

# SKILLS FOR DELIVERY



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## WHAT CHALLENGES DOES THE SOUTH EAST FACE?

The quality of the region's built environment and its natural heritage is fundamental to the competitiveness of the region and the quality of life of those who live here. It is a vital asset in attracting and retaining the most capable and creative people that underpin the success of the economy, as well as visitors who support tourism. We need to ensure that we have the skills, knowledge and behaviour to build successful places.

Consultation with the region, together with focused research, has identified the need to increase the number of organisations and people who can confidently and competently take forward significant regeneration and development projects. This requires new or enhanced skills: effective leadership to gain community support; a greater emphasis on masterplanning; a stronger understanding of design and of the commercial aspects of development.

## HOW CAN WE MEET THESE CHALLENGES?

Research suggests that we need to focus firstly on building the skills and knowledge of those already working in the built environment sector, including key decision makers such as elected members and those making investment decisions. Secondly, we need to encourage young people to see built environment professions as exciting and worthwhile career choices.

But it is not just about acquiring skills, it is how they are used and the knowledge that goes with them. Professionals and stakeholders need to work together and understand each others' roles.

We need to see cross sector collaboration to ensure that what is built today is durable, sustainable and fit for purpose for the next generation. We need to see wider adoption of best practice and quality standards in order that we design, build and operate buildings and the spaces between them in a more environmentally responsive manner.



*Pupils from Bittern Park Secondary School took part in an education programme, Shaping Places, to raise their awareness of creating environments where people want to live. Image courtesy of Solent Centre for Architecture + Design.*



*SEEDA is working with its partners to inspire young people to become involved in the environment in which they live. Image courtesy of Solent Centre for Architecture + Design.*

We must also make the most of the skills, knowledge and experience of the region's universities and colleges. The region has a wealth of talent in the higher and further education sectors but it is not always well known amongst practitioners. We need to facilitate closer collaboration and exchange amongst the education sector and businesses.

*During National Construction Week, which aims to attract young people into the construction industry, visitors to the Oracle Shopping Centre in Reading were given a "Women in Construction" craft skills demonstration. Image courtesy of SECBE.*



## WHAT IS SEEDA'S ROLE?

The South East England Development Agency (SEEDA) has a strategic role to play in building the region's skills for delivery. It does this by:

- Working directly to deliver exemplar schemes in the region's regeneration priority areas. These provide best practice examples from which others can learn.

*The Woolston Riverside development in Southampton is set to transform a redundant shipyard into a vibrant, mixed-use waterfront location with marine business park, high quality housing, retail, leisure and community facilities. The site, in one of the region's most deprived areas, will be opened up to the public for the first time in over a century and will contribute positively to the physical, economic and social regeneration of the area. The masterplan focuses not only on the economic regeneration potential, but also the design quality of buildings and open public spaces to ensure the creation of a new sustainable community where people want to live, work and visit ([www.woolstonriverside.co.uk](http://www.woolstonriverside.co.uk)).*

- Providing property and infrastructure advice to public sector authorities across the region to build their confidence and knowledge to bring forward sites for development.
- Supporting the development of advisory services to ensure that we have strong and effective clients in both the public and private sector. These include the region's Architecture Centres and the Regional Design Panel.



*The South East Design Champions Club was the first of its kind. Design Champions ensure a high profile for quality design within their organisations.*

*The region's Architecture Centres support the delivery of sustainable, high quality and well planned developments across the South East. They provide training for elected members, design advice to local authorities, and an advisory service to communities on planning and urban design issues on local development proposals.*

- Encouraging organisations and local authorities to appoint Design Champions to enhance and maintain the profile of high quality design in the South East.

*The South East Design Champions Club is the first of its kind in the English regions. Design Champions ensure a high profile for quality design within their*

