

11 Places – our sub-regional priorities

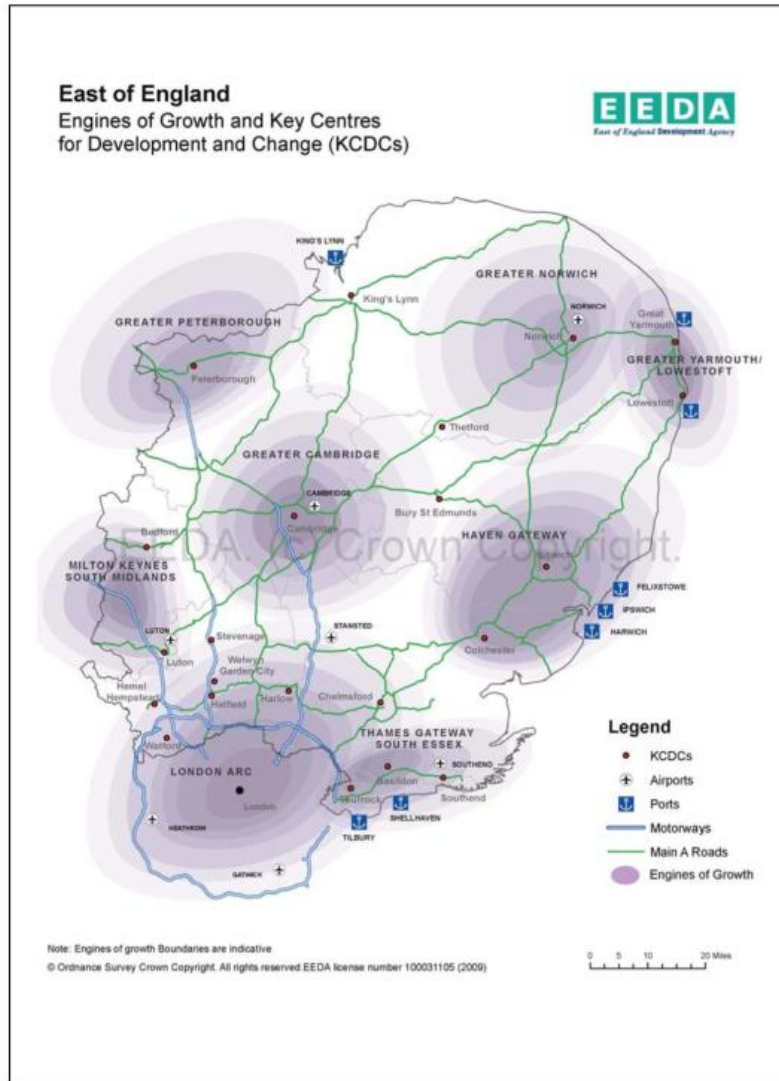
11.1 Geography and definition

Given the diverse nature of the region, the successful achievement of the strategies will rely to a large extent on effective sub-regional delivery. Moreover, it is at the sub-regional scale that many of our implementation imperatives can be effectively integrated and where the thematic outcomes and headline regional targets as set out in this implementation plan will be achieved.

The importance of a positive approach to defining the region's places is recognised in the regional strategies with the regional economic strategy (RES) advocating engines of growth and the regional spatial strategy (RSS) identifying a small number of sub-regions, with a longer list of key centres for development and change (KCDCs). As Figure 14 overleaf illustrates, there is broad alignment between the engines of growth and the KCDCs and therefore the approach taken in the Implementation Plan has been to use the RES engines of growth as the start point for defining our priorities geographically.

As much information is presented at a local authority district level, the Implementation Plan nominally allocates these to the sub-regions on a 'best-fit' pragmatic approach to ensure geographic coverage that best fits regional strategies, whilst accepting that geographically there may not be a complete match. The notable exceptions to this are the key centres of King's Lynn, Thetford and Bury St Edmunds (which are designated growth points). These have therefore been aligned under the banner of North/West Norfolk and West Suffolk in line with the housing strategy sub-regions in the RSS. Importantly, all of the sub-regions pick up issues not only around their urban drivers, but also around their market towns and rural hinterlands including the region's coastal environments.

Figure 14: Engines of Growth and KCDCs in the East of England



11.2 Common cross-cutting priorities

Maximising the benefits of sub-regional distinctiveness must lie at the heart of our integrated approach to delivering our plans and targets. Every sub-region will develop in ways that reflect the distinctiveness of its places. However, our sub-regions face a number of common issues and, whilst recognising that there are individual responses to these that reflect each unique place, it is worth reflecting on the shared challenges.

