

SEEDA

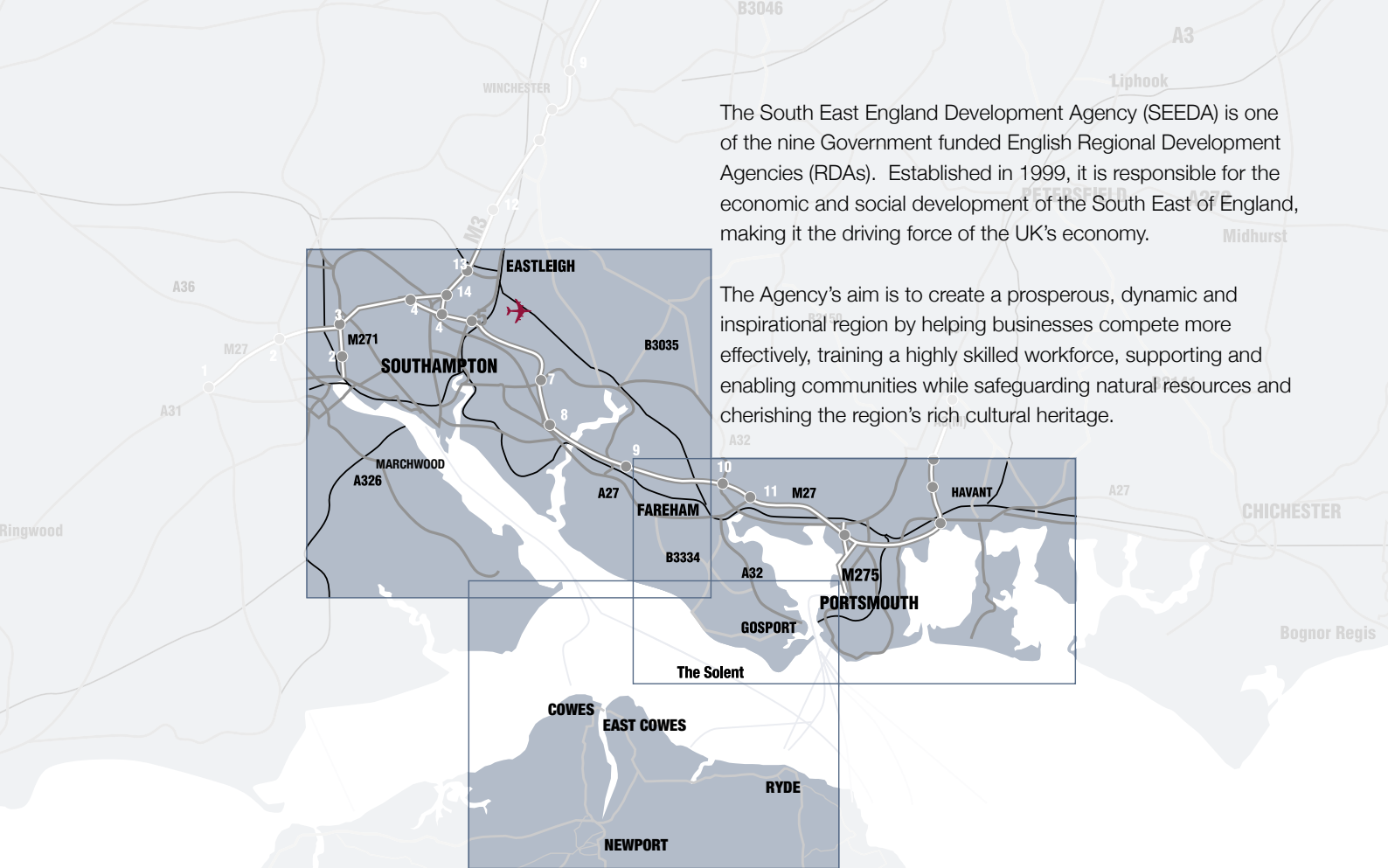
Development Projects
(The Solent)



SEEDA

SOUTH EAST
ENGLAND
DEVELOPMENT
AGENCY

Working for England's World Class Region



The South East England Development Agency (SEEDA) is one of the nine Government funded English Regional Development Agencies (RDAs). Established in 1999, it is responsible for the economic and social development of the South East of England, making it the driving force of the UK's economy.