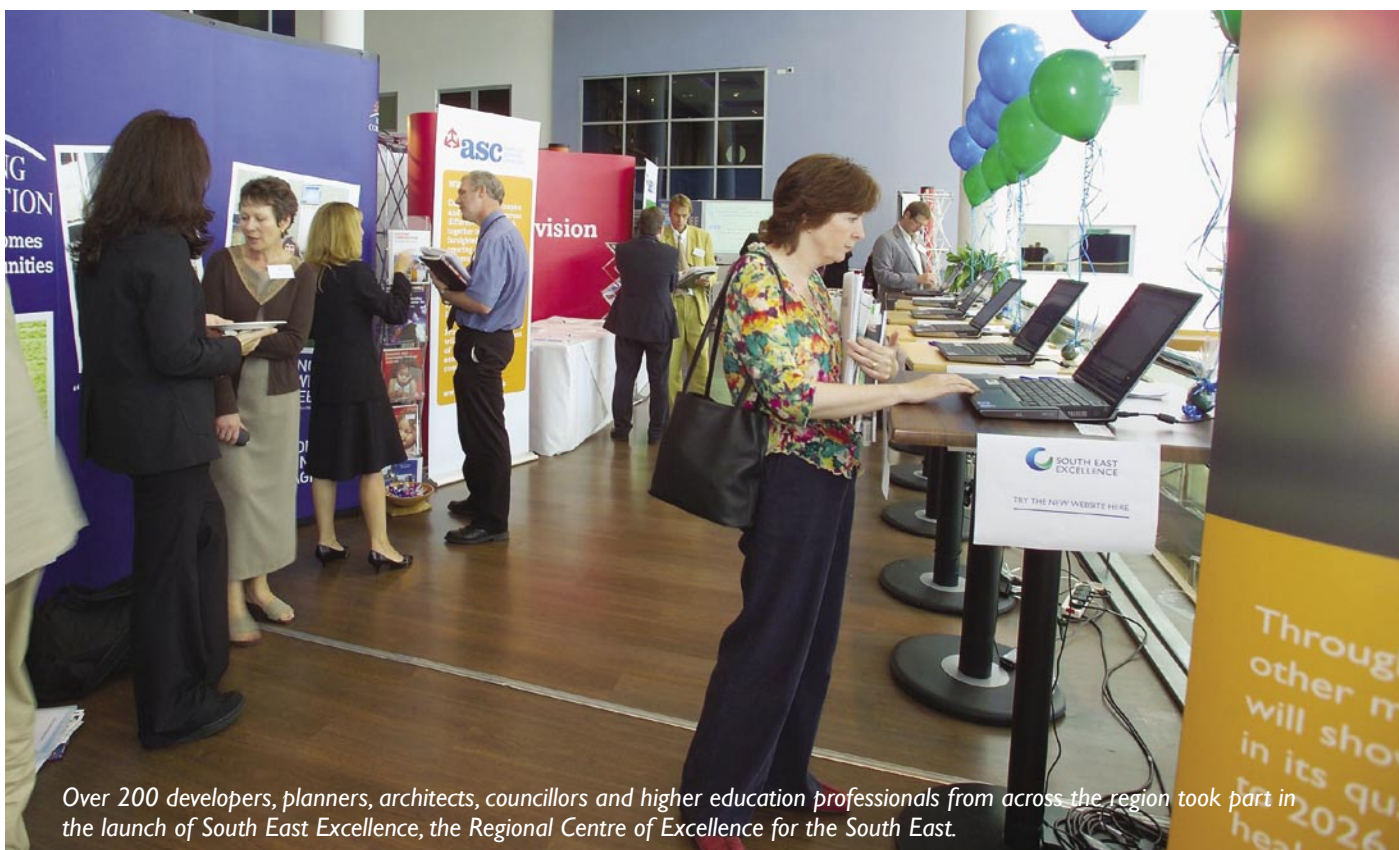


*The SEEDA owned Woolston Riverside development in Southampton will comprise residential, retail, leisure, employment and marine related industry. Image courtesy of 7t Ltd.*

organisations, and ensure the inclusion of quality design considerations within relevant strategy, policy and development documents. The Club provides a network offering mutual support and learning opportunities, enabling best practice to flow more easily and enhancing skill levels.

- Creating a Regional Centre of Excellence (RCE) to provide an effective learning network that ensures a more widespread take up, and consistent application of good practice throughout the region.

Nothing can inspire and motivate more clearly than seeing and hearing first hand from someone who has 'done it'. Through initiatives such as South East Excellence, (the RCE for the South East), SEEDA aims to provide opportunities for this to happen. The initial focus for the Centre will be to work with the development industry to improve the built environment. South East Excellence also aims to inspire people to take pride in their communities and encourage young people to consider careers in built environment professions ([www.southeastexcellence.co.uk](http://www.southeastexcellence.co.uk)).



Over 200 developers, planners, architects, councillors and higher education professionals from across the region took part in the launch of South East Excellence, the Regional Centre of Excellence for the South East.

**SEEDA** SOUTH EAST  
ENGLAND  
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Working for England's World Class Region

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