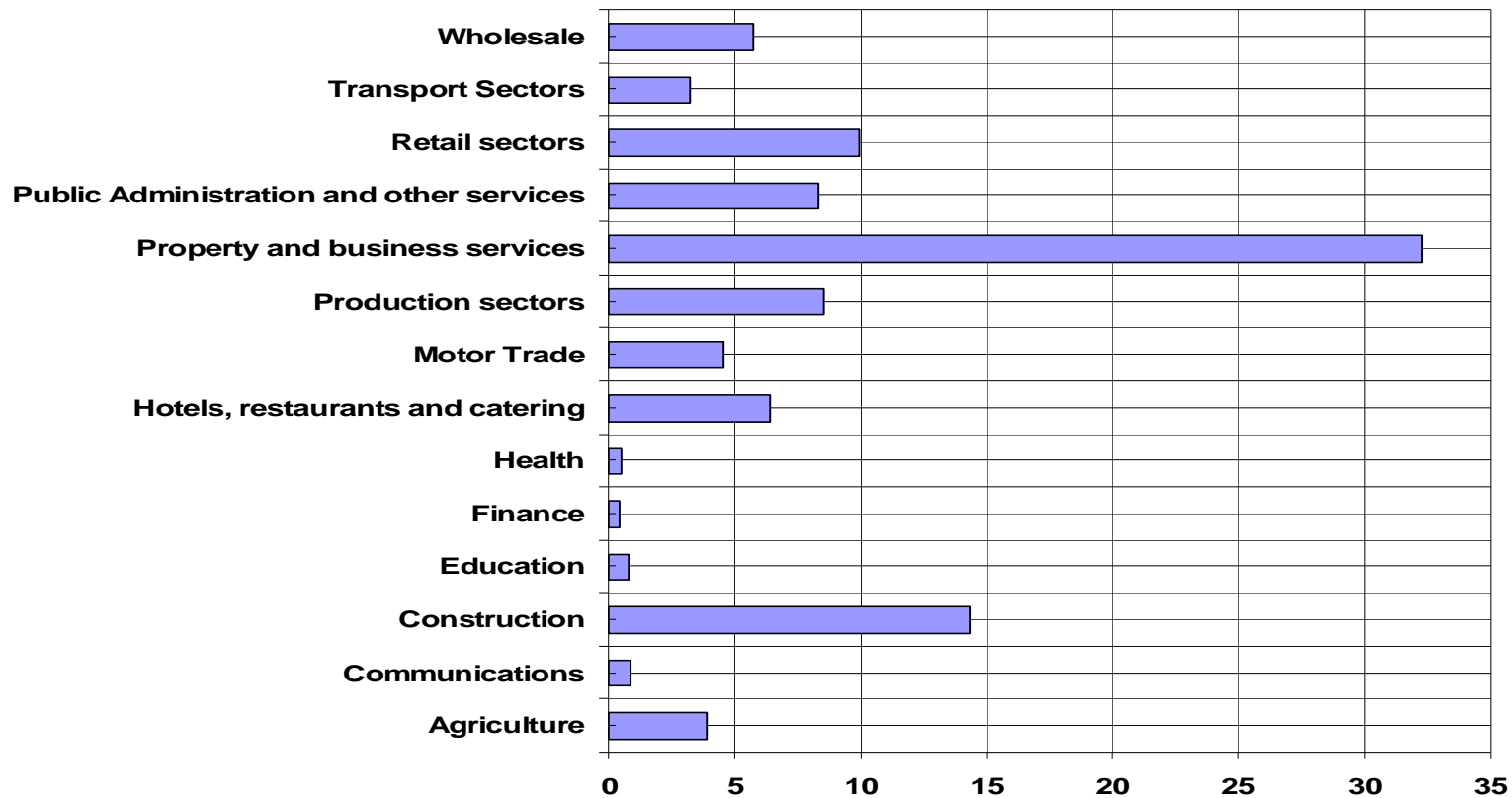


BUSINESS STRUCTURE