The Agency's aim is to create a prosperous, dynamic and inspirational region by helping businesses compete more effectively, training a highly skilled workforce, supporting and enabling communities while safeguarding natural resources and cherishing the region's rich cultural heritage.

Development and Infrastructure Division

SEEDA is the lead public sector body for delivering regeneration and physical development in the region to create sustainable communities. The Agency works closely with Government, local authority partners and the private sector to deliver national and regional priorities.

The Agency's extensive land and property function is focused on bringing brownfield sites and premises back into productive use. The main areas for attention are the priority regeneration areas of Southern Hampshire, the Isle of Wight, Thames Gateway, the Kent and Sussex coasts and the former East Kent Coalfield.

These areas contain a significant number of sites with potential for development. SEEDA, through strategic interventions, is managing the remediation of land with complex physical regeneration issues to enable the private sector to realise this potential.

The development projects that the Division undertakes, seek to provide a practical demonstration of good practice in design

quality, environmental quality and sustainability. By using mechanisms such as masterplans, development frameworks and design codes, the Agency seeks to shape development in the region and influence change towards more environmentally sustainable developments.

A number of these major projects are being undertaken in the Solent region. These include:

- Modern business parks in Gosport, Havant, Portsmouth and Cowes
- The Cowes Waterfront initiative - the regeneration of Cowes, East Cowes and Newport Harbour on the Isle of Wight
- The acquisition and comprehensive regeneration of the former Vosper Thornycroft shipyard at Woolston in Southampton, renamed Woolston Riverside

The Division is also responsible for urban renaissance and design programmes and contributes to the new regional housing board, planning and transport.

Outputs

Since its creation, SEEDA, working with partners, has:

- brought over 235 hectares of brownfield land back into productive use
- created over 2,900 jobs
- built over 38,000 sq m of new business floorspace and refurbished a further 43,000 sq m

In 2004, SEEDA invested over £40 million in the South East through its direct development programme, to acquire and remediate sites and to take forward their development.



SOUTHAMPTON AND SOUTH WEST HAMPSHIRE

- Marchwood, New Forest
- Drivers Wharf, Northam
- Woolston Riverside, Southampton

Marchwood, New Forest

Formerly part of the Husbands' Shipyard at Marchwood, this brownfield site is located on the west side of the Southampton Water. The site was acquired by SEEDA in April 2003 with the objective of protecting the area as a key marine employment site by providing serviced development plots for marine related industry.

KEY FACTS

- 4.46 ha (11 acres)
- direct access to Southampton Water
- two commercial slipways (1,000 tonne capacity each)
- site under offer

CONTACT: Michael Green, King Sturge **023 8038 5613**

Drivers Wharf, Northam

This site in Northam is situated on the River Itchen waterfront on the north east side of Southampton City Centre. It has been identified as a priority area for regeneration. SEEDA has acquired a number of sites in the area. Working in partnership with Southampton City Council, the Agency intends to deliver a mixed-use scheme in this key location that will create new jobs, new homes and an improved environment.

KEY FACTS

- up to 5.1 ha (12.5 acres)
- mixed-use development
- prominent waterfront location

CONTACT: Ken Glendinning, SEEDA **01483 484267**

Woolston Riverside, Southampton

The former shipyard at Woolston was acquired by SEEDA in March 2003. Working with English Partnerships, the Agency intends to transform the brownfield site into a major mixed-use scheme including a marine business park, housing and community facilities. This is an exciting development opportunity that will change this area of the River Itchen waterfront for the first time in over 100 years. Demolition works began on site in April 2004 and an outline planning application will be submitted in autumn 2004.

