



South East Diamonds for Investment & Growth

Presentation to the SEEDA Board
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Outline



1. Diamonds – Characteristics
2. Joint working & shared expertise
3. The SEDFIG Partnership
4. What can we do for SEEDA?
5. How can SEEDA help?

Diamonds - Characteristics



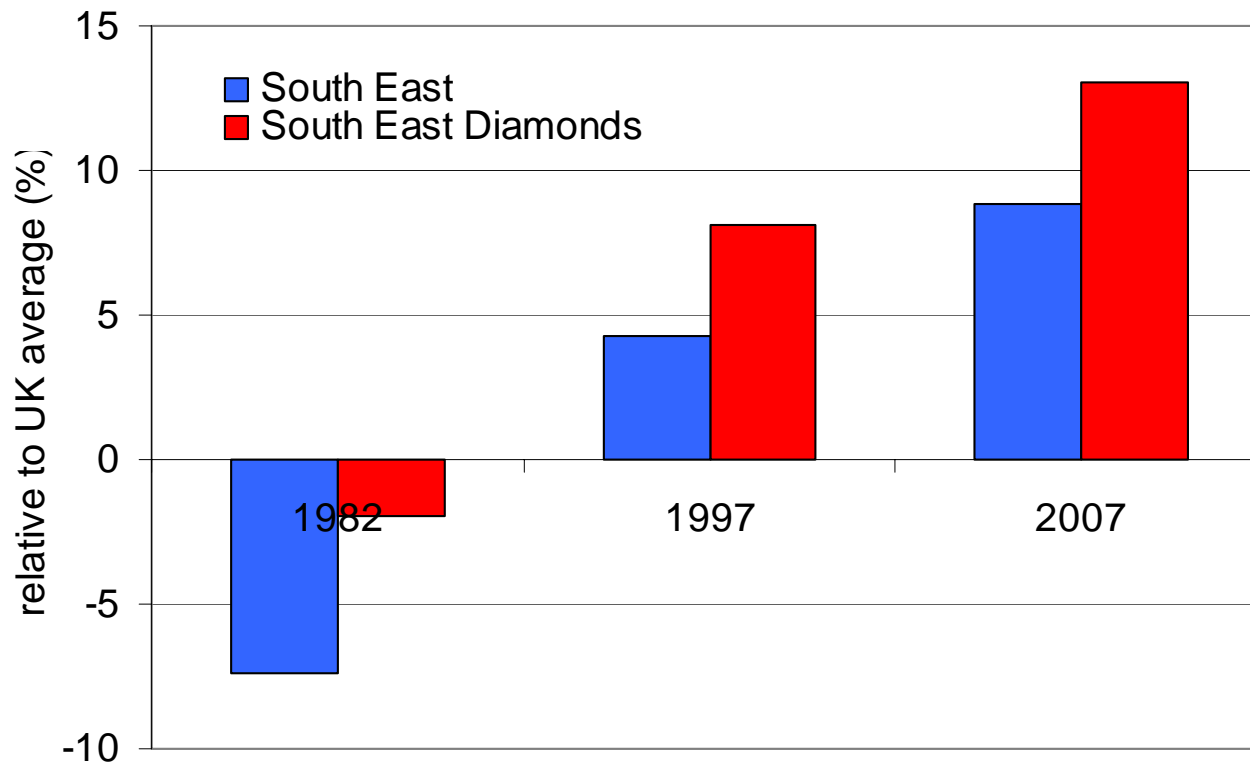
- A response to the place based focus of the 'Northern Way' and the Core Cities.
- First designated in 2006 RES, recognised in SE Plan and February 2009 Regional Funding Advice.
- "Eight major concentrations of growth potential which can act as catalyst to stimulate prosperity across wider areas." (RES)



Diamonds - Characteristics



- GVA per capita growth above regional & national average:



Diamonds - Characteristics



- Diamonds account for 60+% of regional GVA.
- 55% of total regional employment.
- 105,000 net additional dwellings provided across the wider Diamond areas 2001 – 2007.
- 50% of the planned housing growth in the region to 2026.
- Ecological footprint per capita exceeding the UK average in 7 of the 8 Diamonds.

