

The Growth Agenda

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www.southwestrda.org.uk



The growth agenda

‘The South West is a region where the quality of the environment attracts people and the strength of the economy attracts employees’

- Fastest growing English region
- Most elderly age structure
- Economic growth outstrips national average
- Significant concentrations of deprivation

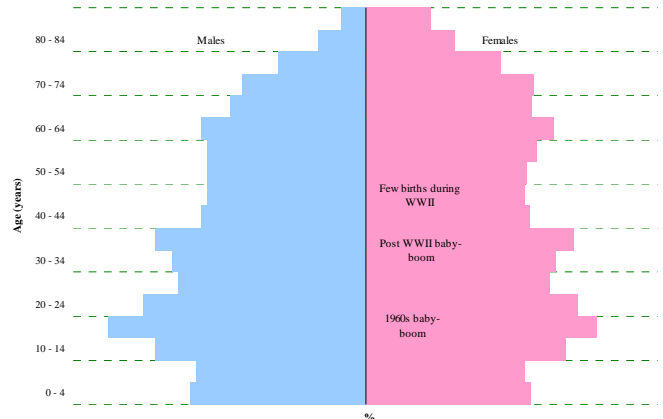


Growth over next 20 years:

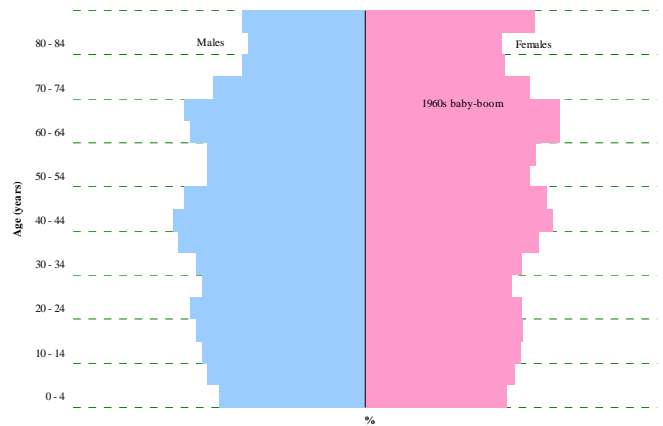
- 750,000 increase in population
- 465,000 increase in jobs
- 30% reduction in greenhouse gas emissions

SW Demographic Structural change:

1983



2031



Key issue

How do we manage the substantial development “that is both inevitable and necessary”?



Regional Economic Strategy

Vision for economic growth in the South West:

“South West England will have an economy where the aspirations and skills of our people combine with the quality of our physical and cultural environment to provide a high quality of life and sustainable prosperity for everyone.”

Refreshed Corporate Plan

Last Years Plan 'What Next'

Developing a low carbon economy

Creating the conditions for productivity-led growth

Creating successful places

Vision, direction and leadership

An efficient and effective RDA

Updated Plan 'What Now'

⇒ **Low Carbon Economy**
Enhanced activity to provide greater emphasis and investment in the drive to a low carbon and resource efficient economy for the South West.

⇒ **Successful Businesses**
A more focussed approach to retain and develop a more competitive and innovative business base – encouraging innovation, research and skills.

⇒ **Prosperous Places**
A more targeted approach to focus on places that can most help transform the region's economy.

⇒ **Leadership and Advocacy**
A more targeted approach to ensure that we develop an appropriate strategic leadership and advocacy role.

⇒ **Better Service: Better Value**
Increasing our efforts to deliver a more effective and streamlined service, at a time of reduced public finance.

Regional Spatial Strategy

- *Concentration of development (both housing and economic) in 21 defined Strategically Significant Cities and Towns (SSCTs). (68% of future housing development at these places)*
- *It has been assessed that this approach will lead directly to a 2.2% reduction in CO2 emissions in the South West region.*



‘the guidance and planned outcomes for more rural settlements, and the role that they should play in contributing to a more sustainable region within a more urban-focused strategy is not very clear, especially given the current trends of loss of rural services and sustainable modes of transport, and that over half the region’s population currently live outside of the SSCTs.’

Draft RSS - The Sustainability Appraisal

‘The lack of a transparent, systematic and rigorous assessment, prioritisation and testing of infrastructure proposals significantly reduces the clarity and certainty that should be essential features of the RSS and the development planning process. Furthermore, if specific proposals for infrastructure provision were included at this stage, the RSS would be exposed to a substantial risk that, on further testing, these may be found to be undeliverable.’

Baroness Andrews

Looking forward

- Global economic downturn and instability in financial markets
- Uncertain outlook - evidence of some early, but fragile, signs of recovery
- Continuing squeeze on public services and funding
- Sustainable economic development remains the long term goal

Single Regional Strategy

“set out the policies for sustainable economic growth, the development and use of land and policies designed to contribute to the mitigation of, and adaptation to, climate change.”

