

## Objective 2 – Smart Growth

### Target 9 – Physical Development

Ensure sufficient and affordable housing and employment space of the right quality, type and size to meet the needs of the region and support its competitiveness, and create the climate for long term investment through the efficient use of land resources, including sustainable, mixed-use developments

#### Action 9.1 – (New Action). Support housing delivery by encouraging close collaboration between local authorities to identify opportunities, and deliver sufficient quality housing to meet needs, including existing stock.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<b>Strategic Housing Market Assessments Partnerships</b> Encourage local authorities to form Strategic Housing Market Assessment (SHMA) partnerships, monitor outcomes and contribution to housing delivery.	Establishes clear framework to enable assessments to be carried out throughout the region, to provide an evidence of need to support local /sub-regional housing strategies and planning policies.	<b>Regional Housing Board</b>	●	●		Nominal	Regional Housing Board
<b>Toolkits</b> Develop, promote, and disseminate tools and mechanisms to assist delivery, such as Housing Corporation Economic Assessment Tool, Guide to Brownfield Land Development (English Partnerships).	These activities will add to the skills and knowledge of all sectors involved in bringing forward development.	SEEDA, South East Excellence, English Partnerships, Housing Corporation, Professional Bodies, Improvement and Development Agency for Local Government	●	●	●	£2.5M	SEEDA, South East Excellence, English Partnerships, Housing Corporation, Professional Bodies, Improvement and Development Agency for Local Government

<p><b>Local Area Agreements</b> Work with local authorities to ensure housing objectives, including growth areas/points are reflected in Local Area Agreements.</p>	<p>Covering housing in Local Area Agreements will ensure that action is prioritised and wider links made with mixed/sustainable communities.</p>	<p><b>Government Office South East, Local Authorities</b></p>	●	●	●	N/A	N/A
<p><b>A Housing Evidence Base</b> Build on work done for the South East Plan Examination in Public to understand future demand for housing and to deliver the economic case for additional housing in the South East.</p>	<p>The evidence base will assist in making the case for sufficient housing of all types to support the needs of the economy.</p>	<p><b>SEEDA, The Regional Assembly, Regional Housing Board</b></p>	●	●	●	Nominal	SEEDA
<p><b><u>Cross Cutting Issues</u></b></p> <p>Rural</p> <ul style="list-style-type: none"> <li>• Regional Housing Board to recognise the rural dimension and rural proof their activities and achieve more rural affordable housing in small towns and villages</li> <li>• Produce a regional evidence base of rural housing needs and provision to measure the impact of the rural work of the Regional Housing Board</li> </ul> <p>ICT &amp; Broadband</p> <ul style="list-style-type: none"> <li>• New homes and new physical developments (employment and/or mixed use) offer the opportunity to deploy Next Generation Broadband for business and consumer use at very low cost compared to retrofitting.</li> </ul>							

**Action 9.2 has been incorporated into Action 9.9**

**Action 9.3 – Improve the condition of private housing stock in the region.**

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p><b>Private Sector Renewal Strategy</b> Develop a private sector housing renewal strategy and action plan for the region in particular to address housing occupied by vulnerable people.</p>	To inform Regional Housing Board and Local Authority funding decisions and target funding where it can make most difference to improving quality of private sector stock.	<b>Regional Housing Board,</b> Local Authorities	●	●	●	£400M (Regional Funding Allocation tbc)  Plus £ from others	Regional Funding Allocation
<p><b>Energy &amp; Water Efficiency Research</b> Undertake study on most effective way to speed up retrofitting of energy and water efficiency measures into existing housing stock and identify actions needed.</p>	Will inform actions needed to achieve behavioural change and improvements of the efficiency of existing housing.	<b>SEEDA,</b> Climate Change Partnership, Government Office South East, The Regional Assembly	●	●	●	£60k study £1m demonstration pilot/dissemination	SEEDA, others

**Action 9.4 – Ensure that physical development supports sustainable prosperity by investing in success and releasing untapped potential.**

