

The Greater South East



The Greater South East – The UK’s Super-Region

- ◆ The Greater South East (GSE) extends from The Wash down to Dover and across to the Isle of Wight, and includes London, the UK’s only “World City.”
- ◆ The GSE is home to 21 million people – 35 per cent of the UK’s population with almost 753,000 VAT registered businesses.
- ◆ The GSE also provides 99% of net regional contributions each year to UK plc’s coffers. With an annual GDP of over £451bn it ranks as the 10th largest economy in the world – just behind Canada and just ahead of India.
- ◆ The regions that make up the GSE are the only three in the UK in the top 20 global regions in terms of Gross Value Added (GVA), innovation and global competitiveness.
- ◆ This position is under constant challenge from other world cities and super-regions such as New York and Silicon Valley in the US; Greater Shanghai and Tokyo in Asia; and Munich/ Bavaria and Paris/Ile de France in Europe.
- ◆ If the UK is to remain a leading national economy, the strengths of our World City together with the UK’s “Ideas” and “Technology” regions – the East and South East – need to be sustained and enhanced.
- ◆ The three GSE Regional Development Agencies (RDAs) – East of England Development Agency (EEDA), London Development Agency (LDA) and South East England Development Agency (SEEDA) – are collaborating to support the sustainable growth and prosperity of the GSE.
- ◆ RDAs are unique in being agencies focused on the economic agenda, bringing together private, public and non-governmental sector perspectives and having the critical mass and strategic positioning to plan and manage major change. They do this through both their direct projects and programmes and through the influence they can bring to align the goals of major international, national, regional and local partners.



Our priorities together are:

● Innovation – Science, Technology and R&D

- The GSE is home to 71 of the UK's 131 Higher Education Institutions, including seven of the 19 world-leading "Russell Group" universities
- The universities of the GSE generate one in three of the annual UK total of graduates
- The GSE hosts the HQs of major global ICT, pharmaceutical, aviation and other companies including GSK, Microsoft, HSBC, BAE Systems and Unilever
- 40% of Government's and 60% of private Research and Development is carried out in the GSE, generating opportunities for technologies exploited elsewhere in the UK too
- As an advanced industrial region, the GSE often deals today with the issues that other regions face tomorrow. The GSE is a test bed to pilot initiatives, approaches and solutions which will then be valuable elsewhere
- The GSE RDAs are working:
 - i) to demonstrate the benefits which this concentration of global excellence brings to other UK regions; and
 - ii) to open up opportunities for international research and knowledge transfer with similar excellent regions around the world

● Transport, Skills and Infrastructure

- An effective transport network in the GSE is essential for the continued development of the UK
- The GSE is home to London Heathrow, the world's busiest and best connected airport – and Southampton and Felixstowe, the sea ports that account for the bulk of the UK's trade with the Far East. These sit alongside many other major air and sea ports – at Stansted, Luton, Gatwick, and at Tilbury and Harwich – the Channel Tunnel and 979 miles of motorway
- As it develops, the sustainable prosperity of the GSE depends on a continued high quality of life and effective infrastructure – from housing to water supply, energy and utilities
- 2.8 million people in the GSE lack basic literacy or numeracy skills. With high levels of employment, most are in the workforce
- The GSE RDAs are working with partners:
 - i) to identify and prioritise strategic transport requirements to support new forms of connectivity and to find new ways of delivering effectively the infrastructure to support future competitiveness; and
 - ii) to develop a skilled, flexible and adaptable labour market

● Interregional Growth Strategies and Sustainable Communities

- The Sustainable Communities Plan, launched in 2003 by the Office of the Deputy Prime Minister, identified four Growth Areas, all of which lie in the GSE: Milton Keynes/South Midlands; the Thames Gateway; London-Stansted-Cambridge-Peterborough; and Ashford
- All four areas are the focus of a major initiative to create new homes, jobs and learning opportunities to sustain the prosperity of the GSE as the UK's economic powerhouse. The three GSE RDAs are collaborating closely to create integrated strategic frameworks and masterplans for these Growth Areas
- 30% of the most deprived wards in England are in the GSE. A one-off programme of concentrated investment in such areas can deliver a lasting solution without a need for generations of subsidy. Public investment of the right kind can deliver comparatively high returns in the GSE
- The GSE RDAs are bringing forward plans and facilities for the London 2012 Olympics and Paralympics following this year's successful bid, working closely with the Nations & Regions Group and the new Olympics Development Agency

● Making the Most of Opportunities for Collaboration

- There are many cross regional agendas where the RDAs can add value to maintain the sustainable growth and prosperity of the GSE:
 - ◆ **Skills, Employment and Regeneration**, such as sharing good practice in developing Local Area Agreements and Regional Skills Partnerships
 - ◆ **International Marketing, Image and Profile**, working alongside VisitBritain, UKTI and other RDAs
 - ◆ **Regional Economic Performance**, to identify how the GSE contributes to raising economic performance in other regions in particular working with the East Midlands Development Agency, the South West of England Regional Development Agency and their partners to ensure adjacent areas are part of and benefit from the GSE's wider economic success; and on a pan-RDA basis to ensure the GSE development impacts positively on the growth of all other regions
- Securing the GSE's position as a global Innovation Capital and the UK's leading super-region is of key national significance. Increased collaboration between the GSE RDAs, Government bodies and other key partners and stakeholders is needed

We hope we have your support.



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Picture:
 SEEDA's award-winning Chatham Maritime regeneration project in Kent.

Picture:
 Design Museum view of Tower Bridge, Mirror balls by Tom Dixon. The Design Museum Tank.

Picture:
 The award-winning University of Cambridge Centre for the Mathematical Sciences.