

SEEDA's Achievements for: Delivering Sustainable Communities - Major Developments 1999-2003



In partnership with the Isle of Wight Council and the Isle of Wight Economic Partnership, SEEDA is investing £10 million 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.

Introduction

One of SEEDA's objectives is to achieve a more sustainable pattern of development across the region and ensure that optimum use is made of the region's land assets. SEEDA seeks to achieve this in part through strategic interventions in the land and property market and is the lead Regional Development Agency (RDA) dealing with the remediation of previously developed (brownfield) land.

SEEDA's work on brownfield sites can range from reclamation and clean-up of the land all the way through to the development of new buildings on site. Typical situations where SEEDA is involved include:

- Where there is fragmented ownership and the potential can only be exploited by a comprehensive approach;
- Where there are abnormal site conditions to tackle;
- Where there is market failure or weak market demand for land or building uses with clear regeneration benefits;
- To achieve a higher specification than might be justified by normal market forces (e.g. some exemplar developments on energy and sustainability);
- Where there is a strategic advantage e.g. to provide needed employment opportunities.

RES Context

SEEDA's investment in major development projects supports the: competitive businesses; vibrant communities; effective infrastructure; and sustainable use of natural resources objectives of the Regional Economic Strategy (RES).

Key Facts

- The National Land Use Database (NLUD) figures for the South East (May 2002) show a total of 10,730 hectares of previously developed land that is unused or may be available for development, 52% of which is suitable for housing.
- In 2001, 64% of new houses in the South East were built on previously developed land against a Government target of 60%.
- In 2002-2003, SEEDA invested over £40 million in the South East through its direct development activities.

Results

Since 1999, SEEDA's investment either directly or through partnership working with the private sector, has:

- Brought over 170 hectares of brownfield land or neglected and unsightly land back into use;
- Created over 2,800 jobs;
- Built over 38,000 sq. m. of new business floorspace and refurbished a further 43,000 sq.m.;
- Built over 960 houses.



Aerial view of SEEDA's Chatham Maritime development showing its close relationship with The Historic Dockyard, Chatham.

On certain sites, SEEDA acts as lead partner, co-ordinating the development of the project as a whole and tendering for contractors to build homes, offices and infrastructure buildings.

Chatham Maritime

SEEDA's flagship site in the heart of the Medway Towns is the 140 hectare development at Chatham Maritime. The last year has seen strong growth at Chatham Maritime with many infrastructure projects either under way or completed.

Significant achievements at Chatham Maritime in 2002-2003 include:

- The completion of the refurbishment of the former No.8 Machine Shop which has been redeveloped as the Dockside Outlet Centre, a shopping mall comprising over 80 units providing 300 jobs, and selling discount designer clothes and home furnishings from a number of well known high street names.
- Kent Police's decision to construct its Medway Area Headquarters building on a site on the A289 Barrack Road on the eastern side of the Chatham Maritime development. The building will be four storeys in height with a total floor space of 8,275 sq. m. Included in the designs are interview rooms, administrative offices, a custody suite and parking for around 300 vehicles. Construction work is due to start on the new headquarters with completion expected in 2005.
- The decision taken by medical electronic device manufacturer Micro Medical, the recipient of a Queen's Award in 1998, to relocate to Chatham Maritime. A purpose-built office building, including laboratories, is under development overlooking Basin No. 2. This will be the future international office for this innovative company.
- The introduction of new initiatives to help raise the levels of employment among local people in new developments. One example in Chatham is Jobsmatch Medway, a partnership between SEEDA, Medway Council, The Employment Service and The Vines Centre Trust. This pairs Medway-based workers with the right skills with available jobs.



Two historic buildings at Chatham Maritime – the former No. 8 Machine Shop (framework in the foreground) and the former Boiler Shop, which has now been redeveloped as the Dockside Outlet Centre.



SEEDA has been providing specific expertise and support to partners through local project management in order to deliver sub-regional priorities. Examples of this include:

- **Coves Waterfront**

The main aim of the Coves Waterfront project (formerly known as Project Coves) is to strengthen the Island's position as a centre of excellence for the composites and specialist marine sectors. It will build on the technical expertise and skills that provide the resources and infrastructure businesses need to build on their successes; facilitate expansion; and create new job opportunities.

Coves Waterfront will attract modern leisure and recreational facilities, such as hotels, restaurants and cafés. Bringing new life and new visitors to the town centres will help support existing businesses and retailers and secure better and sustainable facilities for local communities.