Urban and town centre regeneration

The East of England’s overall economic performance can mask some real issues of underperformance and disadvantage, particularly in our urban areas. In many cases this is reflected in a need for investment and change in our town and city centres to maximise their contribution to the development of the regional economy and as a focus for sustainable living through agglomeration principles. Moreover, across the region there are pockets of deprivation that are affecting the quality of life of our residents. There is a need for a targeted approach to this that not only responds to the physical fabric of our urban areas, but that also tackles barriers

to social and economic participation (see below). A focus on the region's urban areas is apparent in a number of programmes in the Implementation Plan, in particular in the housing and transport themes, which seek to reinforce sustainable communities and address issues of transport in our towns and cities.

Strategic employment sites

Delivery of employment across the region of the quality and quantity required to meet the needs of business will be essential to achieving the growth envisaged in the RES and the RSS. The identification of strategic employment sites to support this is important in order to ensure such sites are protected from other development pressures once the economy recovers. Such sites can be classified as regional strategic sites, regional gateway and logistic sites and sub-regional strategic sites.⁽¹⁾ Where appropriate, strategic sites are identified as part of the sub-regional priorities.

Promoting economic inclusion and access to opportunities

Reflecting some of the challenges identified elsewhere in the Implementation Plan, there are particular challenges across our sub-regions in ensuring that the benefits of growth are felt by all of our residents. Providing good local jobs for local people requires an approach that includes increasing employment demand, tackling barriers to employment, encouraging entrepreneurship and targeting locations of disadvantage and deprivation. This holistic approach is reflected in the thematic programmes under skills and employability, and enterprise, innovation and business support. Programmes such as the integrated employment offer, skills for business and starting and growing a business will all contribute, whilst the identification of this issue as a priority in the sub-regions should ensure a focussed local response.

Providing infrastructure to support growth

The levels of growth being faced by places across the region is leading to real challenges around the provision of infrastructure, and the position with current and future public sector funding is likely to exacerbate this further. There is a direct link between the sub-regional priorities identified around infrastructure and the thematic programmes under the utilities and transport themes, in particular, which seek to provide a focussed and prioritised response to this issue in collaboration with the private sector. It should be recognised, however, that there are also a range of creative responses emerging at a sub-regional level that are making significant progress in overcoming these barriers to delivery.

Rural and coastal challenges

Approximately 31 per cent of the population of the East of England live in a rural area and rural areas will continue to play an active role in a sustainable future for the East of England. Our expansive rural areas cover the largest parts of our natural ecosystems, the management of which are vital for the delivery of essential natural services, such as water, food and raw materials. The value of the food and farming sector in the East of England is one of the most productive, dynamic and progressive anywhere in the world. With a world-class research base, temperate climate, productive soils and progressive businesses, this region has been at the forefront of agricultural development for well over a century. The region also has 723 km of coastline, which is one of our most important assets, both economically and environmentally. It is also home to some of our most deprived communities and faces some of the most immediate challenges arising from climate change.

Whilst there are clearly distinctive issues relating to both rural and coastal locations, these have been mainstreamed into the thematic and sub-regional responses. As a result, there are a range of programmes in the Implementation Plan that directly address these challenges. The housing theme includes a programme for the delivery of affordable rural housing, and issues of peripherality are considered through programmes on transport and rural broadband provision. The theme dealing with the region's coastal environment addresses integrated coastal zone management as it is being applied through the East of England Coastal Initiative within the region's four coastal zones.

1 See Strategic Employment Sites, Arup June 2009.

11.3 Introduction to sub-regional priorities

The remainder of this section of the Implementation Plan sets out the priorities for action at the sub-regional level. The priorities derive from current and emerging sub-regional plans and strategies, and/or discussion with sub-regional partnerships or local authority officers. These embrace Integrated Development Programmes (IDPs), sub-regional economic strategies, Local Area Agreements (LAAs), Local Development Frameworks (LDFs), Local Transport Plans (LTPs), priorities from Regional Funding Advice (RFA) funding streams, Programmes of Development (PoDs) and other joint strategy work in the form of sub-regional investment plans. Sources have been listed after each set of priorities. However, specific interventions may still have to go through other relevant processes of appraisal/assessment and testing (such as Local Development Documents, future RFA appraisal, sustainability appraisal and/or Habitats Regulation Assessment).