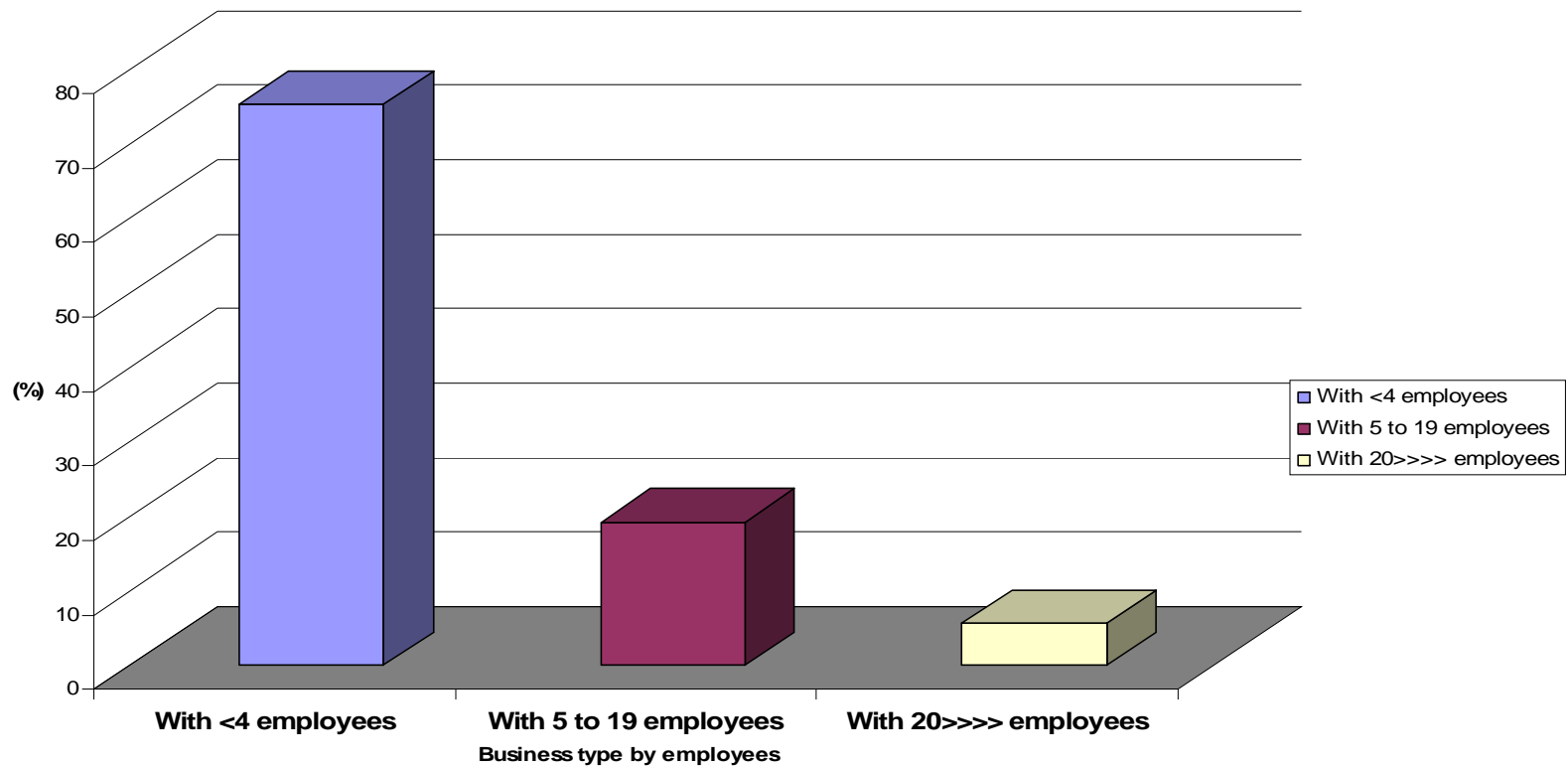


Businesses by sector:

