

**SOUTH EAST ENGLAND DEVELOPMENT AGENCY**

**BOARD MEETING 18 SEPTEMBER 2007**

**ITEM 12**

**AGENCY REPORT**

**Recommendation**

The Board is invited to **NOTE** the agency activity report for August and September, which represents a cross section of reports from within SEEDA organised according to the themes of SEEDA's Corporate Plan.

**A. STRATEGIC INFLUENCING**

**Responding to Floods in the South East**

1. During July, SEEDA pulled together a Flooding Task Force to design and implement a support package for businesses in the region adversely affected by the floods. Heavy rainfall from Friday 21 July over the weekend until Monday 23 July had effected primarily Oxfordshire, but also to a lesser extent parts of Berkshire, south Buckinghamshire and Surrey. A cross-SEEDA task force was set up and the Agency pulled together a support package available to businesses to be delivered through Business Link. The package consists of grants to be made available to SMEs of up to £2,500. As at 27 August, 85 application forms had been sent out to businesses, 18 returned and 6 so far approved, with 8 in the pipeline and 4 rejected as ineligible.
2. SEEDA has been closely involved on the ground in the worst flood hit area of Oxfordshire. SEEDA has provided well received input into the Oxfordshire Flood Recovery Co-ordination Group and the Flood Hit Business Support sub-group.

**Foot and Mouth Outbreak**

3. In the initial stages of the recent outbreak of Foot and Mouth in Surrey, SEEDA worked with the Government Office for South East who held a co-ordinating role through their Resilience Team.
4. Since then SEEDA has led the region's response to the outbreak and the potential recovery. The Agency held a joint review meeting with key partners - the Government Office for the South East; Sustainable Farming and Food Board for the South East; Defra; Surrey County Council; Tourism South East; Country land and Business Association and the National Farmers Union. It was agreed that:
  - partners would work together to collate information about the implications of Foot and Mouth disease for businesses so that an informed decision could be made on how most effectively to assist those affected;
  - action should be taken to improve animal health and welfare skills across the South East, including among smaller and part-time livestock keepers; and

- for both the short and longer term it is vitally important to continue work to support the development and marketing of 'added value' products in the food sector.
5. Within this framework SEEDA's own support is likely to be aimed at helping rebuild markets, improving the profile of rural businesses and raising awareness of local markets and the high quality food the sector has to offer to the consumer.
  6. The Agency is working with Surrey County Council and Defra to ensure that cull values reflect the added value of the cattle when marketed directly rather than through auctions.
  7. A specific package of support, still under discussion with partners, is likely to focus on:
    - marketing campaigns at national level to support domestic sales and exports when permitted
    - generic marketing campaigns at local and regional level in support of farmers markets and quality local products
    - business advice to affected farmers on developing farm business plans, delivered through Business Link (similar to that offered by SEEDA to those businesses affected by recent flooding).

### **Thames Gateway Economic Strategy**

8. SEEDA has been working with the London Development Agency, the East of England Development Agency and the Greater South East RDA Thames Gateway Programme Director to develop an RDA Investment Plan of activities across the Thames Gateway. The first draft of the Plan was discussed with Judith Armit, the Chief Executive of the Thames Gateway Unit at Communities and Local Government, at a meeting with the GSE RDA Chairs and Chief Executives on 25 July.
9. Further refinements are now being made to the draft Plan which will then be circulated to key partners for discussion at individual meetings to be held during September/early October. The issues to be discussed at these meetings will include whether there is agreement on the proposed priorities, whether there is scope for joint investment and views on the role that the RDAs should play across the Thames Gateway and the nature of the practical relationships between partners.
10. Following these individual meetings with key partners, the RDAs draft Investment Plan will be further refined and then circulated to a wider range of partners who will be invited to discuss this further at a workshop that is to be held in late October.
11. It is envisaged that a final RDA Investment Plan for the Thames Gateway will be prepared as part of SEEDA's corporate planning process following the publication of the Government's Comprehensive Spending Review 2007 in the autumn.

### **Portsmouth Naval Base**

12. The Government has announced that Portsmouth Naval Base will remain as one of the Royal Navy's three main operating bases. As a result 17,000 jobs in the dockyard and 35,000 jobs in the wider supply chain have been protected. SEEDA led on the work requested by the Naval Base Review team to assess the mitigation costs and likely cross-government policy impacts of potential closure of the base, and this was a critical factor in ensuring the survival of the base in Portsmouth. The news that Portsmouth will become the base port of the new aircraft carriers and that these ships will be partly built here, thus underpinning the growth of lead contractors such as BAe Systems, the VT Group and Fleet Support Ltd. (FSL), as well as around 750 businesses

throughout the region who form a thriving and vibrant supply chain for the base, was a great boost to the area, economically and socially.