For each sub-region, a short profile of the area is provided, followed by a summary of the key delivery challenges that are faced in that location. How the themes and programmes play out across the sub-regions is where the real challenges of integrated delivery lie. As such, in considering the sub-regional interventions of regional importance, these have been linked back to the implementation themes. At the same time it is imperative that the sub-regional priorities also deliver locally and therefore all priorities identified have been aligned to the appropriate national and local LAA targets.

11.4 Bedford/Northern Marston Vale

Profile

Bedford has developed as a flourishing market town associated with the river Great Ouse, and contains a rich architectural and tourism heritage in and around its town centre. The town enjoys a central position, between London and Birmingham, between Oxford and Cambridge and between the A1 and the M1. It is strategically placed as part of the Milton Keynes and South Midlands (MKSM) growth area, with the fastest rail links to London and the opportunity to reinforce this advantage through the proposed Bedford Station Quarter. Bedford's central location has led to the substantial growth of distribution businesses and also growth of innovative and research and development businesses. These have benefited from the Oxford to Cambridge Arc location, together with the east-west road infrastructure improvements, such as those at Bedford i-Lab.

Bedford/Kempston/Northern Marston Vale is one of a number of identified and designated growth nodes within the MKSM growth area, where substantial growth in housing, employment and other land uses is being planned and delivered. The countryside around Bedford has also been used for clay and gravel extraction, and has great potential to provide for a range of leisure and sporting facilities serving Bedford, as reflected in the recent proposal for Center Parcs at Warren Wood.

Challenges

Although the planning framework has been transformed in the past three years, with planning permission being granted for 14,000 new units, a step-change in housing delivery is still needed. Annual housing completion rates have historically been low and are still too low to deliver against the targets of the regional spatial strategy.

There is strong pressure to support these emerging housing developments through a growth in employment and economic development activity. The sub-regional joint economic development strategy indicates that Bedford's economy needs to grow by 16,000 jobs (net) by 2021, and this is regarded as a realistic and achievable target. The MKSM sub-regional strategy sets a target of 19,800 jobs to be created in the growth area by 2021. Both targets imply a step-change in the economic performance of the area to achieve them. The MKSM sub-regional strategy addresses the need to align housing and economic growth.

Both residential and employment development need to take account of the risk of flooding in the area and the potential downstream effects.

Delivery

On 1st April 2009 there was a change to the Local Government landscape in the East of England, the county of Bedfordshire ceased to exist and in its place will be a new Bedford Borough unitary and a new Central Bedfordshire unitary.

Bedford Borough comprises of the old Bedford Borough district and Central Bedfordshire comprises of the old Mid and South Bedfordshire districts. Both new authorities are now responsible for not only delivering district services but also for the first time, key service areas such as Education, Children's services and Adult services. The new authorities are also expected to take full advantage of the new opportunities that unitary status offers around stronger local leadership, genuine opportunities for neighbourhood engagement, community empowerment and delivering improved value for money and equity for public services.

There is a continuing issue of capacity to deliver the growth agenda in the sub-region, although the establishment of a local delivery vehicle will assist with this. Work is now required on the development of the local development framework through the joint committee and wider partnerships. Joint working between Bedford/Marston Vale and Central Bedfordshire is currently progressing in a number of areas.

Sub-regional priorities

Overall priorities seek to deliver significant growth of the population, developing the town centre and maximising the benefits of the surrounding rural environment. This growth in housing needs to be matched with a significant uplift in employment, supported by the growth of the universities and serviced by appropriate infrastructure. The regeneration of Bedford town centre is a key priority. In addition, there is a need to strengthen Bedford's green infrastructure.

Bedford/Northern Marston Vale		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
Securing a significantly higher rate of housing delivery, principally through the implementation of existing housing allocations and commitments , whilst ensuring greater quality.	Housing Utilities	<ul style="list-style-type: none"> National Indicator (NI) 154 net additional homes provided
A significant increase in employment, especially in offices and high-value knowledge-based industries and focusing on key sectors of likely future demand including automotive and aerospace research and development and health.	Skills and employability Innovation, business support and enterprise	<ul style="list-style-type: none"> NI 152 working people on out-of-work benefits NI 171 new business registration rate NI 172 percentage of small business showing growth
Developing cultural and heritage focussed tourism through enhanced facilities and new attractions including Center Parcs and NIRAH.	Culture, creativity and the visitor economy	<ul style="list-style-type: none"> NI 3 civic participation in the local area NI 11 (local) engagement in the Arts
Achieving a renaissance of Bedford town centre. Promote the town centre key areas of	Housing	<ul style="list-style-type: none"> NI 3 civic participation in the local area

