

Building opportunity Building on success

Our vision is for a world-class region achieving sustainable prosperity

The Corporate Plan defines our contribution to this vision over the next three years

Corporate Plan 2008-11

SEEDA will support the region to:

- Achieve and maintain **global competitiveness**
- Raise productivity and increase employment opportunities for **smart growth**
- Invest in **sustainable prosperity** for quality of life

Three headline indicators measure progress against the vision:

- An average annual increase in Gross Value Added (GVA) per capita of at least 3%
- Increased productivity per worker, by an average 2.4% annually, from £39,000 in 2005 to at least £50,000 by 2016 (in constant prices)
- Reduced rate of increase in the South East's ecological footprint (from 6.3 global hectares per capita in 2003, currently increasing at 1.1% per annum), to stabilise and begin to reduce it overall by 2016

GLOBAL COMPETITIVENESS

Exploiting global markets

- 240 new foreign investments creating/safeguarding 10,000 new jobs - 25% of the RES target
- Retain and grow the region's top companies
- Invest in seven sector consortia to grow key regional strengths in aerospace and defence, construction, environmental technology, digital content, health care, marine and security industries



Leading global R&D

- Invest £100m and leverage £100m through Innovation Collaborations to support 2,000 businesses and generate an additional £1bn GVA
- Develop Science and Innovation Campuses including those at Harwell/Chilton, Thames Gateway (International Institute for Sustainability) and a third communications campus



- Create an environmental technologies programme through Envirobusiness to lead and secure global markets

New products and services

- Create new local Innovation Teams focused primarily on the eight Diamonds for Investment and Growth
- Strengthen the role of Investor Development Managers (IDMs) and International Trade Sector Advisors (ITSAs) in providing support for attracting inward investment and growing exports

SMART GROWTH

Growing enterprise

- Establish a South East Business Support Advisory Board and implement the Business Support Simplification Programme
- Invest in Business Link as the primary access to publicly funded business support
- Integrate new services within the mainstream to achieve:
 - 24,000 start-ups assisted resulting in 8,700 business created and 5,000 sustained after 12 months
 - Stimulate an enterprise culture in disadvantaged areas by mainstreaming the intensive Enterprise Gateway pre-start up service into Business Link by 2010
 - Support for social enterprise
 - New clients from under represented groups of entrepreneurs
 - 10,000 new businesses run by women



Building skills and employability

- Strengthen regional and local partnerships to increase skills and reduce worklessness
- Lead a regional skills summit in 2008 with the Regional Minister
- Develop flagship programmes e.g. for older workers and public-sector apprenticeships

Opportunities through procurement

- Create a new South East Public Procurement forum by April 2009
- Increase success of SMEs in winning public-sector contracts
- Focus £9m EU Competitiveness funds on schemes to decouple economic growth from resource consumption



SUSTAINABLE PROSPERITY

A low-carbon future

- Create partnerships to deliver major energy and water retrofits for existing buildings by 2010
- Create partnerships to achieve take-up of mass-market renewables in areas of growth by 2010
- Develop innovative funding:
 - A carbon offsetting scheme
 - A revolving investment fund for retrofitting by 2009
- Establish a Renewables Panel and Fund linked to national innovation programmes



Reducing resource use

- In 2008 launch with partners a strategy for a Zero Waste Region, beginning with the construction sector
- Mainstream support for business resource efficiency into Business Link by 2010
- Encourage smart- and home-based working

A resilient countryside

- Support Natural England to create a strategic approach to land use, building the resilience of natural ecosystems to growth and to climate change
- Mainstream business support will be tested for effectiveness in rural areas and enhanced by:
 - £30m EU Rural Development Programme focused on land-based jobs
 - £3m Small Rural Towns Programme to enhance the viability of rural towns e.g. community work with local retailers to increase local produce and sales
 - Innovative approaches to improve rural access to services
 - Annual report on progress against the Rural Action Plan

Vibrant communities

- Community-based action to reduce worklessness and polarisation
- Develop a Cultural and Creative Opportunities Framework
- Support the regional tourism strategy through Tourism South East
- Support the Creative Economy Programme and bids for the Seaside Resorts Fund
- Lead the South East Partnership and Offer for 2012
- Develop the new Corporate Cabinet to help corporates to lead and focus corporate social responsibility

ENABLING INFRASTRUCTURE & DEVELOPMENT

Strategic Development Fund

- Bring together SEEDA's capital investment into a single Strategic Development Fund to deliver:
 - £500m further public/private investment
 - 1,000 new housing units (including 300 affordable units)
- 75% of new homes on SEEDA sites built to Sustainable Homes Code Level 4
- 69,000 m² of commercial space to support 2,000 jobs
- A programme of Education-led Regeneration
- Align other funders behind regeneration and economic development outcomes