13. SEEDA will continue to work with the Naval Base and its partners to ensure that the base continues to prosper and deliver the efficiencies required by the Ministry of Defence. As an example of this, SEEDA is working alongside partners to look at a solution to the new road infrastructure at the northern quarter of the base in order to avoid congestion in the centre of the city, adjacent to the £350 million retail development.

### **Regional Sustainability Framework**

14. The draft Regional Sustainability Framework (RSF) is being launched for a 12-week public consultation on 3 September. The Framework, which will replace the existing Integrated Regional Framework, establishes a shared goal for the region of working towards sustainable development and provides the context for regional and sub-regional strategies.
15. The initiative has been championed by the Sustainable Futures Group (SFG), which was created to lead the South East's approach to sustainable development, and the RSF is its first major piece of work. SEEDA is represented on the Group by Oona Muirhead, Executive Director Sustainable Prosperity, and SEEDA staff have been closely involved with the development of the Framework along with the South East Regional Assembly, Government Office and other regional partners.

### **Regional Partnership for Migration Research**

16. SEEDA is providing support to the regional partnership for migration by undertaking an extensive primary research programme to assess the scale and economic impact of new migrant communities to the South East economy. The research methodology and brief has been extensively influenced by the views of key stakeholders including the Economic Partnerships and the Learning and Skills Council, and will form the platform for further action to address the barriers to social and economic participation of new communities in the South East.

### **Local Skills for Productivity Alliance (LSPA) Fund Projects Selected**

17. The LSPA fund supports the 6 LSPAs in brokering and delivering key local initiatives and pilots to meet the training and skills demand of business in their counties, focusing on key local priority sectors including, Care, Construction, Business Support and Retail as well as creating new region wide initiatives based on a strong LSPA Manager Network.
18. The following projects were selected for funding from a range of bids received from the LSPAs:

#### *Employability Skills Training (Hampshire)*

- This project will deliver employability courses to business sectors which suffer from both an acute shortage of skilled employees and from recruitment and retention difficulties. The project is focused on unemployed adults and on the retail, care, security and tourism sectors. It is anticipated that 220 people will be assisted to find employment.

#### *Constructing our Future Project (Hampshire)*

- This project will work with the Built Environment Sector and aims to give young people the opportunity to have an insight into all aspects of the sector by making site visits to employers, and meeting employer champions who will give presentations. It will

capitalise on the ongoing school rebuilding programme and use this to give an understanding of the building and construction industry. Aimed at Young People aged 14-19 it will assist 150 young people in their skills development.

*Retail Suits You (Milton Keynes, Oxfordshire and Buckinghamshire)*

- This project aims to support unemployed people wishing to work in retail in the main central shopping centre in Milton Keynes. It is aimed at those not in work, providing upskilling and training prior to a work placement. It will match people to suitable employers and providing work placements with mentoring support to secure a job.

*Future Construction in MKOB (Milton Keynes, Oxfordshire and Buckinghamshire)*

- This is the same project as the Constructing our Future Project in Hampshire, but located in Milton Keynes, Oxfordshire and Buckinghamshire.

*Byte-sized ICT (Berkshire)*

- This project will develop and increase the management skills of existing and new managers of organisations involved within the ICT sector via a series of seminars. It is aimed at those managers who require softer skills and have underdeveloped management skills. 9 seminars will take place supporting 100 employees.

*Local Intervention and Development fund (Berkshire)*

- This project is aimed at supporting people in social care and hospitality.

*Graduate Business Support Project (Kent)*

- Canterbury Christ Church University and Business Link Kent have got together to organise a series of events as well as mentoring and coaching to promote opportunities and remove barriers for undergraduates to starting a business venture. A mentoring network will be established with local businesses through the university Small Business Forum, consisting of three mentoring events and the establishment of a mentoring database, to capture hours spent with business to business mentoring support. Ongoing information, advice and guidance will be provided by Business Link Advisors, in the form of pre start programmes and one to one sessions.

*Employability Project (Surrey)*

- This project aims to coach, support and encourage a cohort of unemployed and economically inactive former managers and professionals in Surrey back into work, utilising the services of one of the region's most successful coaching faculties, drawn from the University of Surrey's highly renowned Leadership Skills programme.

*Employability Project (Sussex)*

- The aim of this project is to pilot the extension of the Newhaven Community Employment Partnership (NewCEP) project into Uckfield which is a community-based solution to meet the needs of those people finding it difficult to get work, and of local employers finding it difficult to recruit and retain staff.