“an overview of the key regional and sub-regional opportunities and challenges over the period of the Strategy, covering economic, environmental, social, health and well being, infrastructure and spatial characteristics and needs (including equality and diversity) across the region (urban and rural).”

Priorities

- Creating the conditions for high value business to invest and grow
- Creating the conditions for successful priority places
- Effective delivery capacity for economic development



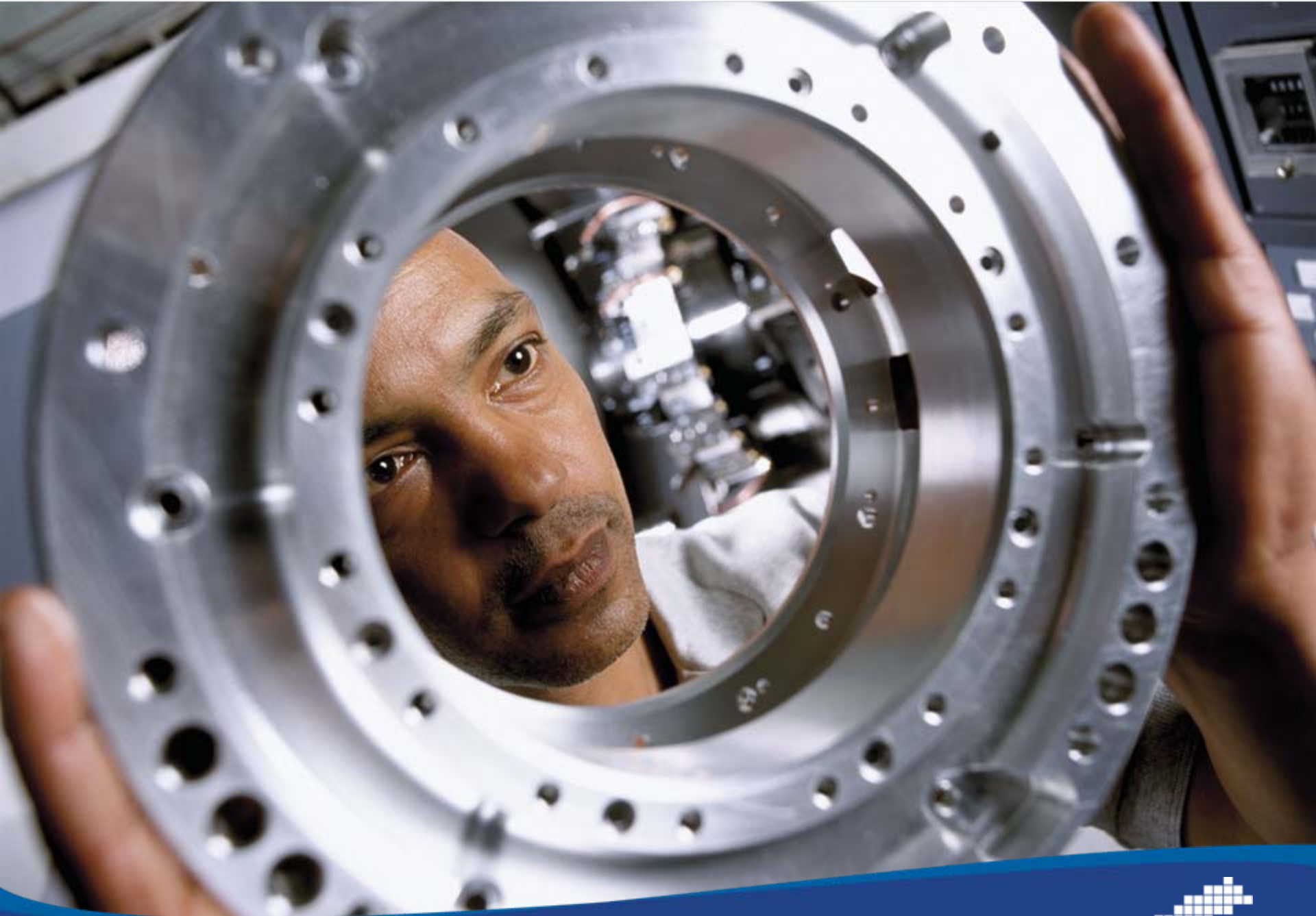
Things we must do

- Ensure the successful delivery of the **European Regional Development Fund** programmes and of **Solutions for Business** products and services.
- Make good use of the largest **Rural Development Programme for England** (RDPE) funding pot to stimulate developments.
- Strengthen relationships with the **business** community.
- Forge strong working relationship with **local authorities** individually and through the SW Strategic Leaders Board.
- Work more closely with other public sector partners, such as the Homes and Communities Agency, to make **joint investments** go further.



‘We are poised on a moment of great opportunity to shape places where people want to live, work and play. It is a chance to create vibrant new neighbourhoods, build coherent and prosperous communities and deliver more attractive and sustainable environments.’

July 2008



Thank you