KEY FACTS

- 12.5 ha (31 acres)
- major waterfront location on River Itchen
- mixed-use development, including marine related employment, residential, retail, leisure and community facilities

CONTACT: Jon Milward, Drivers Jonas **020 7896 8223**



ISLE OF WIGHT

- Cowes Business Park
- West Medina Mills
- East Cowes Project
- Cowes Waterfront - Venture Quays



Cowes Waterfront Initiative

Working in partnership with the Isle of Wight Council, the Isle of Wight Economic Partnership and English Partnerships, SEEDA is investing in excess of £10million in the Cowes Waterfront initiative. A comprehensive regeneration project for the Medina Valley, it will create jobs, attract investment and bring new facilities to the communities of Cowes, East Cowes and Newport Harbour.

The Cowes Waterfront initiative has four elements:

- Business** - providing resources and infrastructure for businesses to grow and expand;
- Communities** - creating job opportunities and enhancing community living with improved amenities;
- Environment** - maintaining and enhancing the unique environmental resources of the Medina Valley;
- Infrastructure** - bringing under-used and derelict sites and premises back into productive use.

The partners have agreed a Strategic Development Framework to carry forward the Cowes Waterfront initiative based on a comprehensive review of the area. This sets out recommendations to make the best use of the available land to give the greatest, most beneficial impact to the economy and the environment. It proposes five themed zones and identifies 25 key sites. Full details are available on www.coweswaterfront.co.uk



Partnership with Ellen MacArthur

The Cowes Waterfront initiative joined forces with world class yachswoman Ellen MacArthur and her 'Offshore Challenges Sailing Team' to promote the Isle of Wight and reinforce the international reputation of Cowes and the Medina Valley as a location for business, leisure and life. The partnership ensures the Cowes Waterfront branding is seen on all Offshore Challenges' boats, and has the sailing team acting as ambassadors for the initiative.

Ellen and her team were the first tenants to move into the SEEDA owned Cowes Waterfront - Venture Quays site at East Cowes.

“As a resident of the Island, I am very excited about the future and the opportunities that the Cowes Waterfront initiative will bring to the Isle of Wight.”

Ellen MacArthur



Offshore
Challenges



Cowes Business Park

The Cowes Business Park in Cowes is being promoted by SEEDA as part of the Cowes Waterfront initiative. The development will provide serviced sites for owner-occupiers and developers.

KEY FACTS

- 3.32 ha (8.21 acres)
- four plots of various sizes
- serviced sites for owner-occupiers and developers

CONTACT: Matthew Townson, SEEDA **01483 484206**

West Medina Mills

SEEDA acquired this brownfield site in July 2004. In partnership with the Isle of Wight Economic Partnership and Isle of Wight Council, the Agency intends to consult with local stakeholders as to the optimum economic use and future development of the site to support the Isle of Wight economy.

KEY FACTS

- 6.2 ha (15.3 acres)
- brownfield site
- consultation (autumn 2004)

CONTACT: Ken Glendinning, SEEDA
01483 484267



East Cowes Project, Isle of Wight

The East Cowes Project is a major regeneration scheme being brought forward as part of the Cowes Waterfront initiative. The site, situated north and west of the town centre, includes the former GKN North Works and land at Sylvan Avenue. The vision for the site is to create a vibrant community with a long term sustainable future. Key objectives include: creating significant employment opportunities; revitalising the town centre; bringing back redundant industrial land into productive use; improving community and visitor facilities; as well as improving access to the waterfront and public spaces. The initial public consultation for the development will take place in September 2004 with a draft planning brief to be prepared for early 2005.