## **Evaluation of the NHS Skills for Life Programme**

19. SEEDA commissioned the consultancy firm SQW to undertake an evaluation of the NHS Skills for Life programme funded by SEEDA over the period 2004-2006 and which ceased delivery in 2007. The twelve projects supported by SEEDA between 2004 and 2007, and evaluated in this study, were varied in nature and focus. However,

all had the stated aim of supporting and enabling South East NHS Skills for Life partnerships to develop sustainable provision that added value to the NHS workplace.

20. Overall, the programme was reviewed in relation to the individual and collective impacts of the projects funded, the lessons learnt, sustainability and potential transferability to other sectors of relevance in the southeast of England.
21. A number of examples of good practice were highlighted during the programme evaluation which have a relevance both to future activities within the sector and also with the potential for transferability to other learning and skills interventions in other sectors.
22. SEEDA was commended for its role in helping to initiate and then support a range of innovative projects aimed to address a significant skills issue within a strategically significant sector in the South East.

### **Business Improvement District (BID) launch at Segensworth**

23. The Segensworth business estate near Fareham has become the first business area in Hampshire to become a Business Improvement District (BID); uniquely in the country this BID straddles two local authority areas (Fareham and Winchester). A BID enables the introduction of a local levy on all the companies in a specific area, to fund projects to improve the local trading environment.
24. A key milestone in establishing the Segensworth BID was the appointment of a project manager funded by SEEDA via the South East Hampshire Area Investment Framework (AIF).
25. The organising body, the Segensworth Business Forum, will now have the funds over the next five years to undertake a series of projects to tackle the key issues for the estate. The BID will have a particular focus on environmental measures, waste, and other wider initiatives.

### **Business Resource Efficiency Advice**

26. The South East model of delivering Business Resource Efficiency (BRE) advice to SMEs using the Business Link General Business Advisers (GBAs) and their Information, Diagnosis, Brokerage (IDB) process as the initial entry point to the network of support, is being used as the template for delivery of the national RDA BRE pilot. The service will be provided to 10,000 businesses nationally. This is made up of 1,000 per region and 2,000 in the South East where the model is already operating.
27. The proposed framework incorporates the South East experience in building relationships with local and national BRE advice providers, in developing a Business Resource Efficiency toolkit and training package for the GBAs, the need to deliver good quality referrals to national specialist advisers like Envirowise and Carbon Trust and to require the data to be captured on the specially designed Enworks toolkit in order to assess the success of any interventions.

### **Fisheries**

28. The new South East Coastal Fishing Industry Development Plan was launched at the Seattle Hotel in Brighton in July. It was particularly targeted at local authorities and others involved in coastal regeneration as well as fisheries stakeholders, including merchants, processors, supermarkets and other national organisations with fisheries interests.

29. SEEDA has been working with representatives of the South East inshore fishing industry, the Department for Environment, Food and Rural Affairs (Defra) and the Sea Fish Industry Authority to try to ensure the long term sustainability of the region's coastal fishing industry. The process of compiling information for the Plan was conducted by the consultants, Haskoning UK, in two phases. The first phase included an audit of the region's coastal fishing industry and collation of a range of data from the 26 major fisheries ports in the South East. Phase two conducted meetings with fishermen, merchants and other stakeholders to investigate market opportunities through quality improvements, branding and added value processing.
30. The main strategic objectives emerging from the Development Plan are to improve catch quality, add value, expand good environmental practice and raise awareness of the South East industry. The development of a South East Seafood Group will be a very important aspect to successful delivery of a plan that supports the South East fishing industry.

### **London 2012 Roadshow**

31. The London 2012 Roadshow has visited the South East twice over the summer. SEEDA co-ordinated the visits to the Kent County Show on 13 and 14 July and to the Stoke Mandeville Stadium on 29 August.
32. The Roadshow was organised by the London Organising Committee for the 2012 Olympic Games and Paralympic Games (LOCOG) to promote the London 2012 Games. Specifically, the Roadshow aimed to encourage people to adopt a healthier lifestyle and to make a pledge as to how they were going to make their life better between now and 2012.
33. The visit to the Kent County Show also gave Kent County Council the opportunity to demonstrate the considerable amount of work they are doing on using the 2012 Games as a catalyst to achieve a number of positive outcomes for the County. The Roadshow was one part of the Kent County Council stand which won Best Stand at the County Show. The stand had a constant stream of visitors who watched the sporting displays, tested their fitness and found information on where to take part in sport in the area.
34. The visit to the Stoke Mandeville Stadium was the final day on the Roadshow's 2007 tour. The date marked exactly 5 years to go until the Opening Ceremony for the Paralympic Games in London in 2012. In 1948 Dr Guttmann used Stoke Mandeville as the venue for the first Paralympic sports event, which was held in conjunction with the 1948 London Olympics.
35. As part of the celebrations to mark this milestone, SEEDA arranged a Business Breakfast Briefing for around 60 businesses at the Stadium. Speakers at the briefing included Pam Alexander, SEEDA's Chief Executive, Dame Tanni Grey-Thompson, the most successful British Paralympian ever, and Paul Deighton, the Chief Executive of LOCOG.
36. The briefing informed businesses of the services available to them from SEEDA, the Business Links and others, and reported back on some of the regional successes to date in preparing for and winning contracts from LOCOG. Although LOCOG's reporting restrictions prevent the distribution of names of successful contractors, the region has already secured a number of very significant contracts for LOCOG and the Olympic Delivery Authority (ODA). Businesses had told SEEDA that they wanted direct access to key decision makers at LOCOG, and so SEEDA was pleased to be able to provide this opportunity.