Infrastructure

- With the Regional Assembly, Regional Transport Board and Regional Housing Board deliver key infrastructure, housing and transport projects. Strategic transport initiatives include: Airtrack, Brighton Mainline, SMART and M4 capacity enhancement
- Improve design and construction standards in new development through South East Excellence with two pilots in 2008/09
- Invest with other partners in a Regional Infrastructure Fund to facilitate the development of major employment sites or areas of major housing growth

STRATEGIC INFLUENCE

Living RES

- Lead the Living RES cycle and produce the Annual RES Monitoring Report; develop the economic evidence base, work with the RDA network to share best practice
- Create a RES Steering Group and hold an annual Partners' Conference to consider progress
- Coordinate monitoring and review of RES Action Plans, align RES Objectives and business plans of key partners

New ways of working

- Strengthen sub-regional partnerships and help develop local partners' capacity to contribute to the RES

- Invest with LDA and EEDA alongside CLG in the Thames Gateway Economic Development Investment Plan

Advocacy

- Influence Government policy and articulate the needs of the region's economy, collaborating across the Greater South East and across Milton Keynes/South Midlands
- Lead for all RDAs on enterprise, innovation, energy, waste, Corporate Social Responsibility, ICT and Broadband, and RDA best practice in coastal towns and co-Chair the Women's Enterprise Task Force
- Influence European policy, particularly on the Lisbon Agenda, climate change and energy, social cohesion and the future of the Structural Funds

DEVELOPING SEEDA

Continuous improvement

- Shaping the organisation: strengthening the Area Teams and cross-SEEDA working
- Leading and influencing: working with more - and more diverse - partners
- Developing internal systems and infrastructure: managing effectively and clearly
- Communicating clearly: an open, transparent communications strategy

Preparing for the Single Regional Strategy

- Delegating programme funding and developing new business models
- Creating a Single Delivery Framework: linking the RES and the SE Plan
- Influence an expanded Regional Funding Allocation
- Enhance skills and capabilities for change

BUILDING ON SUCCESS

- In 2006, the South East contributed nearly £180bn to the UK economy - 15.7% of the total GVA, second only to London
- Residents of the South East made an estimated net contribution of £1.2bn to government finances in 2005/06, some 50% of the total
- Exports through the South East were valued at some £34bn in 2006, the highest of all UK regions
- There are 24 universities and higher education institutions in the South East
- 97 university departments in the South East gained a 5 rating (international excellence), second only to London
- Qualification levels in the South East are above average when compared to the rest of the UK
- The South East has a higher proportion of its resident population employed in high-skilled occupations than the country as a whole, with an estimated 17% employed as managers and senior officials in 2006/07
- Business start-up rates in the South East averaged 43 businesses per 10,000 resident adults in 2006, the second highest rate after London
- Employment in R&D carried out by businesses in the South East is the highest in the country, accounting for more than 24% of all UK employment in R&D
- The region has the greatest percentage of all enterprises in the country involved in product innovation (28%)
- Together, the South East and London form the nation's principal gateway to Europe and the rest of the world. After London, the South East reported the highest number of destination passengers (34.7 million) in the UK in 2005. On a ten-year view, this figure has increased at 3.5% per year

Seeda Results in 2005-2008

Jobs created or safeguarded	18,000
Number of people helped to get work	32,000
People assisted in skills development	142,000
Businesses created or attracted to the region	7,600
Businesses assisted in improving performance	132,000
Investment levered into the region	£630m
Brownfield land remediated	200 ha

(Key facts and figures for South East England as at March 2008)

BUILDING OPPORTUNITY

South East England:

- 19,400 square kilometers
- 19 county and unitary authorities and 55 districts
- Stretching around London from Thanet in the East to the New Forest in the West and Aylesbury Vale and Milton Keynes in the North
- Eight million people - the largest population of any region of England; more people than in Scotland and Wales together
- 432 people per square kilometre in 2006 - the highest average concentration of people outside London
- Over 80% of the South East area classified as rural
- Yet, three-quarters of the South East's population live in urban areas
- The South East's economy is larger than countries such as Austria, Denmark, South Africa, Greece and Singapore
- Residence-based GVA per head of population in the South East was £21,514 in 2006, the second highest regional average in the country and 15% above the UK average
- The South East has the highest number of residents in employment, nearly 3.9m people and an employment rate of over 78%
- There are wide disparities, from 88.8% of the working age population employed in West Oxfordshire to 68.7% in Thanet, compared with 74.1% on average across the UK

Corporate Plan 2008-11



If you require any further information about this Plan or the activities of SEEDA, please contact us

