

South East Plan EiP: Sub-matter 8Bi Strategy and Economy

Statement by Partnership for Urban South Hampshire (ref 7138)

8Bi.1 Does the sub-regional strategy provide a positive steer that will achieve the proposed increase in GVA of 3.5% per annum, while taking account of the environmental assets of South Hampshire and its surroundings?

1. Yes - the sub-regional spatial strategy forms a key component of a wider economic agenda, which also incorporates skills development and enterprise, innovation and business support, that together identifies the actions needed to support the aspirational growth in the South Hampshire economy. The proposals for increased housebuilding, employment land and infrastructure provision, in particular, will help to create the conditions to foster economic growth by providing for the types of businesses that will drive up productivity as well as creating jobs. The recent designation of South Hampshire as a New Growth Point, with a first round funding allocation of £3.7 million for 2007/08 (although the South East Plan Implementation Plan calls for a minimum of £2 billion of transport infrastructure investment) will also begin to help to ensure effective delivery of the conditional managed growth strategy. Its designation in the Regional Economic Strategy as a Diamond for Growth also accords it priority for funding and action by SEEDA.
2. The extensive research by DTZ¹ for PUSH identifies the actions needed to achieve a higher rate of growth. The South East Plan contains policies covering two of the actions- the allocation of land for employment purposes (Policies SH6-8) and skills (SH9). Paragraphs 6-13 below describes how a supply of good quality sites will be made available, including a new Strategic Employment Area. For brevity the other actions are not set out in the Draft Plan, but are in background documents, particularly 'Economic Drivers and Growth'. The PUSH Economic Development Panel has looked in more detail at what is needed to achieve those headline actions and has established sub-groups involving key stakeholders such as the LSC, JobCentre Plus and Business Link to develop and implement these actions (see Appendix 1). This approach demonstrates the commitment of the PUSH authorities to achieving a higher rate of growth.
3. Increasing employment productivity will result in less greenfield sites being developed and help protect environmental assets. The strategy proposes measures to increase annual labour productivity growth from 1.7% to 2.7% over the plan period.

¹ Economic Drivers and Growth: Productivity Growth, Employment and Housing (Phase 3) DTZ Pleda Consulting 2005. EiP Core Document SH10. Viewable on PUSH website: <http://www.push.gov.uk>

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4. The current skills base in South Hampshire is below the regional average and the strategy proposes measures to increase skills levels. This will maximise the potential contribution to economic growth of the existing South Hampshire workforce, reducing the need to attract skilled workers from outside South Hampshire and therefore reduce the need to provide additional housing for this purpose. New public sector measures (included within local LAAs) are being developed to reduce economic inactivity and unemployment, and to improve skill levels, particularly at NVQ levels 2 and 4, and above, to meet the needs of the higher value added industries referred to in paragraph 4 above.
5. Quality of life, including the range of environmental assets, is a key driver of the economy of South Hampshire, and the protection and enhancement of this quality of life is a key factor in retaining and attracting employers. Through Policy SH14, common standards will be adopted in Local Development Frameworks to achieve sustainable and environmentally sensitive employment developments. The strategy intends to both safeguard environmental assets and, where possible, enhance them, through the Green Infrastructure strategy being developed by PUSH (see PUSH statement on Matter 8Biii). The strategy takes account of proximity to the New Forest National Park and the proposed South Downs National Park: no significant development is proposed in the parts of South Hampshire which abut the two National Parks, while it is judged that development elsewhere in the sub-region will not have a significant adverse effect on them (see Chapter 4 of Document SEP12). The green infrastructure strategy for South Hampshire will identify new recreational green space which will further mitigate any adverse impacts.

8Bi.2 Is there sufficient guidance about what action needs to be taken by LPAs to assist the achievement of this GVA growth rate, in terms of identification of employment land and of priorities for employment sites?

6. Yes. Policy SH6 gives clear evidence on the amount and type of employment floorspace needed to enable achievement of the GVA target. It sub-divides this into two sub-areas and gives a clear indication as to where this floorspace is to be provided (previously developed land, the two SDAs and on other Greenfield sites). PUSH does not believe that it is necessary for a regional plan to go into even more depth.
7. The clear link between the economic growth aspirations for South Hampshire and employment floorspace is provided in the first instance by the DTZ Economic Drivers and Growth report². The report identifies land, property and infrastructure amongst the three critical areas for

² Economic Drivers and Growth: Productivity Growth, Employment and Housing (Phase 3) DTZ Peda Consulting 2005. EIP Core Document SH10. Viewable on PUSH website: <http://www.push.gov.uk>

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public sector interventions required to support the aspirational growth in the sub-regional economy. Paragraph 2 above and Appendix 1 explain how PUSH is actively addressing the other critical areas.