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p><b>Supportive Physical Developments</b> Deliver development projects that support local economic, housing and social needs, including education.</p>	Investment in high quality physical development contributes to local economies through improved places for people and businesses.	<b>SEEDA, English Partnerships,</b> Local Authorities	●	●	●	£1B	SEEDA, English Partnerships
<p><b>Influencing Regional Spatial Strategy and Local Planning Authority policy</b> Ensure Local Planning Authority policy and Local Development Framework documents support the aspirations of Regional Economic Strategy, including the provision of sufficient strategic employment sites in the right location.</p>	Influencing Regional Spatial Strategy and Local Planning Authority policy and the design and content of strategic planning applications to meet needs of local economies.	<b>SEEDA,</b> The Regional Assembly, Local Planning Authorities	●	●	●	Nominal	SEEDA
<p><b><u>Cross Cutting Issues</u></b></p> <p>Rural</p> <ul style="list-style-type: none"> <li>It is important to ensure the provision of sites for rural enterprises in small rural towns.</li> <li>Redundant building offer the opportunities to develop suitable employment space, as do community buildings.</li> </ul> <p>ICT &amp; Broadband</p> <ul style="list-style-type: none"> <li>New homes and new physical developments (employment and/or mixed-use) offer the opportunity to deploy Next Generation Broadband for business and consumer use at very low cost compared to retrofitting.</li> </ul> <p>Culture, Sport, Leisure &amp; Creative Industries</p> <ul style="list-style-type: none"> <li>Ensure that planning for sustainable communities includes the provision of appropriate cultural facilities which provide community cohesion and inclusion.</li> <li>Identify and realise investment opportunities for tourism as a sustainable means of providing local employment.</li> </ul>							

## Action 9.5 – Ensure the best use of surplus public sector land

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<b>Brownfield Land Strategy</b> Develop a Regional Brownfield Land Strategy and Action Plan to influence the development of sites and to encourage Local Authorities to make quality National Land Use Database returns.	This will help prioritise brownfield sites, facilitate discussions with partners, and inform future investment decisions, and ensure that best use is made of sites.	<b>English Partnerships</b> , SEEDA, Government Office South East	●	●	●	£150,000	SEEDA, English Partnerships
<b>Community Asset Transfer</b> Develop a community asset transfer programme, supporting public agencies to dispose of assets for community use in the most effective and sustainable way.	Will support communities to own and develop their own assets and provide security to wider social and equality benefits to the Voluntary and Community Sector.	<b>Development Trusts Association</b> , SEEDA, Local Authorities, South East Social Enterprise Network		●		£250,000	All Partners
<b><u>Cross Cutting Issues</u></b> ICT & Broadband <ul style="list-style-type: none"> <li>The South East should mandate the best available standards for in-building ICT infrastructure and external ducting (to facilitate Next Generation Broadband) in all new developments. The ICT checklist should be in universal use.</li> </ul>							

**Action 9.6 – Build the capacity of Local Authorities to deliver sustainable development**

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p><b>Capacity Building of Local Authorities</b> Build the capacity of local authorities to effectively facilitate quality developments, through assessing existing advice support and brokering a programme of support/enabling activities.</p>	<p>This will enable targeted programmes of support to be developed to speed up delivery and improve quality of development.</p>	<p><b>SEEDA, English Partnerships</b> Advisory Team for Large Applications, Improvement and Development Agency for Local Government, Planning Advisory Service, Regional Improvement Partnership, Commission for Architecture and the Built Environment</p>	●	●	●	£10M	SEEDA, English Partnerships, Improvement and Development Agency for Local Government, Department for Communities & Local Government

**Action 9.7 – (New Action). Ensure that development is supported by the delivery of adequate and timely environmental infrastructure.**