37. The briefing also gave the businesses information on the South East Offer for the 2012 Games. The Offer has been put together by a number of Working Groups who are working with the South East Partnership for the 2012 Games to prepare Action Plans to deliver a lasting legacy from the 2012 Games in the South East. The Partnership is led strategically by SEEDA and Sport England South East.

### **Archery World Cup – Dover**

38. 300 of the globe's greatest archers descended on Dover at the end of July to take part in the prestigious World Cup Archery competition - the first time it has ever been held in the United Kingdom.
39. More than 30 countries took part in the event and there was an estimated additional £515,000 spent in the South East economy, providing direct benefits to many of the region's tourism and hospitality, food and drink and leisure businesses.
40. SEEDA is working to support a further legacy from the event – showcasing the region to an international audience as a world-class, professional and desirable destination for international sports events in the run-up to the 2012 Olympic Games and Paralympic Games. The Archery World Cup also reinforced the South East's reputation as a key business location and gateway to Europe, as well as engendering a sense of civic pride to local residents and communities.

### **Tour of Britain**

41. A stage of this premier international cycling event will be staged in the South East for the second year running on 10 September. The race will start at Reading and finish in the vibrant city of Southampton taking in areas of outstanding natural beauty along the way, such as the New Forest.
42. Following on from the success of the Tour de France, the Tour of Britain will continue to promote cycling to the local community and also demonstrate the region's ability to stage major competitions.
43. This six day sporting event is now part of the elite professional cycling calendar, and SEEDA is one of three funding partners involved in bringing this event to the South East.

### **Demonstrating the Case for Culture**

44. SEEDA, supported by the South East Cultural Observatory, has published a new report '*Demonstrating the Case for Culture*' which shows how cultural projects can contribute to the economic and social development of the places where they are located. The study focuses on nine specific cultural projects in the South East, highlighting the contribution made by the projects, the way in which they have been evaluated and the evidence which they provide. The case studies featured are: Brighton & Hove Albion Football Club, Chatham Historic Dockyard, Evolving City (Oxford), Great South Run (Portsmouth), Jubilee Library (Brighton), Racing South East, Rural Ways, Slough Creative Academy and Towner on the Town (Eastbourne).
45. In addition to providing evidence for the cultural industries' contribution to wealth creation and social cohesion in the region, the study will be used by cultural agencies and regional development partners as a basis for assessing future projects.

## **B. SUSTAINABLE ECONOMIC GROWTH**

### **WORLD CLASS INNOVATION**

#### **Sector Consortia**

46. SEEDA is working with the 6 Sector Consortia to develop and focus their activity to play a key role in responding to the Global Competitiveness targets in the Regional Economic Strategy (RES), particularly increasing business expenditure on research and development and increasing the percentage of business turnover attributable to new and improved products and services. The Consortia have identified major challenges in the South East (new house build, lack of water, congested transport systems) where they can contribute to the solution via cross-sector collaborative activity. Jim Brathwaite, SEEDA's Chairman, met the Chairs of the Consortia to discuss these issues on 7 September.

#### **Next Generation Broadband Coverage**

47. As part of the RES Transformational Action, meetings with senior staff from Ashford's Future, BT, Openreach and Virgin Media have been held. The objective of the meetings has been to encourage them to take account in their infrastructure planning the long term growth plan for Ashford. The work, to bring together the developers, telecommunication and other stakeholders will be taken forward by a SEEDA funded Telecommunications Project Manager, to be appointed by Ashford Borough Council in September.

#### **Selective Finance for Investment (SFIE)**

48. SFIE is a national scheme delivered regionally providing companies with grants to invest in capital equipment, which will result in gains in productivity through expansion of the business, including job creation. SEEDA has recently agreed to two significant awards.

##### *EDF Energy*

49. SEEDA has assisted, through a SFIE grant award, the French owned energy company to consolidate its customer service activities in Worthing and Hove to create a "Centre of Excellence" call centre. The company will re-develop and expand their site in Portslade, East Sussex. The assistance has safeguarded 499 jobs from the planned closure of the Worthing site and will create 600 new jobs.