8. The background report: Employment Land³ develops the employment floorspace requirements identified by the DTZ report and explains the key supply side elements that need to be put in place for the South Hampshire strategy to succeed (paragraph 5.15).
9. Table 10 of the background report shows that over 60% of employment floorspace is already identified – sufficient for the short to medium term. Table 11 lists the major sites, which are a mix of greenfield and brownfield land across South Hampshire. The challenge is to improve the attractiveness of the sites that have already been identified. This will require close working between planning authorities, development agencies and the market and may necessitate some public sector pump priming to resolve constraints.
10. In the medium to long term employment land will be provided in the city and town centres, in the two SDA's, and on other previously developed land (background report paragraph 3.13). Policy SH6 states that any additional employment land would be provided within the larger urban extensions and other sites of high accessibility. The identification of these sites is a task for planning authorities through their LDFs, not the RSS.
11. Further advice is set out in the background report (page 34) and in Policy SH7, including the need to audit current allocations to ensure they meet modern needs and allocate sites for employment that are attractive to firms, as well as the anticipated phasing of the supply. It should be noted that a regular private sector assessment of the larger employment sites in Hampshire, prepared through the Hampshire Economic Partnership, helps to ensure that available sites meet the requirements of modern business, that sites falling significantly short can be considered for release to alternative uses, and that any shortfalls in any segment of the market can be identified.
12. PUSH has started work on a methodology to apportion the draft South East Plan employment floorspace figures amongst the constituent Districts, taking into account the economic forecasts, district labour supply projections and employment sites. The conclusions will feed into LDF preparation, including reviews of existing employment land.
13. There is one amendment to Policy SH6 that PUSH would like the Panel to consider. Since the draft Plan was prepared PUSH has undertaken further work on the East of Eastleigh opportunity sites referred to in paragraph 2.20 of the draft Plan and requests that specific reference is made to it in Policy SH6 as the South Hampshire Strategic

³ South Hampshire Sub-regional Strategy: Background Document 1 Employment Dec. 2005. EIP Core Document SEP12. Viewable on PUSH website: <http://www.push.gov.uk>

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Employment Area in recognition of its size and importance to the sub-region. The justification for this and the proposed amendment is attached as Appendix 2.

8Bi 3 Does the Proposed Strategy adequately reflect the role and potential of Southampton and Portsmouth, including Southampton Airport and Southampton Port?

14. Yes. The intention of the strategy to focus investment, development and growth on the cities of Southampton and Portsmouth is clearly stated in the sub-regional strategy and reinforced elsewhere within the RSS. Both cities are identified as Regional Hubs, centres of economic and social activity and transport services, under Policy CC8b and designated as Regional Gateways in the Assembly's proposed revision to Policy T10. Policy T9 also provides for policies and proposals to encourage Southampton Airport to sustain and enhance its regionally significant role.
15. The sub-regional strategy is based on development which is led by economic growth and urban regeneration while the strategy regards the two cities as the employment, retail, entertainment, higher education and social centres for the sub-region. In a major shift from recent trends, the strategy provides for 31,000 new homes to be built in the two cities (almost 40% of all new housing) and anticipates a significant amount of employment floorspace (especially business services space) and new jobs to be provided in the cities.
16. It would have been possible (if economic growth had been the sole aim of the strategy) to allocate greenfield sites for development along the M27 corridor, in the knowledge that there is market demand for such sites easily accessible to the motorway network. There was a conscious decision not to do this, as it would exacerbate further problems of deprivation in the two cities and increase disparities in the sub region.
17. In that regard, the sub-regional strategy aims to locate a higher proportion of new employment, retail and leisure development within the two cities (and the town centres) than has occurred in the past. Research undertaken for PUSH by consultants DTZ⁴ has shown this is feasible, although finding the necessary sites beyond those already identified, will be challenging. (The next section of this statement describes the proposed revised policy for this.)
18. Meeting the South East Plan's housing targets for the two cities (Policy SH12) will be a challenge. In formulating those housing targets, PUSH has sought to maximise the amount of new housebuilding within the two cities and the other existing urban areas, whilst also leaving sufficient land for employment, community facilities, greenspace etc.

