

Transforming Opportunities

Corporate Plan 2005-2008



Sustainable Economic Growth

our aim

Sustainable Communities

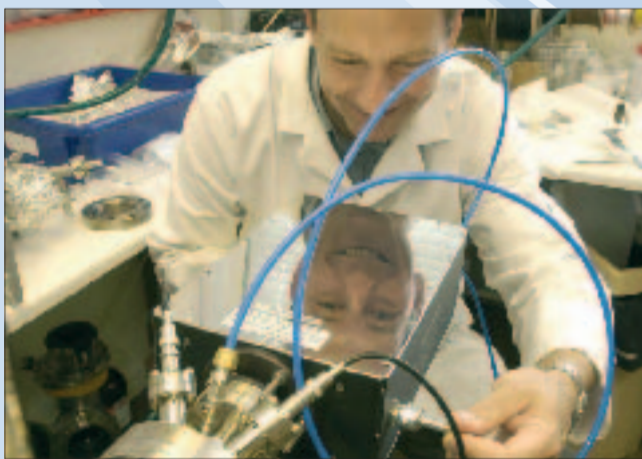
To create high quality jobs and support world class productivity through new products and processes and through effective business support and business-driven skills provision

To build social, economic and environmental sustainability into all our communities through quality, participation and delivery and through our own area-focused regeneration

World Class Innovation

Key targets include:

- At least 20,000 businesses will be supported through the Technology Strategy by 2008
- Develop at least six Knowledge Transfer (KT) Networks with larger SMEs and supply chains by 2008
- Create brokerage service for at least 1,000 SMEs for KT and collaborative R&D projects
- Stimulate private R&D through £20 million of Research and Development Grants and link it to SEEDA's Innovation Agenda
- Progress towards target of 6% South East GVA spent on R&D by 2014
- At least 7,000 medium-sized companies engaged in process improvement through our Manufacturing Advisory Service (MAS) by 2008
- Eight self-supporting consortia by 2008 involving 10,000 companies in key sectors (e.g. aerospace & defence, marine and construction) and linked to Sector Skills Councils
- Joint programme of business development with UKTI SE to attract 130 additional sustainable knowledge based foreign investor companies to the region by 2008
- Increase, with UKTI SE, the number of South East companies exporting and the breadth of markets covered



Solid foundations

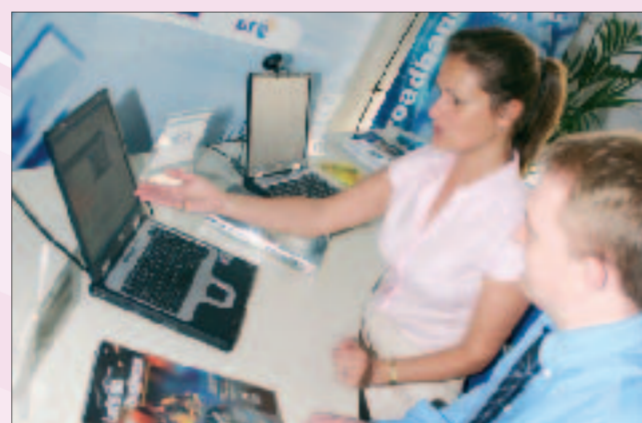
We have already:

- Created over 1,000 new businesses across the South East
- Created 22 Enterprise Hubs forming part of a global network
- Stimulated knowledge transfer through our 22 Enterprise Hubs
- Raised aspirations through our Global Regions Initiative with programmes of collaboration in 11 regions worldwide
- Supported Finance South East's funding for commercial and social enterprises
- Piloted the model for sector consortia in Farnborough Aerospace Consortium
- Stimulated efficiency gains of £20 million across over 2,000 firms through MAS

Competitive Enterprise

Key targets include:

- Business Links will help over 138,000 businesses of which 91.5% will be satisfied or very satisfied by 2008
- Skills provision linked to South East businesses through Business Links and the new Regional Skills Brokerage Model
- Establish a Basic Skills Academy for quality training for trainers by 2007
- Create 20 Enterprise Gateways to support entrepreneurs covering at least 50% of the deprived wards and many rural areas by end of 2007
- Create or safeguard over 1,500 jobs in deprived areas through Selective Finance for Investment (SFI) scheme by 2008
- Support women owned business growth to achieve 20% of businesses in the region by 2008
- Four South East Science, Engineering and Technology Hubs by 2008 to access specialist skills training
- 75% SMEs and 50% households using the Internet to improve their performance by 2008
- Implementation of the Sustainable Food and Farming Action plan
- Embedding quality assurance within the hospitality industry by 2006 and 80% of the businesses join the inspection programme by 2008
- Enable 80% of the tourism businesses to be connected to the global markets by 2007