KEY FACTS

- 12 ha (30 acres)
- mixed-use development
- new homes, shops, restaurants, community facilities
- enhanced neighbourhood facilities

CONTACT East Cowes Project: Kate Hyner, SEEDA **01483 484279**

CONTACT Cowes Waterfront - Venture Quays: Michael Green, King Sturge **023 8038 5613**

Cowes Waterfront - Venture Quays

Part of the East Cowes Project site has been renamed as Cowes Waterfront - Venture Quays. The objective for this area is to develop and grow a network of marine sector businesses which require waterfront access. The aim for the Cowes Waterfront initiative is to attract a diversity of marine operators in fields such as yachting and boat building. Tenants currently occupying space on the site include Ellen MacArthur's Offshore Challenges Sailing Team and wind turbine manufacturer, Vestas.

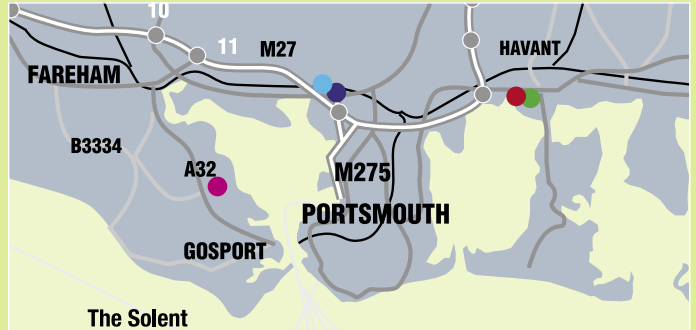
- quality public spaces
- marine base, including access to the River Medina waterfront
- a possible marina
- events space and berths



PORTSMOUTH

AND SOUTH EAST HAMPSHIRE

- Frater Gate Business Park and Gosport Business Centre
- Harbourgate Business Park, Portsmouth (formerly J&J Phase I)
- J&J Phase II, Portsmouth
- Southmoor Park, Havant
- Harts Farm Way, Havant



Southmoor Park, Havant

Southmoor Park comprises three development phases. The first phase, developed with Priority Sites, provides 7,400 sq. m. of office and industrial units. The remediation of the second phase land has been completed with 2.3 ha (5.7 acres) sold to developers and owner-occupiers. The final phase has been sold to Havant Borough Council for their new transport and waste-recycling depot.

KEY FACTS

- 7.4 hectares (18 acres)
- 16,245 sq. m. of business space under construction
- One plot remaining - 0.19 ha (0.46 acres)

CONTACT: Charlie Chappell, Hellier Langston **01329 220111**



Harbourgate Business Park, Portsmouth (formerly J&J Phase I)

Situated in a high profile location close to junction 12 of the M27 and with extensive frontage to the A27 Southampton Road. Harbourgate Business Park is the first phase of development of the former Johnson and Johnson site. ASDA Property acquired the site from SEEDA and have already secured Highbury College and Space Maker Self Storage as tenants.

KEY FACTS

- 2.58 hectares (6.4 acres)
- four high quality industrial / warehouse units of various size

CONTACT: Charlie Chappell, Hellier Langston **01329 220111**



J&J Phase II, Portsmouth

The second phase of the former Johnson and Johnson site adjoins the Harbourgate Business Park. The site will be offered for high quality office / employment use.

KEY FACTS

- 2.01 ha (4.98 acres)
- serviced sites available
- office / employment use
- available from autumn 2004

CONTACT: Charlie Chappell, Hellier Langston **01329 220111**



Harts Farm Way, Havant

SEEDA owns this former council depot site. A planning application for circa 13,800 sq. m. of industrial (office and workspace) has been submitted. The site will be available in autumn 2004.

KEY FACTS

- 4.66 ha (11.5 acres)
- outline planning consent for 16,000 sq. m. office / industrial units
- excellent links to A3 / M27
- further 1.2 ha (3 acres) site available

CONTACT: Charlie Chappell, Hellier Langston **01329 220111**

Frater Gate Business Park

SEEDA acquired this former MOD site at Gosport for the development of the Frater Gate Business Park and Gosport Business Centre. The Agency has invested in the site acquisition, reclamation and new infrastructure and all plots have been sold to developers or owner-occupiers.