⁴ South Hampshire Town Centres Sub-regional Study Final Report. DTZ. 2005. EiP Core Document SH17. Viewable on PUSH website: <http://www.push.gov.uk>

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This is essential for sustainable communities to be created and for the cities to be places where people want to live out of choice. It also acknowledges the concerns which South Hampshire residents expressed during the Autumn 2005 public consultation on District-level housing figures, that too much new housing should not be proposed within the sub-region's existing urban areas and that figures should allow for green infrastructure and open space.⁵

19. PUSH believes that Policy SH10 adequately reflects the importance of the port and airport. Paragraph 2.16 of the South Hampshire chapter of the Plan recognises that the ports of Southampton (and Portsmouth) are international gateways, significant employers and economic drivers. The existence of the two ports is part of the reason for the substantial predicted requirement for warehousing which Policy SH6 aims to satisfy. PUSH welcomes the latest proposals by ABP at the Port of Southampton which will increase the port's business capacity by 85% and create a corresponding increase of up to 600 new jobs by using existing port land and facilities more efficiently. However, the planned increase in container traffic will have significant implications for the strategic road and rail network, which strengthens even further, the case for highway and rail improvements along the M27/M3/A34 corridor. Despite this the recently announced Regional Transport Board funding allocations make no specific provision for such improvements.
20. Policy T9 gives support to Southampton Airport enhancing its role. PUSH broadly supports the BAA expansion plans for Southampton airport which will see a trebling of passenger numbers, turnover and jobs by 2030 with all new development accommodated within the airport's current boundaries. This will also have beneficial knock on effects for the East of Eastleigh Strategic Employment Area (the designation of which is being sought through an amendment to Policy SH6). The airport expansion will require improvements to the M27 junction 5.

8Bi.4 Is there sufficient focus on the needs and potential of the city centres? Are the proposals for office development appropriate and properly justified, having regard to the guidance in PPS6 (Policy SH8)?

21. No. However, at the instigation of PUSH, SEERA has recommended to the EiP Panel (refer to Appendix 3) a new Policy SH8 - Strategy for Main Town Centre Uses to take account of the recently completed DTZ study⁶. This revised Policy gives stronger emphasis to the sequential approach of developing city/town centre site allocations first. PUSH considers that the new policy and revisions recommended to the Panel

⁵ South Hampshire Sub-regional Strategy PUSH Final Advice (See paragraph 5.24) December 2005. EiP Core Document SEP12. Viewable on PUSH website: <http://www.push.gov.uk>

⁶ South Hampshire Town Centres Sub-regional Study Final Report, DTZ, 2005. EiP Core Document SH17. Viewable on PUSH website: <http://www.push.gov.uk>

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will provide the necessary focus on the needs and potential of the city centres as well as according with the objectives of PPS6.