Solid foundations

We have already:

- Created or safeguarded over 39,000 jobs
- Supported training for over 100,000 people
- Created a regional and six local Skills for Productivity Alliances to plan future skills provision led by the demand and needs of employers
- Created 10 Enterprise Gateways
- Achieved 97% accessibility of Broadband across the region
- Achieved over £8 million funding for the national roll-out of our Computer Clubs for Girls piloted in 200 schools in the South East

Quality Places

Key targets include:

- South East Plan delivering a realistic and achievable spatial framework for all the infrastructure needed for growth
- 'South East Excellence' Action Plan setting standards for urban renaissance across the South East in place by autumn 2005
- All new homes in South East rated 'very good' for energy efficiency by 2008
- Regenerate coastal towns along the Solent, Sussex and Kent coast
- Joint ventures in place with development partners for mixed-use schemes at Woolston Riverside, Southampton and East Cowes, Isle of Wight by 2007
- Cowes Waterfront Initiative 10 year regeneration plan and strategy by 2006
- Secure future funds for Hastings & Bexhill 10 year regeneration plan in 2006 Spending Review
- Deliver residential and mixed-use developments as part of building sustainable communities in the Growth Areas (Thames Gateway, Kent; Ashford, Milton Keynes and Aylesbury)
- Bring forward Rochester Riverside for mixed-use sustainable development by 2008
- EU Interreg projects delivered: in transport (e.g. FINESSE), access to employment for disadvantaged groups (e.g. EXODUS) and joint working with other prosperous regions (GROW)



Solid foundations

We have already:

- Brought some 414 hectares of derelict brownfield land back into new use
- Established the first Regional Design Panel and a design champions club involving 79% of local authorities
- Transformed Chatham Maritime into the beginnings of a successful mixed-use community
- Won many awards for our flagship regeneration scheme at Chatham Maritime
- Created a shared resource in regional intelligence, SEE-IN, to build evidence-led policies

Area-Based Regeneration

Key targets include:

- Deliver programmes to help support the quality of life of rural communities including the commitments passed to us by the Countryside Agency
- Use grants for redundant agricultural buildings to diversify rural job opportunities
- Work with local communities to achieve the regeneration of the Kent Coalfield
- Complete work on 85 hectares of previous disused land at Betteshanger to create a country park by 2006
- Deliver up to 25,000 sq m of new employment floorspace for Canterbury businesses needing to expand at former Chislet Colliery by 2008
- Catalyse 13 area programmes and other local initiatives to meet economic regeneration needs
- Prepare economic action plans for each Growth Area by December 2005
- Lead second phase of Hastings & Bexhill 10 year plan to deliver key projects



Solid foundations

We have already:

- Created 10 Area Investment Partnerships and plans for comprehensive renewal of the 10 Priority Regeneration Areas
- Launched a seven year Small Rural Towns Initiative
- Supported two multi-versities at Hastings and Medway
- Joined the new South East Rural Partners' Forum, set up after the Haskins Review of Rural Delivery
- Reclaimed and remediated land at Betteshanger Colliery
- Set out with partners a 10 year plan for Hastings & Bexhill and delivered the first elements
- Supported the regeneration of communities in deprived areas through SEEDA's Fund for Regeneration, previously known as the Single Regeneration Budget (SRB)

Strategic Influencing

Working with all our partners to create comprehensive strategic frameworks and policies to support the Regional Economic Strategy

We will lead a review of the Regional Economic Strategy, to secure and maintain the South East's position as one of the world's most successful regions

We will ensure that Business South East and our Science and Industry Council drive policies from businesses' needs

We will promote sustainable building methods and the development of quality places across the South East

We will facilitate comprehensive solutions to local regeneration needs by working with local communities

People & Processes

We will develop and support our new business systems to enable SEEDA to create and deliver the best results.

We will develop the capabilities of our people and capacity of our partners to find innovative business solutions.

We will create a culture of continuous improvement to build on success and inspire new initiatives.

We will deliver an Efficiency Plan to use all our resources effectively to implement the Corporate Plan.