SEEDA Headquarters

Cross Lanes
Guildford
Surrey GU1 1YA
England

Phone +44 (0)1483 484 200
Fax +44 (0)1483 484 247
Email seeda@seeda.co.uk
Web www.seeda.co.uk

Chatham Maritime Office

The Observatory
Brunel
Chatham Maritime
Kent ME4 4NT
England

Phone +44 (0)1634 899 900
Fax +44 (0)1634 899 901

SEEDA Brussels

South East England
Brussels Office
Rue du Commerce 45
1000 Bruxelles
Belgium

Phone 00 322 504 0720/0721
Fax 00 322 504 0722

v2/June 2008



SEEDA IN ACTION

North Kent/Thames Gateway Diamond:

- Thames Gateway Delivery Plan and Economic Development and Investment Plan: alongside East of England and London RDAs, a strategic investment fund to support transformational projects including an International Institute for Sustainability at Kent Thameside
- Land assembly for major regeneration projects and mixed-use, low-carbon development at Kent Thameside Waterfront, Dartford Town Centre and Northern Gateway, Rochester Riverside, Chatham Maritime, and Queenborough and Rushenden

East Kent:

- Strategic transport corridor
- Dover, Margate and Ashford town centres

Gatwick Diamond:

- International benchmarking, inward investment and international trade support, Skills Escalator, HE campus, environmental technologies and ecological footprint

Brighton and Hove Diamond:

- Brighton Stadium and the education corridor, International Convention Centre

The Sussex Coast:

- Joint area action plan for Shoreham, Newhaven masterplan, capacity-building for culture-led regeneration in the coastal resorts, Hastings and Bexhill Five-Point Plan

South Hampshire Diamond:

- MAA with the Partnership for Urban South Hampshire
- Develop key employment sites: Woolston Riverside, Tipner, Daedalus and Hythe Marine Park
- The Southampton/West Midlands strategic transport corridor, work to support renewable energy provision

Isle of Wight:

- The eco-island vision; support for a leading-edge renewables sector
- Major regeneration projects within the Cowes Waterfront Initiative/Medina Valley

Basingstoke Diamond:

- Basingstoke learning campus

Reading Diamond:

- Support on enterprise, inward investment and innovation e.g. proposed Enterprise Academy, Slough

Milton Keynes/Aylesbury Vale Diamond and Growth Area:

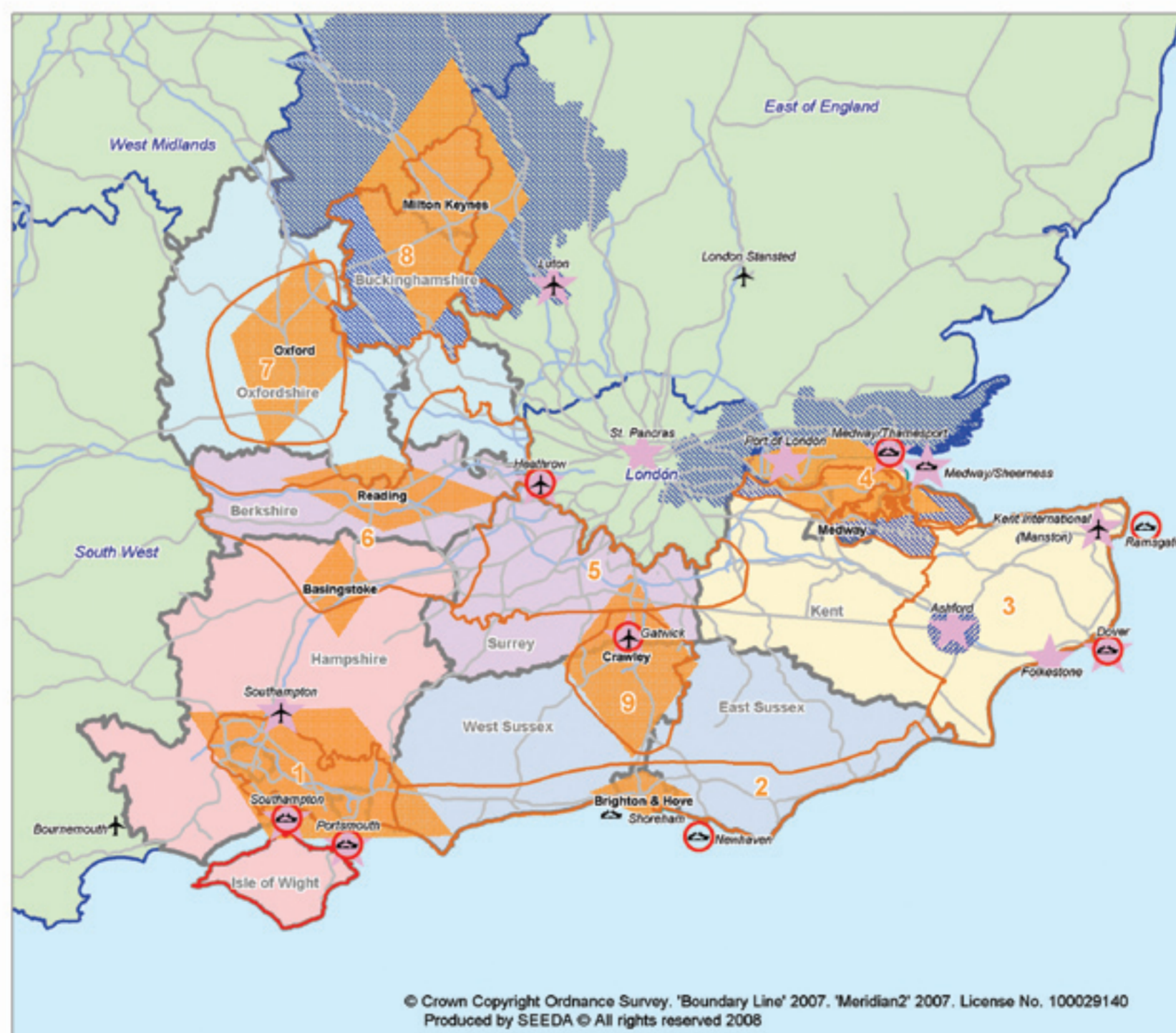
- Work with EEDA, EMDA and EP on the Growth Area, attracting international trade and investment