##### *NCSoft*

50. A Korean online computer games company has been assisted by SEEDA to expand their operation in Brighton. The company, that currently publish games in Brighton plans to add a development team following the success of 3 new titles. This will safeguard 110 jobs and create 115 new jobs. Again SEEDA's decision to provide grant assistance helped secure this investment.

#### **International**

51. SEEDA has secured 11 foreign direct investments, which will create 146 jobs over the next 3 years. Other activities included:

##### *Senior Management Visit to the US East Coast*

52. SEEDA's new Inward Investment Director made his first visit to America which included meetings with 12 potential inward investors and UKTI staff at the Embassy

and British Consulates. A significant discussion was held with a US pharmaceutical company that is currently considering locating its European headquarters and research operation in the South East which could create up to 200 jobs.

### **Knowledge Network Programme**

53. As the Knowledge Networks (KNs) are maturing, they are starting to show some significant outcomes. Opportunities have been identified and bids developed for European Framework 7, the Ministry of Defence's Grand Challenge, national Knowledge Transfer Networks (KTNs) and other funding schemes. The networks are also providing regional input into national initiatives such as forthcoming Innovation Platforms and Knowledge Transfer Networks.
54. The networks are also working cross-sectorally; for example, the Health Technologies and Digital Content KNs are working closely together to develop opportunities in telecare for their members. These activities show the potential for significant leverage of SEEDA's investment into the programme.

### **Proof of Concept Fund (PoCKeT)**

55. The PoCKeT fund has won two awards (out of the six given) at the recent British Business Angels Association annual conference. The first award, to Pocket investee Bio Regional Mini Mills, was for "the most promising investment in an internationally focused early stage company". They have also recently received "Invention of the Year" in the recent Observer Ethical awards.
56. This PoCKeT fund itself won the award of "Most exciting new entrant to the (Early Stage Investment) market". There were three other short listed nominations for this category, including Nesta Capital.

### **Breakthrough in Diabetes Diagnosis fund**

57. The call for expressions of interest in a collaborative R&D fund between Johnson & Johnson and SEEDA to accelerate innovative solutions for the early detection and clinical diagnosis of diabetes has been issued and a partnering / information meeting held in Guildford on 6 September. This exciting project pilots the concept of open innovation between an RDA and a large corporate. The initiative is receiving interest from other large companies and could lead to a multi-partner fund in the future.

## **COMPETITIVE ENTERPRISE**

### **Enterprise Gateways**

58. SEEDA continues to implement the continuous improvement plan for Enterprise Gateways. The next phase in this project is to seek funding to run the new project from April 2008 - March 2010.

### **Women's Enterprise**

59. The annual South East Women's Enterprise away day will take place on 20 September. This event brings together all the key partners who work with SEEDA to deliver the region's women's enterprise strategy. The objective for this year's event will be to review progress against the strategy and refresh / update aims and actions to reflect the needs of the region moving forward.

60. Furthermore, the Business Link Capacity Building Programme for Women's Enterprise has now been successfully contracted and implementation has begun. This will deliver a series of roadshow events across the region to reach women that have not thought about starting a business and are not aware of the support available to them to do so.
61. The Women's Enterprise Task Force had their third meeting on 30 August. Good progress is being made against their Year One Action Plan, in particular, collating gender disaggregated data and financial & technical education for women. SEEDA has brokered meetings with Task Force members, who have been very receptive and signed up to deliver specific actions. Co-chairs Pam Alexander and Glenda Stone will be meeting with new Minister Stephen Timms MP on 19 September to discuss progress and linking the Task Force priorities to the new Minister's plans.

### **Business Link Regional Start-Up Service**

62. On 3 July 2007 the new Business Link Regional Start-Up Service, developed as part of the 3-Year Plan for Business Link in the South East, went live. The new service, which builds on existing best practice from the six Business Link Providers will offer customers a standard information pack and up to five different information workshops, depending on the stage of their business idea as well as on-going access via the web and phone to Business Link Customer Service Teams. There are also workshops particularly aimed at supporting Social Enterprises and for Women. The Regional Start-Up Service is an exciting and important addition to the regional portfolio of Business Link delivery. It will ensure that a regionally consistent and high-quality service can be accessed by more individuals and start-up businesses across the South East than ever before.

### **Tourism**

#### *Flood and Foot and Mouth - Additional marketing support for TSE led partnership*

63. SEEDA have granted Tourism South East an additional £50,000 to a marketing fund that has been match funded by businesses in the region and Visit Britain. The campaign started with additional insertions in The Times that featured the Enjoy England campaign around rural tourism in Surrey and Oxfordshire. Advertising will be extended with London tube advertising, leaflet distribution and eCommerce.