Hampshire businesses by sector (%)



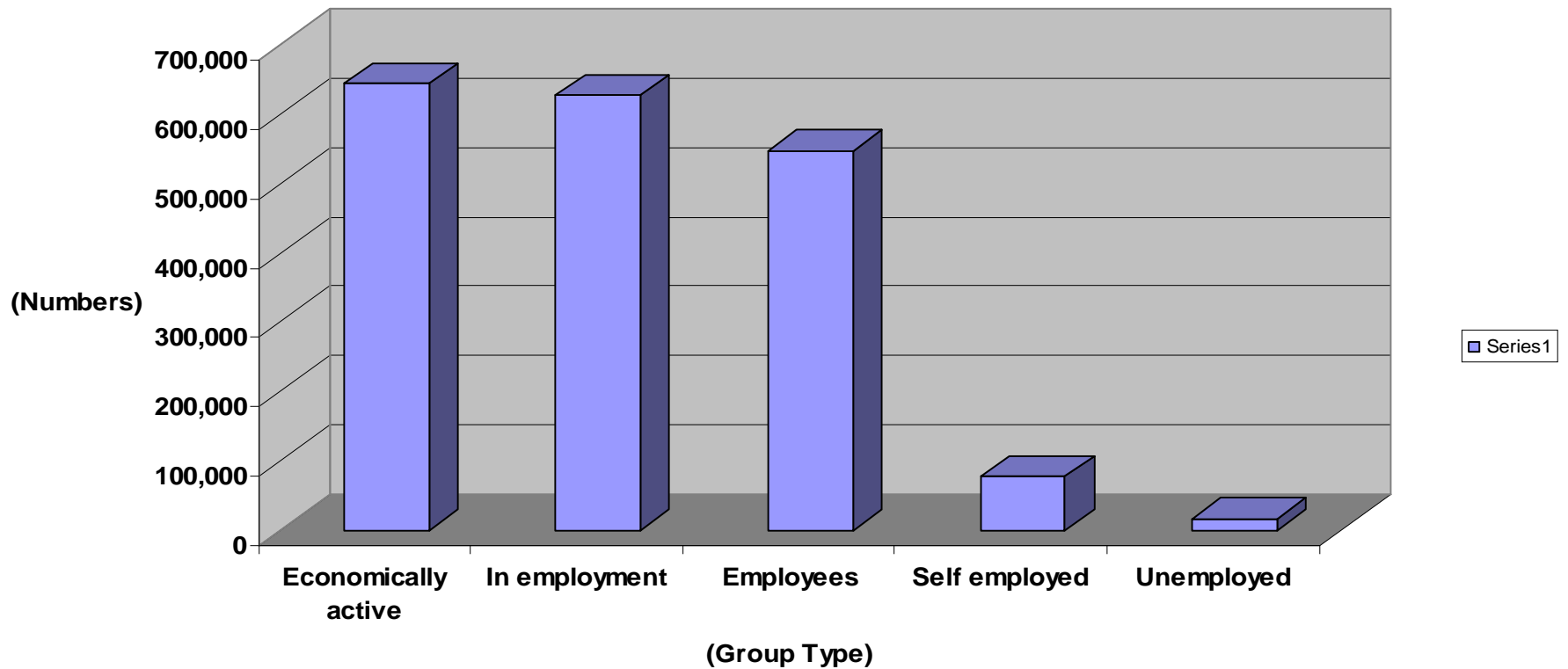
Business Size: nearly 95% < 20 employees