Central Oxfordshire Diamond:

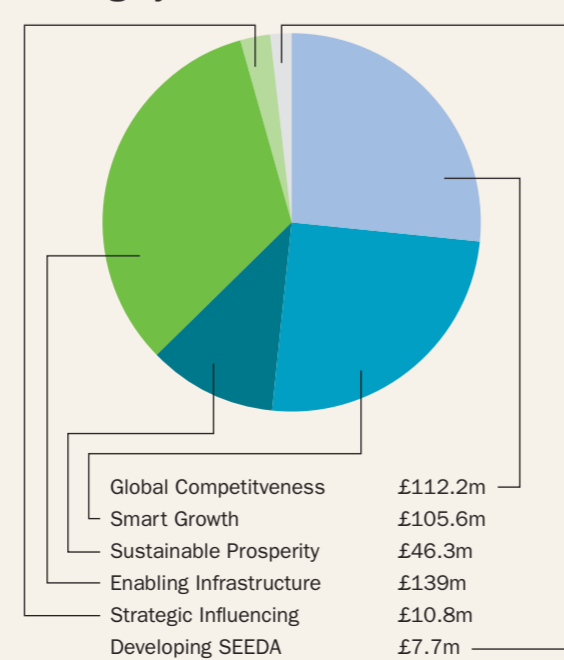
- Support for Oxford West End and Quadrant Partnerships, Harwell/Chilton Science and Innovation Campus

Buckinghamshire:

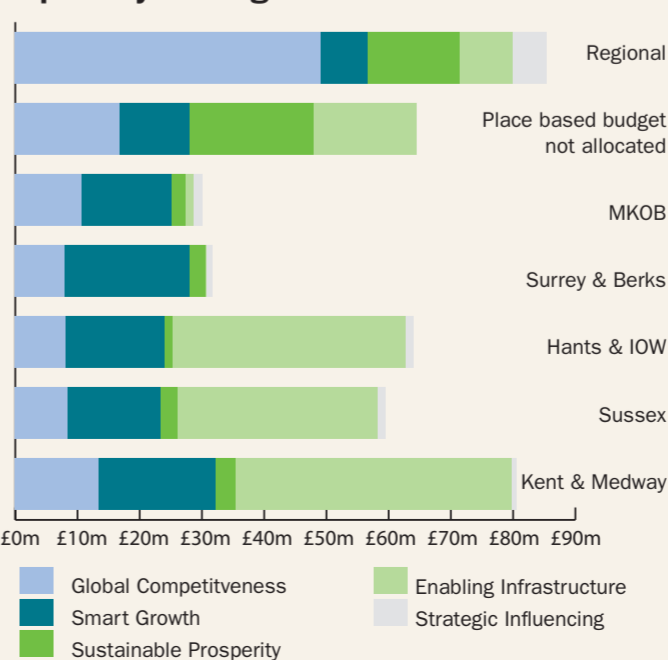
- Strengthen capacity to attract and retain inward investment, capacity-building in small rural towns



Funding by Portfolio 2008-11



Spend by Sub-region and Portfolio 2008-11



Year-by-year spend on Sustainable Prosperity