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p><b>Deliver Environmental Infrastructure</b> Using the Environment Agency evidence base to negotiate, facilitate and implement adequate infrastructure to support new development and regeneration and address climate change issues. To include addressing constrained areas for sewage disposal, flood and shoreline management, water quality and supply and habitat creation.</p>	<p>The Environment Agency has developed a Strategy for managing environmental infrastructure in the South East. It identifies priorities and guides areas of deficit for development. The South East Water report identifies where there is water surplus and deficit. Using an evidence based approach will result in greatest improvements to environmental infrastructure.</p>	<p><b>Environment Agency</b>, The Regional Assembly, Local Authorities, Natural England, SEEDA</p>	●	●	●	<p>£750,000 regionally + Department of the Environment, Food &amp; Rural Affairs funding to Local Authorities for shoreline management</p>	<p>Environment Agency, The Regional Assembly, Flood Defence Grant-in-Aid</p>

**Action 9.8 – Ensure a wider understanding and adoption of quality development standards and best practice, promote innovation and encourage developers from both the public and private sector to raise their design aspirations.**

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<b>Implement Sustainability Standards</b> Establish and implement sustainability (social, environmental and economic) standards for publicly funded developments and promote the Code for Sustainable Homes.	Improved developments, and wider adoption of higher standards by delivery partners.	<b>SEEDA</b> , English Partnerships, Housing Corporation	●	●	●	£100M	SEEDA, English Partnerships, Housing Corporation
<b>Sharing Best Practice</b> Identify, demonstrate and disseminate examples of good practice in sustainable development.	Shared experience and knowledge to help raise standards.	<b>South East Excellence</b> SEEDA, English Partnerships, Housing Corporation, Developers	●	●	●	£1M	SEEDA, English Partnerships, Housing Corporation, Developers
<b>Improve Design</b> Improve the quality of design across the region and in all sectors by: promoting and supporting design champions; encouraging design review; improving procurement of design; training and advice.	Leading to well designed buildings, landscapes and places, through improved leadership, procurement, skills and knowledge.	<b>South East Excellence</b> , CREATE: MKSM, Kent Architecture Centre, Solent Centre for Architecture and Design, English Partnerships, Housing Corporation	●	●	●	£20M (based on assumptions of Architecture and Built Environment Centres turnover)	SEEDA, Housing Corporation, English Partnerships



**Action 9.9 – (New Action). Increase the number of organisations and people with the skills, knowledge and behaviour to confidently and competently take forward significant regeneration and development projects.**

and

Action 9.2 – Encourage innovative approaches and address the barriers to delivering quality and sustainable housing across all sectors

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<b>Improving Collaboration</b> Improve delivery of quality development and better places through building understanding and collaboration between sectors.	Working with key decision makers (particularly Councillors and developers) - spread awareness and take up of innovation and good practice through networks and other non traditional learning methods such as study tours.	<b>South East Excellence</b> , SEEDA with partners	●	●	●	£5M	SEEDA and partners
<b>Access to Higher Education Expertise</b> Develop the evidence base and access to expertise and research through exchanges of knowledge and experience between practitioners and the region's Higher Education Institutions.	By building clearer connections between Higher Education Institutions and practice we can strengthen the mechanisms for delivering appropriate training in the long term.  Also contributes to Actions 14.1	<b>South East Excellence</b> , SEEDA, Higher Education Institutions and local partners	●	●	●	£5M	SEEDA and partners, Higher Education Funding Council for England
<b>Improve Continual Professional Development</b> Develop a built environment collaborative and integrated curriculum for the region and encouraging flexible, work based approaches to Continual Professional Development amongst providers.	Using the Professional Institutes provides a mechanism for establishing practical life-long learning through the workplace, which in turn will help to build capacity in all sectors.	<b>Construction Industry Council / RIBA South East</b> , Professional Institutes, South East Excellence	●	●	●	£400,000	Professional Institutes and others

<b>Cross Cutting Issues</b>							
Culture, Sport, Leisure & Creative Industries	<ul style="list-style-type: none"> <li>• There are a number of cultural planning frameworks, toolkits and guidance, published and planned, which provide a model for sustainable development across the region.</li> <li>• Seek to develop greater understanding in the planning profession of the contribution of cultural and creative activity to building sustainable communities.</li> </ul>						
ICT & Broadband	<ul style="list-style-type: none"> <li>• In-building ICT infrastructure will become commonplace and workers will need to be trained to deploy it e.g. electricians learning new skills to install in-house network cabling.</li> </ul>						