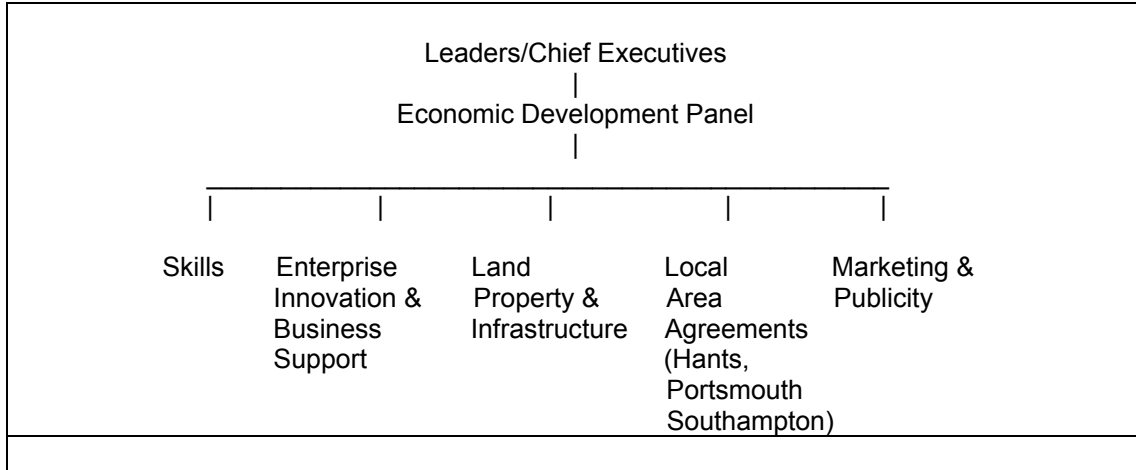
22. This revised Policy pro-actively plans for the main South Hampshire centres. It promotes retail, leisure and office development in each centre (and cultural development in the city centres). It sets out the role and distinctive opportunities of each centre and recognises that there should be new district centres for the SDAs (which can also meet sub-regional needs for office development).
23. The supporting text to the policy provides a justification for focussing development⁷ on town centres: to promote accessibility, vitality and regeneration. It sets out broad quantitative estimates for development needs across South Hampshire in phases to 2026, based on the DTZ study⁸. For retailing this is based on projecting the growth in population, expenditure and floorspace turnover. For offices this is based on the PUSH employment projections. There is also a qualitative assessment of the need for other leisure, hotel, tourist and cultural facilities.
24. It is acknowledged that the sequential approach will apply to site selection and it is recognised that the main centres in South Hampshire have the potential to accommodate most of the forecast needs. The DTZ study provided a general discussion of significant opportunity sites in each centre. The study concluded that the main PUSH centres, in particular Portsmouth and Southampton, have the potential to accommodate a significant quantum of forecast development need, subject to continual monitoring. (DTZ Volume 1, Para. 7.67/7.68). It is recognised that the assessments of need and available sites will need to be updated at least every 5 years.
25. It also recognises that there is already a significant development pipeline on out of centre sites (this particularly relates to out-of-centre office allocations). On this basis, and in the context of PPS6 and the South East Plan TC policies, it is appropriate for the policy to focus office development in existing centres, and not to provide for any further out of centre allocations before 2016. Beyond 2016 the SDAs will play an important role in providing employment allocations.
26. Taking into account the policy framework set by PPS6 and the South East Plan town centres policies, PUSH believes that this revised policy does provide sufficient focus on the needs and potential of the city (and main town) centres.

⁷ Note: In this context development means city/town centre uses e.g. retail, leisure, cultural, office development.

⁸ Economic Drivers and Growth: Productivity Growth, Employment and housing (Phase 3) DTZ Pidea Consulting 2005. EiP Core Document SH10. Viewable on PUSH website: <http://www.push.gov.uk>

Appendix 1

Structure of PUSH Economic Development Panel and multi-agency sub-groups



Sub-group action plans

Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
A GENERIC ACTIONS				
Extend membership of Economic Dev. Panel	BT	None required	Membership agreed by 1 st April 2006	
Revise terms of reference of economic development panel	BT	None required	Terms of reference agreed by Panel and Leaders and Chief Executives by 31 st May	
Policy input into partner business plans	Economic Development Panel	None required	Ongoing	
Promote PUSH strategy to business community. Consider conference	Economic Development Panel	PUSH	Agree awareness raising programme for 2006/7 by 1 st April Agree script for presentations 1 st May. Conference for Oct 06?	
Agree performance monitoring programme	Economic Development Panel	None required	Agree programme & responsibilities by 1 st of May. Regular reports to Ec Dev Panel and 6 monthly (or annual) reports to Leaders and	

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
			Chief Execs (or to Working Group?)	
B SKILLS				
i) Reduce economic inactivity and unemployment in specific areas and socio-economic groups				
2006/7				
Identify range of specific projects such as reducing numbers on incapacity benefit, projects aimed at 55+'s, programmes for specific communities	JobCentre+LAs and voluntary sector	LAA priority		
Continue current programmes operated via regeneration teams, as appropriate	Regeneration bodies in disadvantaged areas Local Authorities, SEEDA	SRB, NDC, Local Enterprise Growth Initiative, AIF		
Introduce and reinforce links between secondary schools and individual businesses in specific areas. Phase 1 will be to map provision and to identify gaps	Education Business Partnerships Schools, Chamber of Commerce, Individual Businesses			
To aid recruitment, work with priority sectors to develop programmes for raising the profile of particular industries and occupations as potential employment opportunities	Sector consortia Trade Associations, Sector Skills Councils, Education Business Partnerships, local authorities	SEEDA, LSC		
2007/8				
Introduce stronger measures to better link skills training to local employers needs in specific areas/sectors	LSC Businesses, JobCentre Plus,	AIF, SRB, NDC, Local Enterprise Growth Initiative		
Introduce schemes that link training and employment with the development process (e.g.	LAs/LSC Businesses LSC, JobCentre Plus, specialist bodies such as Wheatsheaf Trust,	Section 106, AIF, LSC		

