



Chatham Maritime, SEEDA's flagship mixed use development, is one of only three substantial schemes in the UK with BREEAM Eco Homes rating.

## Sustainable Strategy



One third of England's lowland meadows and lowland heaths are found within the South East region.

**The Future** - for SEEDA, economic growth must be sustainable. It must be environmentally acceptable as well as socially inclusive. The Regional Economic Strategy set a goal of sustainable development measured by economic prosperity, social inclusion and environmental quality.

**Social Inclusion** - SEEDA has a particular role in seeking to tackle the underlying causes of social exclusion to bring about lasting regeneration. Working with the Government Office for the South East (GOSE), the Regional Assembly and a wide range of partners, SEEDA has prepared the Regional Social Inclusion Statement. This shows how specific issues such as housing, transport, access, education & skills and crime impact on deprived communities.



Mary Seacole Nursery, a SEEDA funded rebuild of an established facility using brownfield land in a deprived area of Reading, which will also serve other groups in the area.

**Rural Sector** - SEEDA has delivered integrated support to Rural Priority Areas, achieving new workspace units through re-use of redundant buildings and benefiting more than 200 rural businesses. Further work has resulted in the creation of more than 100 new jobs and 150 small community projects have been completed with an additional 150 approved during the year.

Woodland Enterprise Centre, Flimwell, East Sussex. SEEDA is co-funding this site which offers space for office and education facilities for woodland related industries in the South East region.



## Our Mission and Objectives

SEEDA's mission is to work with its partners to make the South East of England a World Class Region, achieving sustainable development and enhanced quality of life as measured by:

- Economic prosperity
- Environment quality
- Social inclusion - ensuring opportunities and meaningful employment for all.

SEEDA's five statutory objectives under the Regional Development Agencies Act 1998 are:

- To further economic development and regeneration
- To promote business efficiency, investments and competitiveness
- To promote employment
- To enhance the development and application of skills
- To contribute to the achievement of sustainable development in the UK.

**SEEDA has achieved much in the implementation of the Regional Economic Strategy (RES) which is to be taken forward through review in the coming year.**

**SEEDA's consultation process will establish the next stage of developing the RES aiming to build on the success of the past two years and continue the evolution of the region into a world class region in which to live, work and invest.**

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## Summary of Achievements 2000/1

*“We said in the Regional Economic Strategy that the South East had the potential to be a World Class Region. We are not there yet but we have laid some essential foundations and made real progress”*

Allan Willett CMG DL, Chairman

SEEDA's Southampton Enterprise Hub, Chilworth Science Park, offering 2,700 m<sup>2</sup> (9,000 sq ft) of incubator space.

Lean Manufacturing - this project gave SMEs in the region access to the latest 'lean manufacturing' techniques and six companies achieved typical increases in productivity of 40%.



SEEDA's community regeneration projects, such as the play group at Aylesham Community Centre, help to provide a new focus for local people and can be a catalyst for community renewal.

## Business



## Learning & Skills



## Regeneration

SEEDA has successfully created and delivered initiatives that are aimed at enabling company formation & growth, increasing international business, research & development and competitiveness.

### Key achievements include:

- **SEEDA Business Sector Groups** - covering *Aerospace & Defence, Marine Industries, Pharma Bio & Healthcare, Media & Creative Industries, Tourism and Transport.*  
The groups involving large and small businesses from the different sectors identify and seek solutions to address barriers to successful business operations and a skilled workforce.
- **International Development** - SEEDA helped partners achieve a record 41 Inward Investment successes totalling 2,307 jobs with examples ranging from Kimberly-Clark, creating 300 new jobs, to Sharp Telecommunications of Europe whose new R&D facility created 150 jobs.
- **Enterprise Hubs** - SEEDA's unique initiative provides a focal point for innovation and entrepreneurial activity supporting a facilitated network of successful businesses;
  - 6 Hubs developed with a further 9 underway
  - £1.8 million invested
  - 290 companies currently incubating
  - 75,000 sqm of incubator space created

Silverbear Technology at Surrey Research Park - one of the sites on which SEEDA's Surrey Enterprise Hub will be based. This new company which opened for business in July 2000 is working closely with Surrey University and the Surrey Economic Partnership to gain new business and expand.



A highly motivated, skilled workforce is vital for sustained economic growth and SEEDA is working with partners to create a culture of lifelong learning. Companies, communities and individuals across the region have benefited from SEEDA's investment in basic skills training and in the development of high level technical, managerial and IT skills.

### Key achievements include:

- **10 Innovative Projects** - involving more than 650 SMEs resulted in the development of 13 associated courses.
- **e-Skills into Business** - providing a high quality, easy to use internet-based business improvement process for SMEs with diagnostic consultancy to ensure the needs of individual businesses are met.
- **Labour Market Intelligence** - SEEDA created Skills Insight to be the core provider of information on labour market trends.
- **Basic Skills** - SEEDA launched a Basic Skills Strategy Prospectus with partners to tackle the 600,000 adults in the South East with low levels of literacy and numeracy.
- **Developing Links with Business** - SEEDA has put 250 schools, 250 teachers and 9,500 pupils in contact with science and technology companies working with Education Business Link Organisations.
- **Learning and Skills Councils** - SEEDA is represented on the boards of the region's six local LSCs and will perform an important role in helping to establish a strategic regional context for their work.

Regeneration is being tackled through area based initiatives, helping to transform the economic, social and physical environments in the region.

### Key achievements include:

- **Community Regeneration** - SEEDA successfully launched the Single Regeneration Budget (SRB) Round 6 approving 21 new schemes while administering 77 existing schemes with a combined lifetime funding of £326m.  
These included four comprehensive regeneration areas; Brighton & Hove, Portsmouth, Hastings and Southampton. They also addressed the distinctive problems of coastal towns, deprived urban communities and rural areas, with projects to develop the workforce and create new opportunities for young people.
- **Physical Regeneration** - SEEDA delivers physical regeneration through direct development and partnerships with the public and private sectors. SEEDA's main development is Chatham Maritime which is a model of sustainable mixed use development. In 2000/1 SEEDA opened the 150 berth Marina and signed contracts for a speciality shopping centre due to open in 2003. The next phase of sustainable housing development on St Mary's Island will include houses which were the subject of the most successful urban design competition ever in the UK, run by SEEDA. The houses will incorporate solar panels and rainwater harvesting among many innovations.



Kent Salads, Tilmanstone - after 10 years of total neglect SEEDA has already completed the regeneration of one coalfield and is well advanced in the progress of the second.