#### *Business Support for London 2012*

64. Businesses continue to be enthusiastic in getting involved in London 2012. 7,500 businesses have received specific information on the opportunities, 3,400 have registered with the London 2012 site to tender, 712 businesses have been to special events aimed at 2012 in the region and 440 are receiving assistance from the Business Links to improve their performance and get match fit to tender.
65. SEEDA, along with the other regions and nations, have agreed in principle to invest in an electronic brokerage system that will bring buyers and the potential suppliers together and guide the businesses to be fit to tender with automatic referral to the local Business Link for support and guidance. The Olympic Delivery Organisation estimate that there will be over 6,000 opportunities to tender for on the system and the first tranche will be early 2008.

### **Business Support Simplification Programme (BSSP)**

66. SEEDA has met with a range of stakeholders to raise their awareness of and engagement with the BSSP consultation process, running from 22 June to 14 September 2007. This includes the South East Business Forum, the South East Economic Partnerships, the Regional Skills & Productivity Alliance, the Sector Skills Councils, the Business Link Providers and the Sector Consortia. Through this process, SEEDA is engaging these key players in the development of a regional plan to implement business

support simplification within the South East to include: a transition to the new portfolio of products and services; planning for exit of legacy products and services; and the implementing the new delivery arrangements.

## **TransenterpriseII**

67. As part of SEEDA's European activity, the Enterprise hubs in Kent, Reading, Sussex and Surrey and three equivalent organizations in Northern France will be participating in the *Creer* Trade Show in Lille in September. This show is aimed at business start ups and growth companies across Europe and provides a platform for European and international entrepreneurship experts to showcase European best practice in terms of setting up and developing businesses.

## **Transformational Business Support**

68. SEEDA has worked closely with the Enterprise Gateways to develop a pilot programme for the Gateway initiative to test out mentoring development methods of business support with excluded communities within the region. The programme, which will form a sub element of the wider renewed Enterprise Gateway initiative, will ensure that Gateway directors are fully trained in participative methods of engaging deprived and excluded communities in starting and running a business. The programme's methodology of linking deprived communities with key business support brokerage organisations will link in to the Business Link Sustainability Diagnostic toolkit for private sector SMEs. This programme will support SMEs to contribute to their communities through mentoring and investment of social enterprises and new entrepreneurs coming through this programme.

## **C. SUSTAINABLE COMMUNITIES**

### **QUALITY PLACES**

#### **Chatham Maritime**

##### *Chatham Quays*

69. Construction of two state-of-the-art towers of luxury apartments designed by world renowned architects Wilkinson Eyre has reached ground floor slab level and the basement parking is complete. Work on erecting the towers will begin soon. The first phase of 50 units were released to the market on 30 June and sold within a weekend. This project was formerly known as the ING scheme.

##### *Restaurants*

70. Three new restaurants have opened up near the Dickens World visitor/entertainment attraction in the past few weeks. Nandos, Pizza Hut and Chimi Chingas are all now open to the public.

#### **Rochester Riverside**

##### *Site Works*

71. The £30 million land remediation and flood protection contract at the site is almost complete and on budget, managed by SEEDA and funded by Communities and Local Government. Water pumping remediation of gas works contamination residue in the deep ground water aquifer is ongoing and this process is likely to continue well into 2008.

##### *Shortlisted Developers, Residential Quarter*

72. Four developers have been shortlisted to take forward the residential quarter of the Rochester Riverside site. The group, made up of Countryside Properties (with Fielden Clegg Bradley Architects and Maccreanor Lavington Architects), Crest Nicolson (with HTA Architects), Bellway Homes and the London Quadrant Group (with BPTW Architects and Buschow Henley, plus Urban Splash with Affinity Sutton (with Space Craft Architects) will all present their proposals to SEEDA and Medway Council in September. A decision on a preferred developer should be made by the end of the year.

### **Northfleet Embankment**

73. The masterplan is being reviewed in light of the recent Lidl planning consent and revised development priorities.

### **Queenborough and Rushenden, Isle of Sheppey**

74. Swale Borough Council has resolved to grant SEEDA planning consent for the first phase of the Neats Court business employment area. This includes the new regional Headquarters and distribution centre for Aldi which alone will lead to the creation of 200 jobs. Funding arrangements are now being finalised and an announcement on a works start date and programme will be made shortly.
75. SEEDA has submitted the Queenborough and Rushenden Regeneration masterplan to Swale Borough Council. This will go to public consultation in October this year with a number of events led by SEEDA at the Gateway (former Jewsons) building to ensure continued community engagement in this final stage. It is expected that the masterplan will be adopted in early 2008.