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
northern quarter in Portsmouth).	Further Education Colleges, Housing Associations			
Encourage transport operators to improve access between residential and employment areas particularly to cover off peak working	Local authorities Transport operators, regeneration bodies, employers	Local authorities, AIF, SRB, NDC		
Capacity building amongst providers to accommodate and cater for increasing numbers of people in the sub-region				
2006/7				
Work with employers to increase the scale of 'on the job' training tailored to meet needs	Chambers of Commerce Employers, further education and other providers	SEEDA, LSC		
Develop the role of HE in exploiting former graduates as a potential source for CPD	Higher Education	Higher Education, AIF		
2007/8				
Develop the outreach capacity of providers	Further Education Regeneration bodies	AIF		
Clarity on progression levels to higher-level skills education				
2007/8 onwards				
Introduce measures to increase retention in education at ages 16 and 18	Local Authorities/Connexions Schools, Higher Education, Further Education	Local authorities/Connexions		
Strengthened and targeted provision of basic skills				
2006/7				
Work to continue to improve educational attainment	Local Education Authority Schools	Schools budget		
2007/8 onwards				
Increase participation of schools in pupil/parent learning initiatives	Local Education Authority Schools	ESF		
Engage and expand trade	Trade Unions and Employers	Trade unions, employers, AIF, ESF		

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
unions and other worker organisations in implementing projects to improve basic skills in the workplace	Further Education, Higher Education			
Workforce development and upskilling				
2006/7				
Engage with businesses from priority sectors to identify common needs and develop appropriate programmes of action, in particular those that improve productivity	LSC Chambers of Commerce, FE colleges, specialist training providers, Sector Skills Councils, Sector Consortia	ESF, employers		
2007/8 onwards				
Ensure adequate provision of teaching English to in-migrants workers	Voluntary sector Further education, employers	JobCentre Plus, Local authorities, ESF		
Provision of training for generic skills				
2006/7				
Develop an understanding of the application of generic skills across industry sectors e.g. composites, finance	Sector consortia, LSC, Employers, Further Education, Higher Education, Employers	AIF, LSC, SEEDA		
Promote transitional programmes, particularly in the workforce to assist in efficient redeployment of labour in new activities/processes				
2007/8 onwards				
Explore and implement workforce pooling initiatives	Sector consortia Trade unions and employee organisations, LSC (e.g. Marine and Engineering Skills Project),	SEEDA, LSC		
Work with key partners in identifying training needs of the sectors predicted	Chambers, employers JobCentre Plus, Further Education, Higher Education,	ESF?		

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
to lose jobs (e.g. manufacturing)				
C ENTERPRISE, INNOVATION AND BUSINESS SUPPORT				
Develop and promote business networks in key growth sectors in South Hampshire to support the spreading of best practice and collaboration				
2006/7				
Building on DTZ strategy and City Growth in Portsmouth, identify growth clusters across the sub region.	LAs, SEEDA,	AIF		
2007/8 onwards				
Promote advantages to be gained from development of business networks and clusters, using experience from marine sector and best practice from elsewhere.	City Growth Portsmouth/PCC Business Southampton/SCC Local Authorities Business Link Wessex Chambers of Commerce Solent Marine Community	AIF DTI Business Link Wessex Local Authorities		
Promote knowledge transfer mechanisms between the HEIs/FEs and businesses in the sub-region in the key sectors of business services, advanced engineering (particularly marine), and leisure/tourism				
2006/7				
Ensure involvement and contribution of FEs is maximised in this area	Solent Synergy FE Colleges Businesses	FE funding sources Businesses		
Support and promote Solent Synergy in its roll out.	Solent Synergy HEIs/FEs			
Work with LEAs to improve and extend Young Enterprise programme in PUSH area. Introduce more enterprise led initiatives with LEAs.	Education Business Partnerships LEAs Businesses	To be identified,		
Extend scope/geographical coverage of Portsmouth Festival of Innovation and Enterprise model.	PCC, Solent Synergy, SCC, Enterprise Hubs HCC LAs Universities Business Link Wessex	PCC/SCC/HCC/other LAs Universities Chambers of Commerce Business Link Wessex Private Sector support		