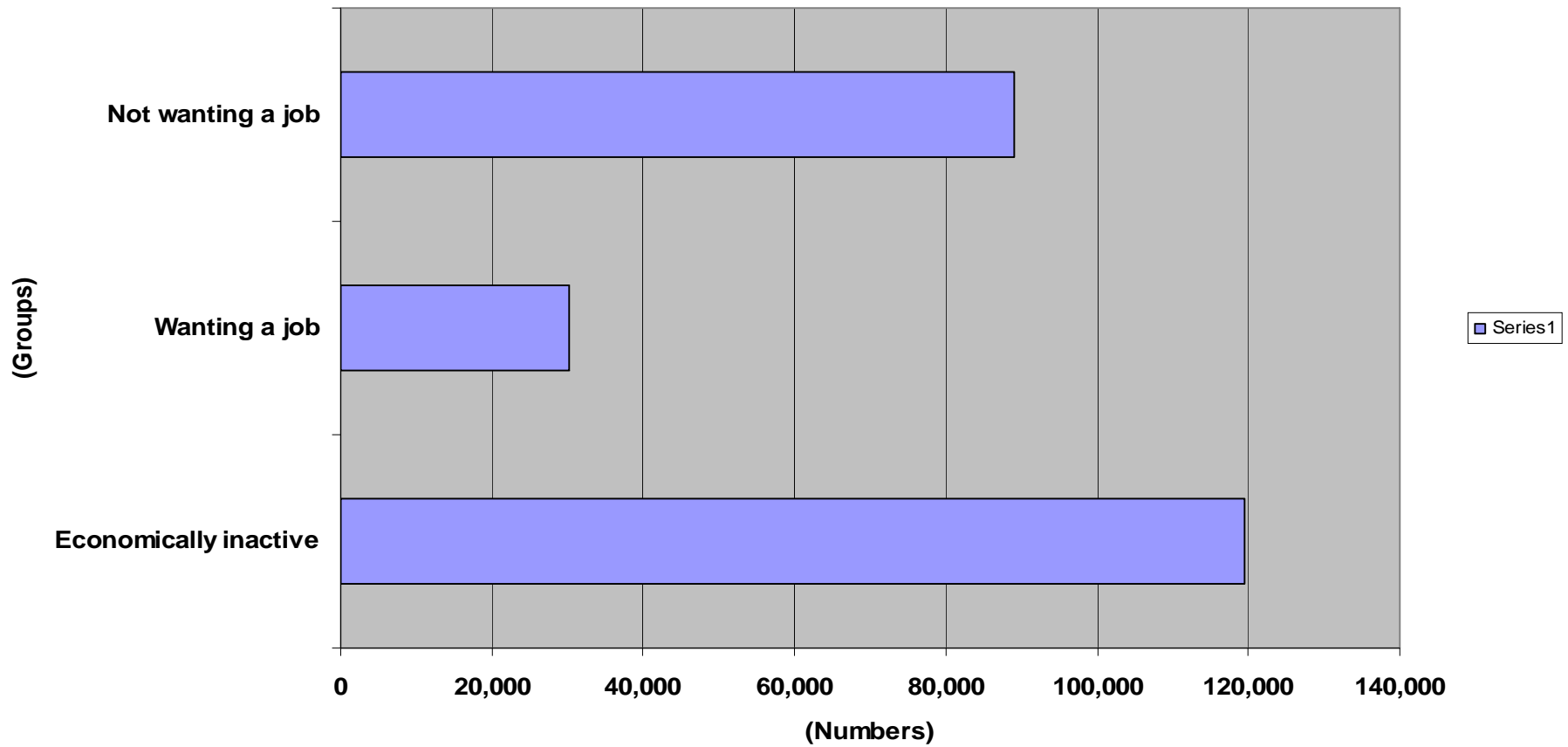
EMPLOYMENT