The Isle of Wight Economic Partnership, the Isle of Wight Council and SEEDA are promoting Coves Waterfront. The project also has the support of many stakeholders, businesses, local community groups and residents. SEEDA's role has been to advise and lead local partners in establishing and undertaking a comprehensive review of the economic, environmental and social future of the Island. This has been done in the context of the SEEDA funded Area Investment Framework (AIF).

The partners have agreed a Strategic Development Framework to carry forward Coves Waterfront 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.

Proposals presented to the public, follow on from an initial consultation that took place in 2002. The Council has recently adopted the framework as Supplementary Planning Guidance to the Isle of Wight Unitary Development Plan.

Whilst many of the Framework sites have the potential to be implemented on a commercial basis, the public sector is likely to have a major role in delivering Coves Waterfront given the importance and complexity of the project and the need to ensure that development is progressed in a co-ordinated fashion.



The Coves Waterfront initiative will provide improved amenities and facilities for local people and visitors and will enhance the physical environment.



The Coves Waterfront initiative will bring under-used and vacant brownfield sites and premises back into use. This will help to support the growth of existing Island firms and encourage new businesses to move to the Isle of Wight.



A three dimensional view showing how the former Territorial Army barracks at Preston Barracks in Brighton may develop in the future. The project is being brought forward by the Preston Barracks Steering Group, of which SEEDA is one of the partners. (Picture courtesy of Gillespies and Oxford Architects).

■ Preston Barracks

Brighton & Hove City Council purchased Preston Barracks in March 2002. The site was formerly owned by the Ministry of Defence and had been in military use since the 1790s. Financial assistance of £4.22 million was provided by SEEDA's Fund for Regeneration, formerly known as the Single Regeneration Budget (SRB) and SEEDA continues to be a partner on the Preston Barracks Steering Group, taking the project

forward. Preston Barracks provides a unique mixed-use development opportunity both in the academic corridor (close to both Sussex and Brighton Universities) and adjacent to one of the Government's New Deal for Communities programmes. A masterplan for the site was published in January 2003. This informed Supplementary Planning Guidance being developed by the Council and has informed the preparation of a development brief for the site.

Through the reclamation of brownfield land, and working with the public and private sectors, SEEDA is securing the provision of business accommodation enabling existing businesses to grow and attracting new firms to the region.

- **Frater Gate Business Park, Gosport**
Situated alongside the A32 between Gosport and Fareham in Hampshire, Frater Gate consists of 4.7 hectares of brownfield former Ministry of Defence land. SEEDA acquired the site in 2001-2002 with a view to returning the majority of it to commercial uses to provide sustainable local employment. SEEDA has had the support of Gosport Borough Council and Hampshire County Council and is working closely with both for the duration of the project.

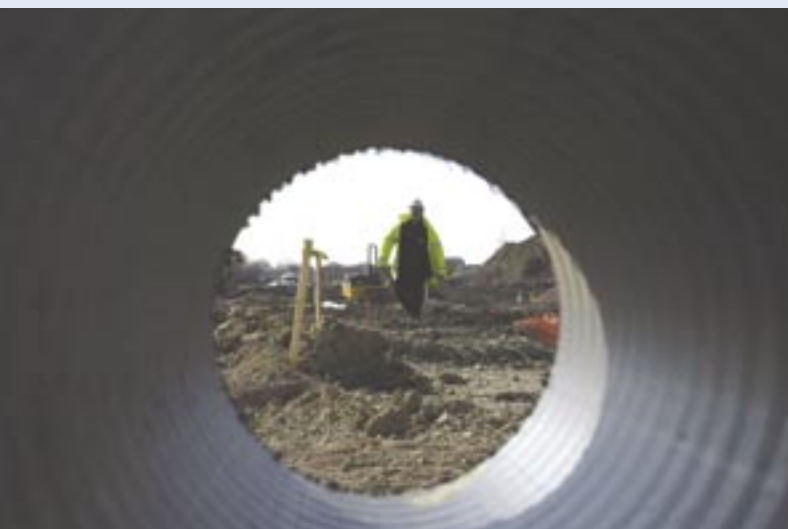
Phase one of the Frater Gate project involved the clearance of derelict buildings, clean-up of the site and provision of new roads and services. This provides a range of serviced employment sites for developers and owner occupiers. To kick-start the scheme SEEDA is investing in an enterprise centre and has selected a private developer, Basepoint plc, to design, build and operate the Gosport Business Centre on its behalf. It is due for completion in April 2004.

The finished buildings will accommodate approximately 65 business units comprising offices and workshops in a mixture of sizes including space for small business start-ups. The development will set a quality standard for buildings in the area following the design principles of the BREEAM (Building Research Establishment Environmental Assessment Method) benchmark for energy-saving premises.