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
Continue to develop and support potential of the new initiatives introduced in this area – e.g. Purple Door, Enterprise Hubs, Solent Synergy.	Solent Synergy Universities x 3 Businesses Local Authorities	HE funding sources Businesses		
2007/8				
Work with the three Universities to focus on the local area. Emphasis on business management and other areas of University expertise that will contribute most to increasing productivity.	Solent Synergy Universities Businesses	HE funding sources Businesses		
Identify with business and higher education measures to increase the rate of technology transfer between HE/FE and business)	To be identified	DTI		
Develop the business support mechanisms in the sub-region to contribute towards developing a strong enterprise culture				
2007/8 onwards				
Consider ways of bringing business support mechanisms together to streamline and avoid duplication in developing the enterprise culture.	South Hants Collaboration Group/Harbour Economic Development Forum (follow Southampton Business Support Network model). LAs Business support mechanisms	BLW		
Improve business advice available in the area's Enterprise Centres.	Business Centre Managers	Harbour Economic Development Forum/LAs Solent Enterprise Hub Business Link Wessex Other business support organisations	Enterprise Centres budgets Business Support Organisations	

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
Support development of commercial applications from the public sector – e.g. medical sector, spin-outs from NHS. Look at best practice from defence sector in the PUSH area.	Enterprise Hubs Equivalent of Defence Diversification Agency (locally based) NHS IP Director	Universities Businesses Business Link Wessex		
Improve promotion of procurement opportunities for small firms from public sector and large private companies.	City Growth Portsmouth and Business Southampton Large private sector companies	LAs Businesses	LAs Businesses	
Relate business support mechanisms to the environmental agenda, e.g. directing enterprise to development of products that improve environmental performance.	Sustainable Business Partnership Environmental organisations, e.g. Environment Centre, Carbon Trust, Solent Environmental Management Group			
D LAND, PROPERTY AND INFRASTRUCTURE				
Engage with the key sectors/businesses (particularly advanced manufacturing) to understand their future requirements for sites and premises				
2006/7				
Business focus groups to consider development location preferences (to inform effective policies to encourage take up of brownfield sites and return to city centre locations)	HEP Land and Property Group Business and development interests including agents, developers and chambers of commerce	PUSH Research Fund (contributions from all LAs)		
2007/8 onwards				
Establish and maintain ongoing dialogue with business and development interests (to supplement occasional business surveys)	HEP Land and Property Group LAs, HEP, agents, developers, chambers of commerce	?		

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
Address shortages in starter and move-on business premises to stimulate enterprise development				
2006/7				
Develop an understanding of the supply and demand for starter and move-on business accommodation and prepare a response to issues disaggregating between specific sectors and types of accommodation	HEP, LAs (Joint LDF core strategy?)	All LAs, AIF		
2007/8 onwards				
Consider LA ownership of key move-on accommodation sites (including use of CPO powers)	PUSH (Delivery Vehicle) LAs	ODPM, SEEDA Match funding from PUSH LAs		
Control development of mixed use sites to improve existing sites and ensure that employment provision, particularly move-on accommodation, is not eroded	All LAs (Co-ordinated by PUSH?)			
Bring forward as many of the employment sites as possible identified in the AIFs				
2006/7				
Develop structures and mechanisms for bringing forward development land across the sub-region	PUSH/SEEDA All LAs (Voluntary joint working? Joint LDF core strategy for South Hampshire?)			
Market based site assessment study of all employment sites (large and small) to identify those sites that are likely to come forward within the next 2 to 5 years and those that are not	HEP, PUSH (to ensure consistent approach across the sub-region) All LAs Commercial property interests e.g. agents, developers	PUSH Research Fund (contributions from all LAs) Either individual LAs working to an agreed brief or a joint commission covering the whole sub-region		

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
Identify constraints (and timescales) on problem sites and action needed, by whom, to resolve them	HEP, PUSH (to ensure consistent approach across the sub-region) All LAs Commercial property interests e.g. agents, developers (possibly through HEP)			
Funding bids for infrastructure necessary to release key sites for development (unlocking key sites should be a key driver of infrastructure priorities and provision)	PUSH, All LAs SEEDA	ODPM, DfT, SEEDA Match funding from PUSH LAs		
2007/8 onwards				
Defend employment sites against change of use (particularly to residential) through agreed protection policy applied consistently across the sub-region	PUSH / Individual LAs (joint LDF core strategy for South Hampshire?)			
Establish rolling fund for site purchase and amelioration works (problem sites subject to market failure)	PUSH, SEEDA, all LAs	Initial funding from SEEDA, thereafter funds generated by recouping added value on sold-on sites		
Develop the cultural and leisure facilities of the sub-region to complement the strong environmental drivers of quality of life				
2007/8 onwards				
Develop implementation structures to improve the cultural/leisure offer	Individual LAs/SEEDA Market-based partners			
Resolve the competition for sites in strategic and local policy (i.e. between cultural/leisure, employment and	PUSH / Individual LAs (joint LDF core strategy for South Hampshire?)			