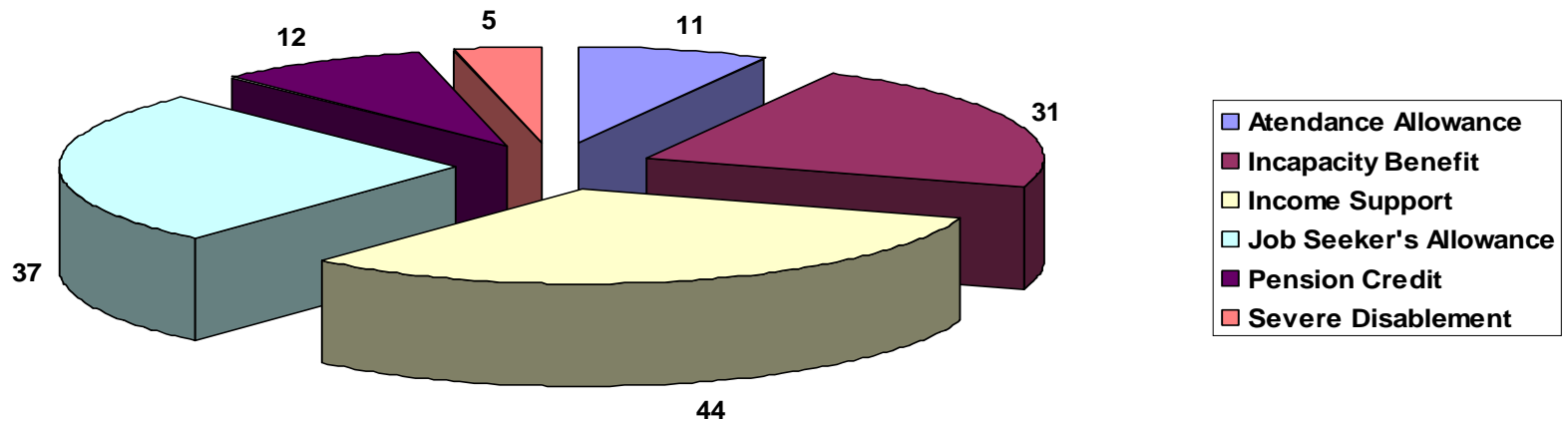
Employment: nearly 80000 self-employed