Business in the Diamonds



Scottish & Southern

Skandia Life

Logica PLC

AIM Group PLC

IBM UK

BMW

John Lewis

Filtronia PLC

Yell Group

Blackwells Publishing

Scania GB

Microsoft

Fortis Insurance

Siemens

Oracle Corporation

GE Aviation

De La Rue PLC

Symantec UK

Virgin Atlantic

Motorola

Verizon UK

Canon (UK)

Barclays Mercantile

AC Nielsen

Spirent Communications

'Game' Group

Oxford University Press

Volkswagen Group UK

Huawei UK

Unipart

Mercedes-Benz UK

Amey PLC

Collective Strengths



- Strong record of delivering growth
- Delivery of housing growth
- Proximity to London – the ‘super city-region’
- Connectivity & international linkages
- World-class knowledge economy & research
- Sustainability Expertise
- Thriving cultural & creative industries.
- Commitment to growth and collaborative approach

Joint working & shared expertise



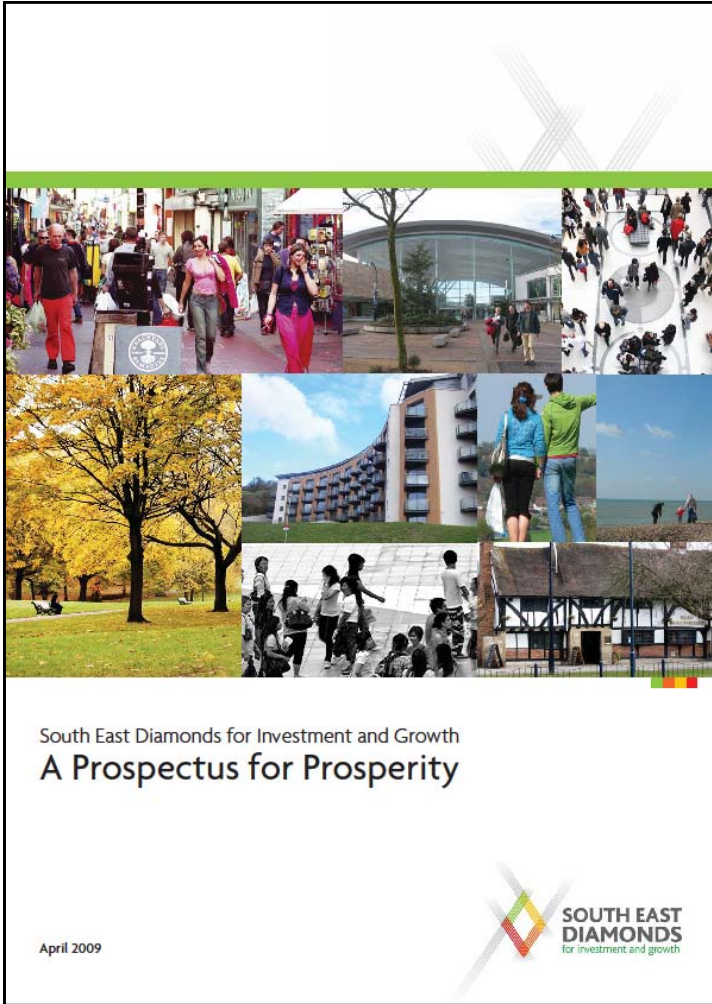
- Shared strengths, shared challenges, shared opportunities - proactive work to address these.
- Short-term economic threats, but long-term challenges and opportunities remain.
- Working together to maximise local strengths & enhance the SE position in the global economy.
- A new paradigm for partnership working across the South-east.
- Delivering more, better and/or quicker, together

The SEDfIG Partnership



- 9 urban authorities at the core of the RES 'Diamonds'.
- County Council representation.
- Working and reporting through local & sub-regional partnership arrangements.
- Networking & Learning Events to communicate with wider stakeholders.
- Policy Groups – EF, Skills & Knowledge Economy
- Website – www.southeastdiamonds.org.uk

Aims & Objectives



- **Generate 45% of SE GVA growth to 2016.**
- **Deliver 50% of planned housing growth in the SE to 2026.**
- **Stabilize ecological footprint by 2014, reduce by 30% by 2026.**
- Underpinned by a metrics framework
- Long term focus whilst taking account of short-term challenges.