KEY FACTS

- 4.7 ha (11.6 acres)
- sites under offer
- prominent location on the A32
- between Gosport and Fareham
- new business centre constructed

CONTACT: Matthew Townson, SEEDA **01483 484206**



Gosport Business Centre

The Agency has invested in the development of the Gosport Business Centre to support the growth and survival of small businesses within the Gosport area. Opened in June 2004, the Centre has already secured tenants with new and growing local businesses and has received many enquiries.

KEY FACTS

- prominent business park location
- 2,700 sq. m. of accommodation
- offices and workshops
- 65 business units (16 sq. m. to 65 sq. m.)
- flexible lease terms

CONTACT: Andrew Weston, Centre Manager **0800 634 1070**



Development Projects Group

SEEDA's Development Projects Group, based in Guildford and Chatham, includes the following teams:

- **Land and Property (West)** - responsible for land and property activities in Hampshire, the Isle of Wight, Buckinghamshire, Oxfordshire and Berkshire.
- **Property Advice and Initiatives** - provides specialist advice on strategic sites and major development schemes across the region.
- **Brownfield Land Assembly Trust (BLAT)** - acquires and assembles portfolios of small brownfield sites for remediation and sale to RSLs and developers to deliver housing to meet local needs.
- **Enterprise Hubs and Gateways** - provide flexible accommodation for starter businesses throughout the region in support of the Enterprise agenda.
- **Asset Management** - responsible for the management of SEEDA's property portfolio across the region.

SEEDA's development function in Chatham also includes:

- **Land and Property (East)** - responsible for the land and property function in Kent (including the Kent Coalfield), East and West Sussex, Brighton & Hove and Surrey.
- **Growth Areas** - promote physical development in the Thames Gateway, Ashford and Milton Keynes as part of SEEDA's contribution to the Sustainable Communities Plan.
- **Medway** - responsible for bringing forward strategic sites in Medway as part of SEEDA's strategy for the Thames Gateway.



Contacts

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Brownfield Land Assembly Trust

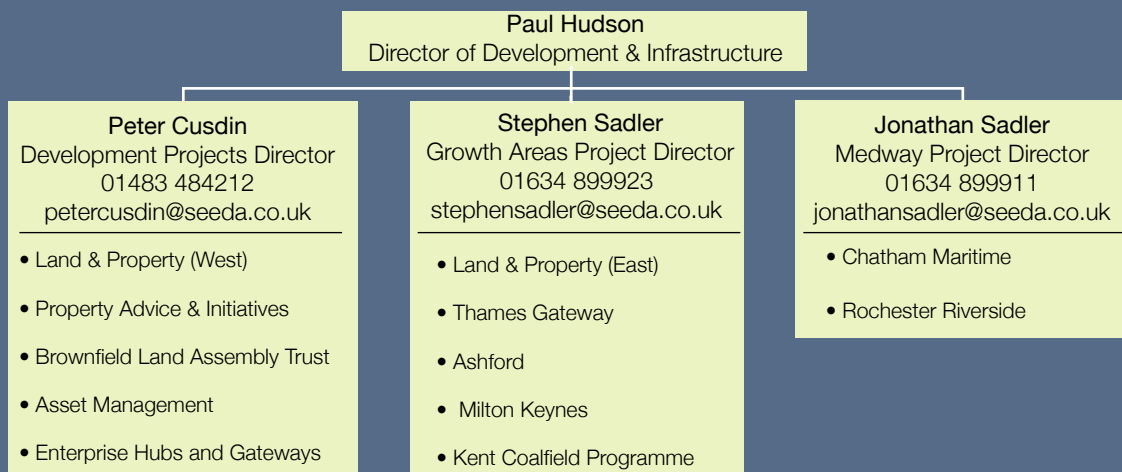
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