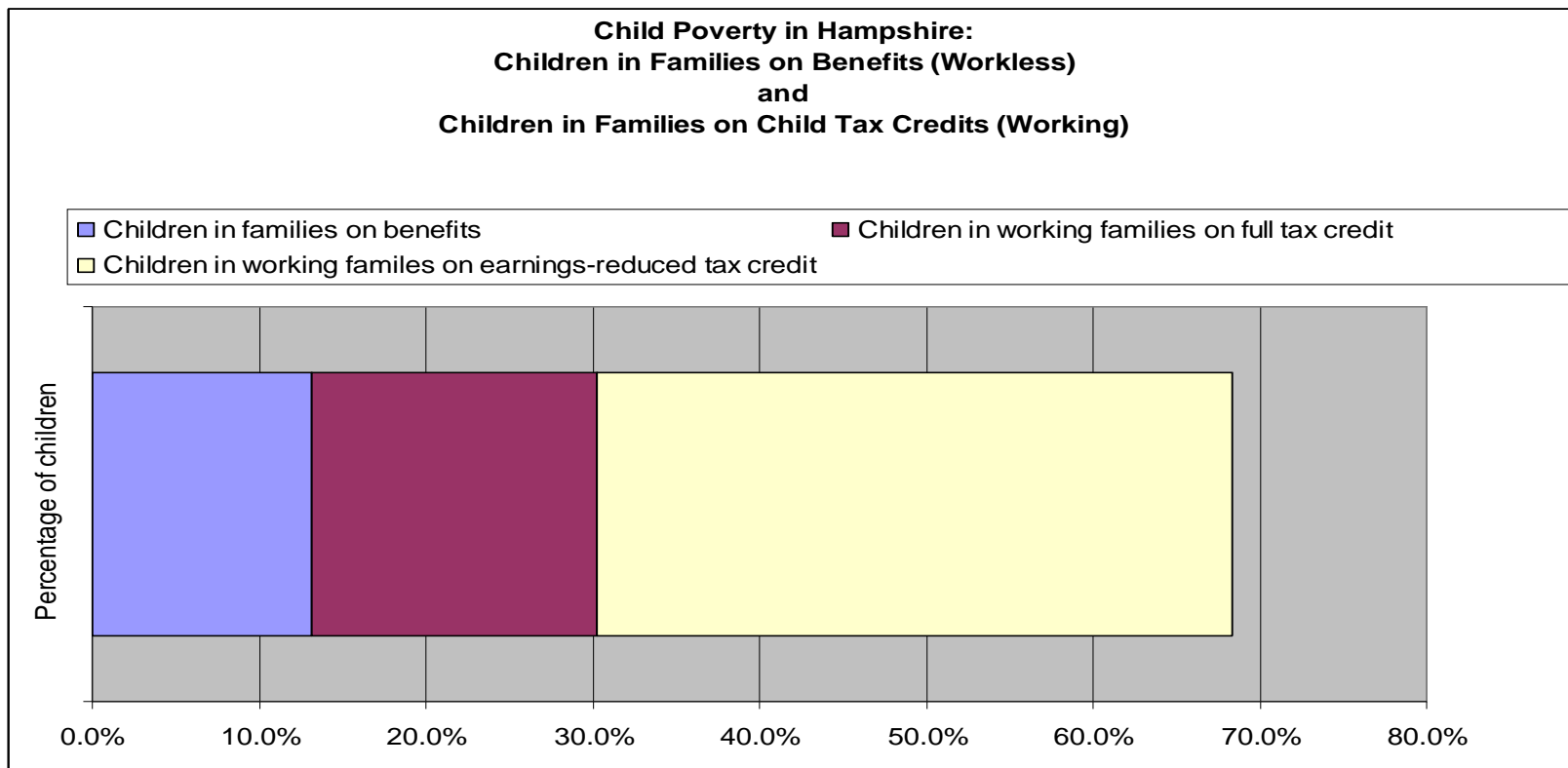
“Inactivity”:



Benefit claimants by type:



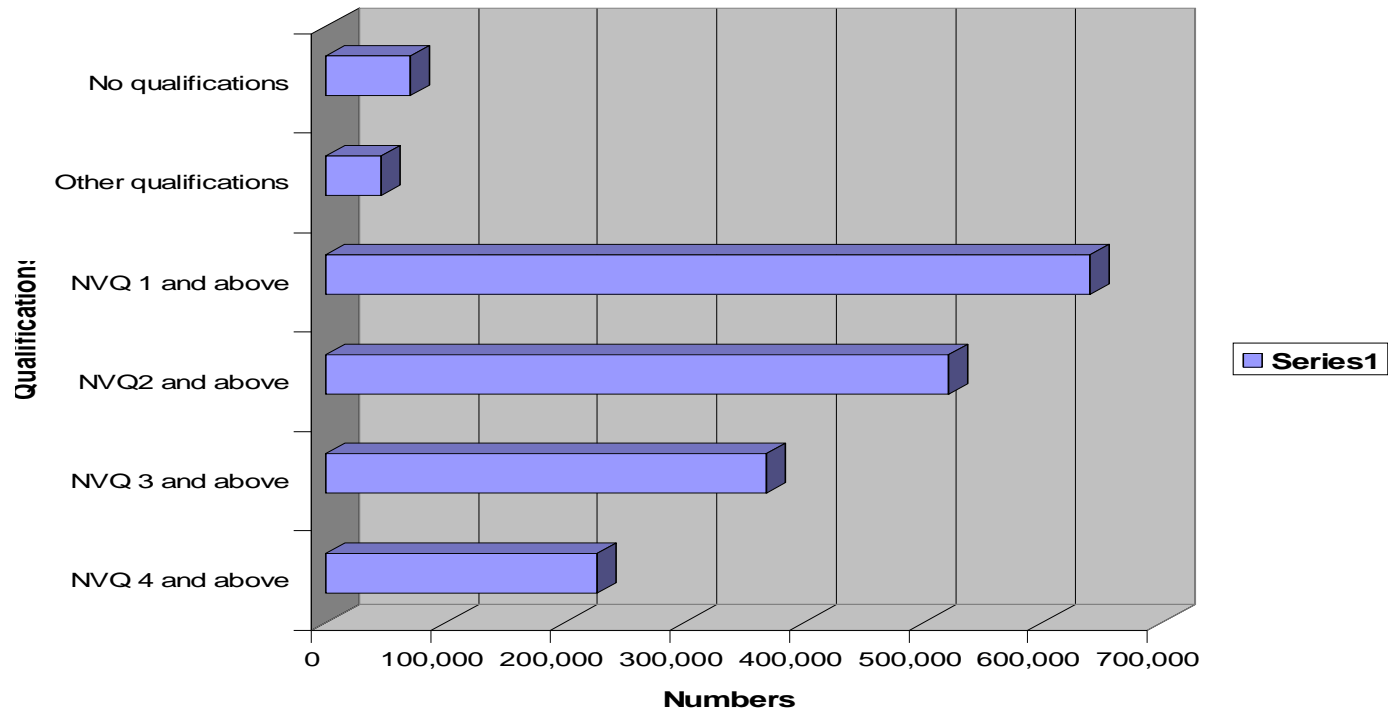
Over 30% of children are getting high rate tax credit or benefits



QUALIFICATIONS



Qualifications of working age population - 70,000 no qualification; 100,000 NVQ1



Some Conclusions:

- Many small businesses
- Many need to use e-commerce to reach market
- Many self-employed and growing
- 30000 without work but wanting work
- 70000 no qualifications, 100000 to NVQ 1



eHampshire...the story so far:

- Hampshire Broadband formed 4 years ago as a Partnership of private and public sectors
- To promote the take up and use of Broadband/ICT in Hampshire:
 - ✓ Develop the infrastructure
 - ✓ Support Business
 - ✓ Help communities
 - ✓ Promote e-learning

What we have achieved:

- Almost complete coverage in Hampshire & Hotspots & 21CN
- Over 300 Connection grants
- 360 Advice sessions covering topics such as security, e-commerce, VOIP etc.
- Developed e-ladder as analytical tool and to benchmark
- 90 e-learning grants
- Community project in Havant
- Completed the 'MATISSE' pilot and reporting today



From Hampshire Broadband to.....

the **eHampshire** vision:

To develop the take-up and use of ICT in Hampshire to improve the economic social and environmental well being of the County



Evolving our business strategy....

- Limited resources
- Need to focus activity
- The power of partnership



Where are we now?

- 33% using broadband (maybe more – NTL?)
- 70% Internet
- 70% of Businesses buy on web but <30% sell
- Many schoolchildren still have no Internet access or computer at home



Measuring business performance – the e-ladder:

- Level 1 (e-mail, internet access)
- Level 2 (website, on-line communications)
- Level 3 (e-commerce, e-ordering)
- Level 4 (e-business, electronic payment)
- Level 5 (transformed organisation, e-enabled)



SEEDA'S REGIONAL ECONOMIC STRATEGY –

The Role of ICT:

- Growth and Productivity
- Global competitiveness
- Enterprise
- Economic inclusion
- Sustainable development
- Rural economies

NEXT STEPS:

- ❑ Continue our programme of business development and support together with grants/specialist advice
- ❑ Provide the main Forum for the co-ordination of initiatives to support the use of ICT – moving on from just ‘Broadband’
- ❑ Develop a new Business Plan for 2007/08 with our partners working with SEEDA

