

HOMES FOR ALL



WHAT CHALLENGES DOES THE SOUTH EAST FACE?

The South East has a strong, growing economy. The Regional Economic Strategy (RES) estimates that economic growth will continue, with an estimated 800,000 new jobs expected to be created over the next 20 years to support this.

A consequence of this growth has been higher house prices making it harder for those on low and medium incomes to break into the housing market. The growing gap between the South East regional average income, and the income needed to purchase a property, is increasingly threatening the sustainable development of the region's economy. Higher house prices are acting as a barrier to in-migration from less prosperous regions and leading to more and longer distance commuting.

To continue to prosper, businesses need to attract and retain skilled workers who are able to find a home of their choice within reasonable travelling distances.

HOW CAN WE MEET THESE CHALLENGES?

A comprehensive strategy for the delivery of new housing is required. Efforts must be made to increase the share of new investment for housing and infrastructure coming into the South East from the Housing Corporation and central Government. The best way to achieve this is through a regional housing strategy that is backed by all important stakeholders within the region.

The Regional Housing Board (RHB) was established to develop a regional housing strategy and advise on funding. The Board consists of members from the South East England Development Agency (SEEDA), the Government Office for the South East (GOSE), the South East England Regional Assembly, the Housing Corporation and English Partnerships.



The Golden Lane development in Brighton is an example of good practice in high density housing on a brownfield site. Situated in a conservation area, the new-build consists of houses and apartments in a mews development arranged around a central courtyard.



Gravesend High Street illustrates a successful example of regeneration, bringing housing as part of a mixed-use development in the historic town centre.

In the Office of the Deputy Prime Minister's (ODPM's) Sustainable Communities Plan, the Government set out its vision for successful, thriving and inclusive communities. In response to the housing pressures in the South East, new growth areas of Thames Gateway, Kent; Ashford and Milton Keynes/Aylesbury Vale were identified to help increase the supply of housing and create new sustainable communities. In addition to these are other areas which will see significant growth in housing, for example, South Hampshire.

The substantial economic and housing development planned for this region over the coming years must be balanced with environmental and social needs. Significant development must provide for, and enable, inclusive communities and protect our environmental resources.



The newly established Primary School at St Mary's Island is to be extended to take up to 400 children.

WHAT IS SEEDA'S ROLE?

Although the Agency is not a direct house builder, SEEDA works in joint venture with developers in demonstrating best practice in how to build successful communities at the same time as achieving profitable schemes. SEEDA does this by:

- Influencing regional housing policy at a local and national level.

As one of the members of the Regional Housing Board (RHB), SEEDA has worked with partners to develop a Regional Housing Strategy. The Strategy identifies priorities for the region and the allocation of Government funding. The main priorities identified are to build more affordable houses, bring decent housing in reach of people on low incomes and improve the quality of new housing and existing stock.

- Providing research and intelligence to inform the work of the RHB. For example, research on the condition of private sector housing – the location and nature of dilapidated stock.
- Delivering a brownfield land regeneration programme; bringing forward disused and redundant land. These programmes pilot new approaches to empower our communities, meet economic needs and build in an environmentally responsible manner.

An entirely new community has been established on a 60 hectare site at St Mary's Island, Chatham Maritime in Medway with some 1,000 new homes built and a further 1,000 planned. The area has been



At the centre of the Ropetackle scheme is a new town square, linked to a series of public open spaces with a new riverside walk. This mixed-use development comprises of both residential dwellings and dedicated business space.

transformed from a redundant former naval dockyard into a mixed-use development with homes for over 5,000 residents, facilities such as a primary school, doctors' surgery, state-of-the-art community centre and quality public spaces. St Mary's Island is part of the larger mixed-use scheme that is Chatham Maritime, which offers places for people to work, leisure facilities including shops, restaurants, an award winning marina and a pub, plus educational facilities including three universities and a Further Education College.

- Encouraging house builders and developers to deliver best practice in design and environmental sustainability.