SEEDA acquired a 4.7 hectare site at Gosport in Hampshire for the development of the 'Frater Gate Business Park' and 'Gosport Business Centre'. The Business Centre will contribute significantly to the growth and survival of small businesses within the Gosport area.

SEEDA has commenced work on the demolition, site clearance and the provision of new roads and services at the Frater Gate Business Park in Gosport. Following the clearing of derelict buildings and structures, SEEDA has started work on the development of the Gosport Business Centre.



- **Southmoor Park, Havant**
Southmoor Park in Havant was the largest undeveloped industrial site in Havant. SEEDA acquired the site in late 2001 and set about the comprehensive reclamation and servicing of the site. The land was divided into three phases for sale to owner-occupiers and developers.

SEEDA has invested more than £1 million in site preparation and servicing works on the first 2.5 hectare phase. This has included raising and levelling the entire site, re-direction of natural drainage ditches, burying overhead power cables and the creation of cycleways and footpaths. Work has started on the first speculative industrial units in a joint venture with Priority Sites, due for completion in 2004. The site will provide space for local businesses looking to relocate and expand, safeguarding local jobs.

- **Woolston Shipyard, Southampton**
SEEDA purchased this 12.5 hectare site from Vosper Thornycroft in March 2003. The site is a major regeneration opportunity in the Solent area and lies within one of the region's 119 most deprived wards. Thus SEEDA's objective is to maximise the regeneration benefits through a mixed-use approach. One of the first pieces of work underway is establishing the demand for uses that take advantage of the unique opportunities offered by the site such as deep-water moorings. By the end of March 2004, SEEDA aims to have developed an overall vision for the site through a masterplanning framework that sets the context for the site to be developed as an exemplar of mixed use.



SEEDA has invested circa £4 million in acquisition, reclamation and servicing for Southmoor Park in Havant. The first phase is being developed with Priority Sites for the construction of 7,400 sq. m. of office and industrial units. The remediation of phase two is underway with 2.3 hectares being prepared for sale to developers or owner-occupiers. The final phase will be sold to Havant Borough Council as a site for their new transport and waste-recycling depot.



The SEEDA and Priority Sites development at Southmoor Park, Havant will bring more jobs to the area and will support local businesses to growth.



SEEDA's strategic intention is to promote and secure the comprehensive regeneration of the 12.5 hectare Woolston Shipyard site acquired in 2003. This major mixed-use development will comprise residential, retail / leisure, employment, marine related industry and possibly a marina.



SEEDA has invested in Harbournate Business Park, a high profile 4.78 hectare Business Park located at the entrance to Portsmouth. The first phase site is being developed to provide 2.83 hectares of production warehouse units with flexible offices.



The Folkestone Enterprise Centre / Basepoint plc building at Shearway Business Park, a new and growing development site servicing Folkestone and surrounding towns and villages. SEEDA is now marketing further plots at the Business Park.

- **Harbournate Business Park, Cosham**
Construction has started on the Harbournate Business Park following the successful sale by SEEDA and Portsmouth City Council of the first phase of the former Johnson & Johnson site in Cosham to Asda Properties. This phase will provide industrial and warehouse space. Highbury College has already signed up to pre-let a unit. Phase two comprises approximately 2.2 hectares available for use as a high quality office / employment scheme following provision of a new road junction.
- **Dunsbury Hill Farm, Havant**
SEEDA has supported Portsmouth City Council (the landowner) to draw up a masterplan for the 22 hectare Dunsbury Hill Farm site in Havant, identified in the Havant Local Plan (which has recently completed its inquiry stage) as a location for a new business park. The site is seen as a vital component in a strategy to make Havant and the wider sub-region more competitive. The masterplan proposes significant structural landscaping and sets out the intention of using certified renewable sources, sustainable drainage systems and incorporating 'living' green roofs for some buildings.
- **Shearway Business Park, Folkestone**
Located at Junction 13 of the M20, just outside Folkestone, Shearway Business Park is a key

estate for businesses in this growing part of the region. The 10 hectare development has already attracted interest from businesses wishing to provide services to Folkestone and the surrounding area. The development has been divided up into four sites, each containing a number of plots. The first site was taken by the Folkestone Enterprise Centre/Basepoint plc, providing office and workshop accommodation at Shearway Business Park.