### **Kent Coalfields**

#### *Snowdown Colliery*

76. Outline planning permission to bring about the comprehensive regeneration of the former Snowdown Colliery was submitted by SEEDA in December 2006 – consent had been delayed due to a number of buildings being granted Listed status. It is hoped that planning permission for the scheme will now be granted in October this year.
77. Delays in gaining planning permission, along with the decision to list certain buildings, has led to project costs rising considerably. Significant additional funds will now need to be secured to bring forward the development.

#### *Fowlmead Country Park (formerly Betteshanger Colliery)*

78. A temporary management agent has now been found for the site until mid 2008, enabling the park to now open seven days a week. Visitor numbers have continued to increase over the summer holidays.

### **Brighton Convention Centre**

79. The SEEDA Board in June agreed an approval of a maximum grant of £18.5 million to Brighton & Hove City Council, subject to continued efforts to reduce SEEDA's gross input and ultimately net input and the design of the Convention Centre being of a world class sustainable level. SEEDA will secure legally binding clawback provisions in the Grant Agreement between SEEDA and Brighton & Hove City Council.
80. SEEDA has appointed its legal advisors, Shoosmiths, to deal with the legal agreements that will be necessary with Brighton & Hove City Council and also to provide SEEDA with the appropriate advice on the Heads of Terms and Development Agreement between Brighton & Hove City Council and Standard Life.

### **Brighton and Hove Stadium**

81. SEEDA has welcomed the decision by Secretary of State for Communities and Local Government Hazel Blears to approve the proposal by Brighton & Hove Albion Football Club to develop a new, state-of-the-art, 22,000 seater Community stadium at Falmer, East Brighton.
82. Linked to the development of the stadium SEEDA is providing £5.3 million to fund significant improvements to East Brighton's transport infrastructure. This will have far-reaching benefits for the local community by improving direct transport links from East Brighton into the City Centre. It will also spur the further development of the City's "Academic Corridor" – the cluster of universities and research institutions on the edge of the City.
83. The transport investments are part of a £23 million package of funding by SEEDA aimed at accelerating redevelopment projects throughout Brighton & Hove. Among the projects backed by SEEDA is the transformation of the Brighton Convention Centre into a world-class conference and events venue.
84. Brighton is identified in the RES as one of the region's eight "Diamonds for Investment and Growth".

### **London Array**

85. The Government's has announced its decision to support the Planning Inspector's recommendation to grant planning permission for London Array's proposed substation at Cleve Hill in North Kent, following a public inquiry in March 2007. This is a major milestone in the ongoing development of one of the world's largest windfarms off the Kent coast and its onshore connection to the National Grid. London Array will continue to liaise with local residents and stakeholders as the consortium goes through the tendering phase of the project.

### **Brownfield Land Assembly Company**

86. Following the Regional Housing Board (RHB) meeting in June at which consideration was given to funding the Brownfield Land Assembly Company from April 2008, a further paper has been submitted as requested giving more details of the model.

### **Boldrewood**

87. The Maritime Centre of Excellence project was approved by the SEEDA Board in July and an investment of up to £4 million will be made into the Maritime Institute element of the project. SEEDA will be closely involved in the business planning of the Institute to ensure it delivers the many anticipated outcomes for the marine industry in South Hampshire.

### **Hythe Marine Park**

88. SEEDA exchanged contracts in March 2007 for the purchase of this former military port. Completion of the purchase is now expected in September, which will enable SEEDA to convert the property into commercial marine related business units and secure the future of a number of local businesses threatened by the closure of the military port, as well as attracting new marine businesses to Hythe.

### **South East Excellence**

#### *Tools of the Trade*

89. South East Excellence, the Regional Centre of Excellence, has collated the best toolkits available for practitioners in the field on its website, as part of the Tools of the Trade

initiative. Over 60 toolkits were identified, reviewed and road-tested by an expert panel of practitioners, managed by BURA on behalf of South East Excellence, for their ability to offer assistance with delivery via content, accessibility and practicality. It was decided to collate the best toolkits around in order to help urban planners, architects, developers, Councillors and others involved in the built environment to maximise their effectiveness. As a result, South East Excellence has developed a five point guide for those interested in developing their own toolkit, which is also available on the website. During 2007/08, further toolkits will be reviewed by the expert panel and be included in the 'tools of the trade' on the South East Excellence website.

#### *Making Places*

90. In July 2007, SEEDA/South East Excellence hosted a workshop between key partners including the planning Advisory Service, the Improvement and Development Agency and English Partnerships, to clarify what training they currently offer to Local Authorities, and how this can be better communicated. This work was innovative in bringing together organisations who have never before worked together in this way.
91. The workshop was met with a positive response, and organisations have indicated their enthusiasm in working more collaboratively in the future to deliver a programme of learning activities and tools. This will include interactive workshops, study tours and learning networks. It is anticipated that this programme will begin to be rolled out in the autumn.