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Action (DTZ actions are shown in bold)	Lead Responsibility and Partners	Funding Sources	Key Milestones/Dates	Target/KPI
residential uses in both the larger and smaller centres)				
<p>Utilise the diverse ethnic population of cities to develop a wide-ranging and attractive offer</p> <p>Attract and develop a programme of high quality events across the sub-region that are of national and international status</p> <p>Work with the private sector to develop high quality facilities capable of hosting events of regional, national and international significance</p>				

Appendix 2.

Proposed amendment by PUSH to Policy SH6 to include a specific reference to the South Hampshire Strategic Employment Area

Background

1. The total amount of land available for development or redevelopment at the South Hampshire Strategic Employment Area to the east of Eastleigh is around 130 ha, which makes it by far the largest employment area in South Hampshire and one of the most substantial employment sites in the South East region. The area is capable of being developed for a wide range of employment uses. The size, potential mix of uses and close proximity to the identified 'regional gateway' at Southampton Parkway station and Southampton International Airport combine to make this a key strategic employment location in the sub-region.
2. A coordinated effort is required between the public and private sectors to bring this development forward. The inclusion of a specific reference to this area as the South Hampshire Strategic Employment Area in the South East Plan will raise its profile at a regional level, draw attention to the priority that should be afforded to it and support the business case for the public sector interventions that are likely to be required to bring it forward and maximise its economic potential.

Proposed change to Draft South East Plan

3. It is proposed that a new paragraph be added to the end of the South-West area section of Policy SH6. The first part of this policy will therefore read (the new text is in italics):-

"Land will be provided to accommodate two million square metres of new business floorspace as follows:

South-West area:

B1	Offices – 680,000 m ²
B2	Manufacturing – 93,000 m ²
B8	Warehousing – 294,000 m ²

Located on:

- i) Previously developed land within the cities and towns – 677,000 m²
- ii) Greenfield land in the North/North East of Hedge End Strategic Development Area – 74,000 m²
- iii) Greenfield land in the larger urban extensions and on other greenfield sites with high accessibility allocated for that purpose in Local Development Documents – 316,000 m²

Eastleigh Borough Council should, as a matter of priority, produce an Area Action Plan to bring forward a mixed development including B1(a), B1(b), B1(c), B2, B8 and other appropriate uses, together with the Link Road at the South Hampshire Strategic Employment Area".

4. Paragraph 3.20 that follows the policy will require a minor amendment to explain the importance of, and priority to be given to the South Hampshire Strategic Employment Area.

Appendix 3

SOUTH HAMPSHIRE TOWN CENTRES POLICY

Proposed Policy and Supporting Text for insertion to SE Plan

Large office, retail and leisure developments are well suited to city and town centres and other locations which have good public transport accessibility. Their presence within the heart of the urban area can also help create vitality and underpin regeneration. With significant pressure to develop these facilities outside existing centres, a sub-regional policy is required to ensure that all Local Development Documents treat them in the same way. At the same time, the capacity of existing centres is limited. In order to compete effectively for potential investment by major retailers, corporations and international firms seeking a presence in the sub-region, a sub-regional strategy is required to address the full range of potential requirements.

The main centres in South Hampshire are the regional city centres of Southampton and Portsmouth (with Southsea), the sub-regional town centres of Fareham and Eastleigh and the network of local town centres, including Gosport and Havant.

The estimated need and capacity to cater for growth in town and city centre uses in South Hampshire is summarised below:

Net floor space capacity, Thousand m²	Comparison Retail (High Street format)	Leisure – Food and Drink (A3, A4, A5)	Offices
2005/06 - 2011	57 – 86	11 – 26	241 – 301
2005/06 - 2016	137 – 206	27 – 62	449 – 561
2005/06 - 2021	231 – 346	46 – 104	654 – 817
2005/06 - 2026	340 - 511	68 - 153	851 – 1,063

These are robust mid-range estimates for long-term, sub-regional planning purposes. More detailed appraisals should be carried out as part of the LDF process. These forecasts, and the availability of appropriate opportunity sites within the main centres, will need to be updated at least every five years.