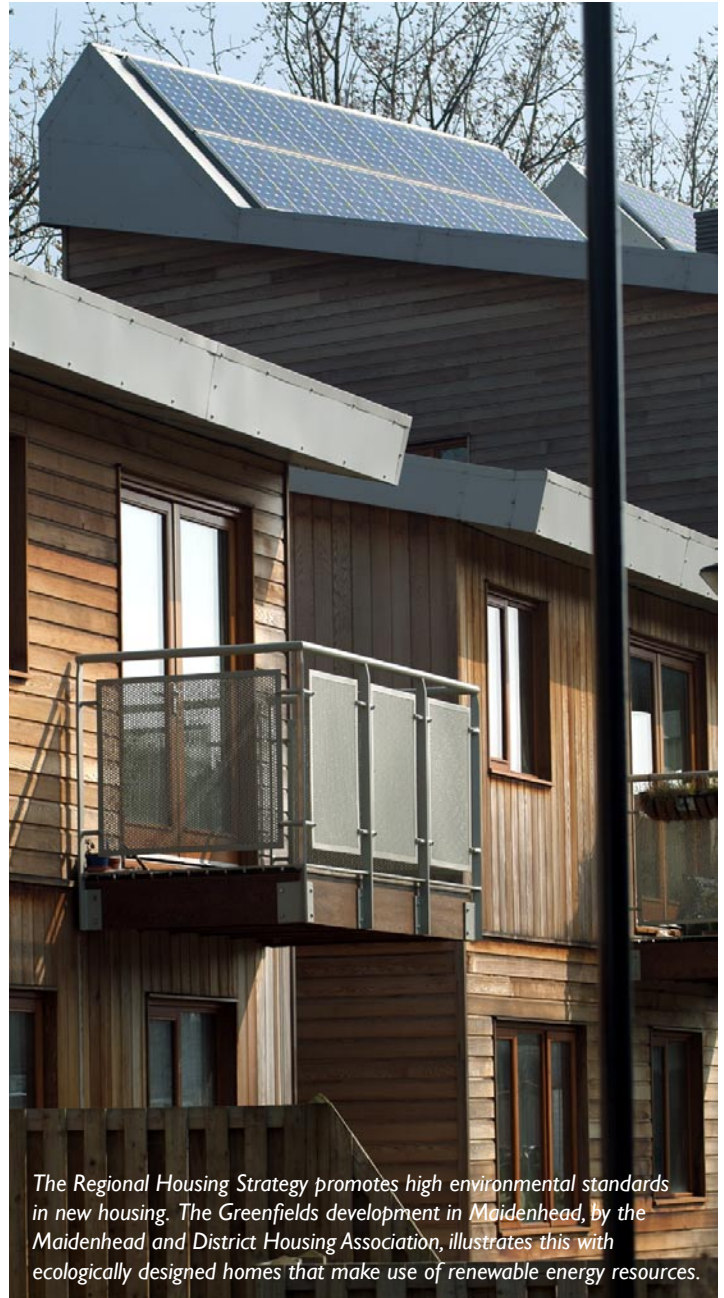


The Regional Housing Strategy highlights the importance of ensuring that everyone in the region has access to a decent home. In St Leonard's, Hastings, a housing Renewal Area has been declared to tackle homes in poor repair. Image courtesy of Kent Architecture Centre.

The 2.5 hectare Ropetackle waterfront development in the centre of Shoreham-by-Sea in West Sussex is a pioneering model for sustainable redevelopment in the South East. SEEDA has ensured that high quality urban design and sustainability are at the heart of the project. All buildings meet stringent design and architectural standards to minimise the environmental impact on natural resources. Buildings are highly energy efficient, embracing renewable energy technology, and all 180 homes have been built to the industry recognised Building Research Establishment (BRE) EcoHomes 'Excellent' rating, a standard that aims to effectively reduce the impact of house building on the environment.

- Delivering programmes that promote quality places, to build the capacity of our region and those responsible for the built environment. The quality of new housing is dependent on those involved in the process having the right skills – SEEDA aims to target learning providers to be responsive to the needs of the market.

SEEDA has demonstrated leadership in this area by creating the innovative 'Sustainability Checklist' which provides an opportunity for key industry players to champion sustainable construction methods at the early design stage of a development. This enables all interested parties to evaluate the impacts of water resources, waste, transport, biodiversity and energy usage into fledgling design plans. It also supports the attainment of EcoHomes standard in all house building, to meet targets such as greater insulation, reduced water consumption and simplified systems for recycling household waste.



The Regional Housing Strategy promotes high environmental standards in new housing. The Greenfields development in Maidenhead, by the Maidenhead and District Housing Association, illustrates this with ecologically designed homes that make use of renewable energy resources.

SEEDA SOUTH EAST
ENGLAND
DEVELOPMENT
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