#### **Woolston Riverside**

92. Following approval of the revised masterplan by the Scheme Review Panel in early April, preferred developers Crest Nicholson and Dean and Dyball, are currently preparing a planning application which is due to be submitted to Southampton City Council in Autumn 2007. Discussions with Dean & Dyball and Crest Nicholson in relation to their Development Agreements are ongoing. Negotiations with Southern Water regarding remedial works are also ongoing.

#### **Daedalus**

93. SEEDA and community consultants, Groundwork Solent, have completed the second round of public consultation. Five key themes – employment; transport and access; heritage and building design; leisure, community and tourism facilities; open space and the environment – emerged from phase 1. These were considered further during July at a series of successful workshops and a Drop In Event to which approximately 500 people attended. The Project Team are now using the results of their baseline reports as well as the results from phase 1 and 2 of the consultation to inform the development of masterplan options. It is anticipated these will be exhibited to the community for comment in late autumn 2007.

#### **West Medina Mills**

94. Work on site investigations, environmental studies and the masterplan for the site continues to progress. SEEDA is continuing to work with solicitors to resolve the issue around the ownership of the approach road (Stag Lane).

#### **East Cowes**

95. It is expected that the Section 106 will be signed and outline planning consent issued by the end of September 2007. SEEDA is in the process of procuring a food retailer to

build and occupy the supermarket to be located in the town centre. It is hoped that one will be formally selected and announced by the end of September. English Partnerships is currently leading on the procurement of a housing developer to design and build out the housing on the land which they own. Work is being undertaken on the detailed design of the Phase 1 infrastructure works.

### **Harts Farm Way - Teardrop Junction and Bedhampton Roundabout**

96. The traffic lights at Teardrop Junction have now been commissioned and all temporary traffic management removed. Stage 3 of the safety audit is currently being undertaken.
97. The detailed design proposals for Bedhampton Roundabout were submitted to Hampshire County Council in June 2007 and SEEDA is waiting to receive their comments on this. Once the design has been agreed, works on the roundabout can commence.

### **Transport and Infrastructure**

#### *Airtrack*

98. Airtrack is being taken through the Transport and Works Act procedure now and BAA is bearing all of the £5 million cost of the planning process. This is a strong up-front funding commitment and a success for the future of the project.
99. SEEDA will soon begin to engage with partners to develop a comprehensive funding package along the lines of TiF-P, hence the Agency will need continued full engagement with the industry. Given the competing demands for funding, particularly from CrossRail, SEEDA will continue to work to ensure the strongest possible regional support for Airtrack as it delivers direct rail access for the region into Heathrow Terminal 5 and is deliverable in time for 2012.

#### *SMART*

100. Deloitte has been commissioned to advise on the creation of the funding vehicle, that includes the partner contributions from ABP and Advantage West Midlands. Early meetings have already been held with ABP and Network Rail to clarify their understanding of possible risks, their role in the project and their level of support. It is aimed to create a draft Memorandum of Understanding within the next few weeks as a basis for further detailed negotiations.
101. Hammonds has been commissioned to advise on legal issues for the Southampton Tunnel Study. The revised version has been sent to Network Rail and it is hoped to finalise the contract towards the end of September

#### *New INTERREG Projects*

102. SEEDA's Transport and Infrastructure team is preparing two large ERDF (European Regional Development Funding) investment projects under the new strand of INTERREG, which comes on stream in autumn 2007. Following on from the SEEDA-led HST projects, PRICE (Prosperous Regions Investment Corridors in Europe) is dealing with integrated rail and public transport and using sustainable transport systems to harness regional economic competitiveness in North West Europe. PACE builds on the work of IMPACTE by concentrating on port economics and hinterland logistics access including freight. The projects are to be submitted under the First Call of the new programme in October 2007.

## **AREA-BASED REGENERATION**

### **Ashford Special Purpose Vehicle**

103. SEEDA has been working alongside English Partnerships and senior partners of the Ashford's Future Board to develop an enhanced delivery model for the Ashford's Future Partnership. The current proposition is for an overarching collaboration agreement complimented by a focused arms-length delivery company. An outline prospectus is currently in draft for discussion at the Ashford's Future Board meeting in September.

#### **Rural Market Towns**

104. The Phoenix Centre in Sandwich, Kent, has been selected as the overall regional winner for the South East Market Towns award. It will now go forward to the national awards which will be decided shortly. Last year Haslemere's project in Surrey was the national winner.

105. Sandwich is a small historic town with a population of around 5,000 and one of the newer towns that has taken advantage of the SEEDA programme launched in 2004. The Phoenix Centre is a social and community project which provides remodelled and enhanced facilities for the community especially for young people in the town.