There are additional opportunities for:

- commercial leisure in the two city centres and within mixed-use schemes in the town centres of Southsea, Eastleigh, Havant, Gosport and Fareham;
- one or two major new strategic leisure destinations within South Hampshire over the next 15–20 years;
- a major tourist attraction and events facility, to develop the attractiveness of the area for business and conference tourism; and

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- hotel representation in the two cities, including upper tier/luxury hotels as part of a wider leisure and destination strategy.

The sequential approach to site selection, as defined in PPS6 Planning for Town Centres, will apply to all these main town centre uses.

Although much of the current development pipeline for business growth is out-of-town, the main centres have the capacity and potential to accommodate most of the forecast growth requirements over the plan period. There is, therefore, a unique opportunity to rebalance the provision of new floorspace back to South Hampshire's city and town centres.

POLICY SH8: STRATEGY FOR MAIN TOWN CENTRE USES

Development Strategy for Main Centres

The strategy for the main centres of South Hampshire is to develop their individual character and complementary roles through: a proactive programme of high quality mixed-use development; improvements to the public realm and conservation initiatives within town centres; and improved access from central areas to parks, open spaces and waterfront destinations for business and leisure. Accessibility of the main centres will be improved through implementation of the sub-regional transport strategy in policy SH10.

For each main centre, the relevant LDF will define the future identity and growth of the centre, as follows:

- 1. In Southampton, expansion of retail, leisure, office employment and cultural facilities to enhance the city's role as a regional centre serving south west Hampshire and areas to the west and north of the sub-region. Over the short term (to 2011) there is potential to consolidate the existing primary shopping area, mainly through redevelopment of existing buildings. In the medium term (to 2016) there is potential for integrated redevelopment of the major city centre sites to the west of the existing primary shopping area and to generate stronger linkages between a renewed central station area and the rest of the city centre. Longer term (to 2026), there is additional capacity for expansion of the existing city centre towards the waterfront.**
- 2. In Portsmouth and Southsea, expansion of the role of the city centre as a regional destination for shopping, leisure, office employment and culture serving south east Hampshire and areas to the north and east of South Hampshire and the city's national role as a leisure destination. There are opportunities to enhance the complementary roles of Southsea and Gunwharf Quays, intensifying town centre uses in and around these locations and designating the Hard/Gunwharf Quays area as a town centre. There are a number of additional opportunity sites, including the Station Square area, with the potential for high density development over the short to medium term for a variety of city centre uses. This provides a strategic opportunity to reverse the recent trend of declining office employment in Portsmouth city centre.**
- 3. In Fareham, limited expansion of the centre, with new mixed-use schemes in the enlarged town centre to improve retail, leisure and office**

employment provision and support further development of the leisure and evening economy. Excellent accessibility to the North of Fareham SDA is to be secured in advance of development, to ensure that Fareham town centre is the main sub-regional facility to serve the population of the SDA.

4. In Eastleigh, developing town centre capacity through redevelopment to provide high density, high quality retail, leisure and office employment schemes which address its growing potential market demand. This will require a proactive action plan to deliver new strategic town centre opportunities. In addition, a highly accessible strategic employment area is to be developed to the north of Southampton International Airport and to the east of Eastleigh town centre (Eastleigh Opportunity Area). This has the potential to include a significant office component and also provides an opportunity to extend the range of facilities within Eastleigh town centre.
5. In Havant and Gosport, developing opportunity sites to provide for appropriate retail and leisure growth and more substantial growth in office employment.
6. In other town centres, providing for the continued expansion of facilities to cater for their expanding population or to meet current local needs, as appropriate.

New Centres and Out of Centre Development

Over the period 2011-2016, new district centres may be provided within the larger urban extensions.

Later in the plan period (2016 onwards), two new centres will be required within the proposed SDAs. These will complement the roles of the established town centres within the sub-region and it is not envisaged that they will have full town centre status. In retailing and leisure terms, the new centres will serve as district centres. In terms of office employment, however, the new centres have the potential to serve a wider sub-regional role by providing new employment opportunities, with excellent accessibility and public transport provision.

Out of centre development for town centre uses will be limited to existing allocations up to 2016.