From 'thinking' to delivering

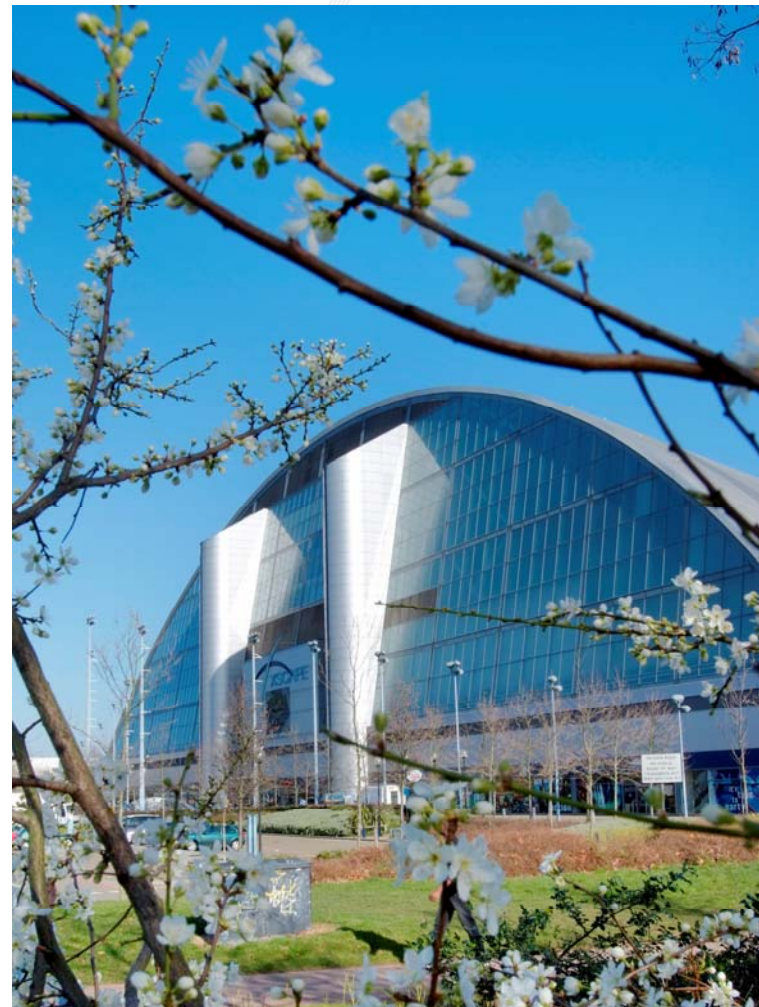


- Sub-regional working
- Ecological Footprint 'No Nonsense' Guide
- First successful joint bid for ESF funding for Eco-Advantage Project (Medway, Reading, Basingstoke & MK)
- Diamonds signing up to the 'Skills pledge' and utilising Train to Gain
- Knowledge Economy seminars to share learning across the region

What can we do for SEEDA?



- Shared priorities - working together to deliver RES priorities through sub-regions & LAAs
- Leverage & a platform – for dialogue with the drivers of SE growth.
- Research – into drivers and effects of growth in the SEDFIG.
- A developing voice to government & business – on behalf of the catalysts of the SE.



What can we do for SEEDA?



- A sustained focus on the areas vital to delivering future growth and prosperity.
- Scope for Joint Investment Planning.
- Eco-footprint – base lining, guidance and delivery of step change. Green & clean technology.
- Knowledge Economy Group – working with business and universities to remove barriers.
- Support and endorsement of IGTs, working together to deliver growth.

Shared Challenges



- Economic Situation
- Skills & Employability
- Tackling localised deprivation
- Social & Physical Infrastructure Pressures
- Enterprise, Innovation & Expansion
- Climate Change & Environmental Impact



How can SEEDA help?



- Maintaining the focus on the SEDFIG.
- Providing certainty on medium-term funding & support.
- Expedition & speed on future projects / priorities
- Inward investment – support & intelligence.

How can SEEDA help?



- Using regional & national influence – broker for other agencies / government.
- Specialist expertise & support.
- Place-based focus – targeting of initiatives to secure economies of scale & efficiencies.
- Positioning ahead of Spring 2010.



QUESTIONS?