Health club operator Bannatyne Fitness has announced its intention to open a new club on another plot. Bannatyne's proposal is for a 1,765 sq. m. fitness centre. The new club will create a further 35 full-time jobs in the area and will serve a potential membership of 4,000. Further plots at Shearway Business Park are currently being marketed to prospective occupiers.



An aerial view of the 120 hectare former Betteshanger Colliery in East Kent. Plans for the site include commercial premises, an 85 hectare country park and a cycle track.



The masterplan for Betteshanger Colliery, East Kent, where redevelopment is being brought forward by SEEDA and English Partnerships as part of the Kent Coalfield Regeneration Programme. (Image courtesy of Rummey Design Associates).

SEEDA and the Building Research Establishment have developed a Sustainability Checklist for Developments in the South East that provides information on good practice and helps planners, developers and land owners assess how close their own proposals are to achieving best practice.

SEEDA uses its own developments and those it provides a financial contribution to, as a way of demonstrating to the wider development industry that schemes built to a very high design standard and BREEAM rating can recover the additional costs involved.

- **Betteshanger Colliery, East Kent**
The former colliery at Betteshanger is the largest site to undergo redevelopment as part of SEEDA's and English Partnership's ongoing East Kent Coalfields Regeneration Programme. A major remediation and clearance project has recently been concluded at this 120 hectare site near Deal and a comprehensive masterplan by Rummey Design Associates has been unveiled after an in-depth period of consultation with the local community. Future plans for the site include commercial premises built to high design standards and sports and leisure facilities including a cycle track and an 85 hectare country park with nature observation facilities.

A variety of initiatives involving the wildlife in situ have been conducted including the translocation of lizards and slow worms so that they are not disturbed by the ongoing programme of development. SEEDA enlisted the help of local schoolchildren to complete this part of the project, giving them a valuable insight into the importance of the flora and fauna in the area. On the former tip site, where the country park is planned, crop trials have also been proceeding, which aim to identify the best conditions to enable plants to flourish on this reclaimed brownfield land. Tests have included the benefits of using straw, paper, sewage sludge and green waste as natural improvers and catalysts for plant growth. On the same theme, in separate areas of the development, SEEDA is planning the introduction of habitats for terrestrial invertebrates and also rare ground-breeding birds such as Lapwings.

On completion, the Betteshanger site will provide employment opportunities for the nearby towns and villages, draw visitors to the area and deliver impressive sporting facilities for residents in East Kent.



The Oxford Castle and Prison Projects are flagship urban renaissance projects for SEEDA. The picture shows a model of how the scheme may look on completion in 2005.

SEEDA is contributing to the conservation of the historic environment and working with partners to ensure that important buildings and spaces continue to have contemporary relevance.

Examples of this are:

- **Oxford Castle and Prison**
The regeneration of Oxford Castle and Prison are flagship urban renaissance projects for SEEDA, as the centrepiece of plans to extend Oxford's historic core to the south western quadrant of the city centre.

SEEDA has worked with partners for a number of years, including Oxfordshire County Council, private developers The Osborne Group, and English Heritage to progress the two projects.

This culminated in a formal agreement between SEEDA and the Oxfordshire County Council confirming a total of £6 million investment by SEEDA in the two projects. The projects will see:

- The mixed-use development of the former Oxford Prison complex which will be transformed into a four-star hotel with restaurants, café, serviced apartments and new public space.
- The Oxford Preservation Trust's scheme for a new public space and Heritage Education Centre at Oxford Castle.

SEEDA is investing a total of £6 million in the regeneration of Oxford Castle and Prison to secure redevelopment of the former Oxford Prison into an 87-bedroomed four-star themed hotel, along with 40 serviced apartments, six restaurants, a café and wine bar; and the construction of a new Heritage Centre and Museum.



The distinctive clock tower overlooking London Road at the Buckland Mill site in Dover. This building was retained on the site after a programme of clearance and decontamination by SEEDA.



■ Buckland Mill, Dover

Situated on the historic River Dour in East Kent, Buckland Mill was the site of the world famous Conqueror paper manufacturing plant until the owners decided to relocate production to another factory. SEEDA acquired the site in 2002. After a comprehensive programme of clearance and decontamination, a mixed-use masterplan has been developed which will create attractive residential units constructed to BREEAM standards as well as opportunities for businesses to establish premises there. Work undertaken by SEEDA also included the restoration of the River Dour to its original course with a new weir and fish pass, which will provide an attractive centrepiece to the development. Demonstrating its commitment to preserving heritage buildings, SEEDA has retained a number of existing premises including the Grade II listed former mill owner's home and the buildings providing a frontage to London Road, Dover, which feature a very distinctive clock tower.

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