Bedford/Northern Marston Vale		
change sites identified in the emerging area action plan such as the Station Quarter, Town Centre West and Riverside Square.	Skills and employability Culture, creativity and the visitor economy	<ul style="list-style-type: none"> NI 154 net additional homes NI 175 (local) access to services and facilities by public transport, walking and cycling
Achieving the environmental regeneration of the northern Marston Vale, in conjunction with the Forest of Marston Vale as a key element of sub-regional green infrastructure.	Green infrastructure	<ul style="list-style-type: none"> NI 8 adult participation in sport and recreation NI 197 (local) enhancing green infrastructure and biodiversity
Continuing to improve infrastructure connections between Bedford and other sub-regional centres, as well as the links to the strategic road and rail networks through key schemes such as the A428/A6 link, Wixhams Station and upgrade of Bedford Station.	Transport	<ul style="list-style-type: none"> NI 175 (local) access to services and facilities by public transport, walking and cycling
Realising the role of Cranfield University and the University of Bedfordshire in addressing the below average skills issues in Bedford and supporting and developing the emerging business sectors as set out.	Skills and employability Innovation, business support and enterprise	<ul style="list-style-type: none"> NI 117 16-18 year olds not in education, employment or training NI 163 proportion of population aged 19-64 qualified to at least Level 2 NI 165 proportion of population aged 19-64 qualified to at least Level 4

NB: These priorities are taken from the Bedford integrated growth strategy, Bedford Renaissance business plan and discussions with officers of Bedford and Central Bedfordshire Councils and Bedford Renaissance.

11.5 Greater Cambridge

Profile

The Greater Cambridge economic footprint covers parts of nine districts – Cambridge City, South Cambridgeshire, East Cambridgeshire, Huntingdonshire, Fenland, St Edmundsbury, Forest Heath, Uttlesford and North Hertfordshire. The sub-region is a centre of excellence and world leader in higher education and research. This has led to the attraction of world-class research institutes and science bases, globally significant information and communications technologies and biotechnology clusters, corporate and/or research and development functions of multi-national corporations, and a strong presence of professional service, legal and consultancy companies and networks. Taken with the historic character and setting of Cambridge and the surrounding market towns, this provides an important basis for future development.

The sub-region provides 365,000 jobs with an employment rate of 81 per cent. From 2001 to 2021 the area will be expected to deliver targets of an additional 73,000 houses and 75,000 jobs. The focus for this growth will be in and around the built-up area of Cambridge, the new settlement of Northstowe and market towns and key centres. The Cambridgeshire Quality Charter for Growth sets out the overall approach to sustainable

development in the County. It includes key principles for community, connectivity, climate and character supported by the local authorities, Cambridgeshire Horizons, statutory agencies, utilities and major landowners and developers.

Challenges

High employment rates and a growing population point to success, but this has brought with it the pressures of growth, and there are also warning signs that the constraints in Greater Cambridge are beginning to erode competitiveness.

Greater Cambridge faces some considerable challenges. Housing affordability, high levels of congestion, considerable variation in economic and educational performance and some specific skills gaps all represent significant hurdles. Moreover, the ability to deliver growth, whilst at the same time ensuring carbon reductions, will be difficult and there is a need to secure the necessary infrastructure, including green infrastructure, to deliver on future growth aspirations.

Delivery

The economic success of Greater Cambridge has led to growth pressures. The sustainable provision for this growth is being positively responded to by both Cambridgeshire Horizons, in terms of housing, and through the Greater Cambridge Partnership in economic terms. There are significant issues here in the light of the current economic climate, as the expected private sector development is not coming forward in the manner anticipated and, where it is, the ability to deliver major infrastructure is looking difficult. The sub-region is responding to this challenge innovatively through measures such as the consideration of the use of the Community Infrastructure Levy (CIL). This will be a vital tool in helping to secure necessary developer funding for infrastructure.

Sub-regional priorities

The overall priority is to maintain and grow the benefits of the knowledge and innovation offer of Cambridge. Capturing and maximising the value creation from the innovation that takes place in the area is a priority. Supporting and enabling the growth of local businesses and support for high-value manufacturing will be key in supporting this aim. The unique historic character of the city and the sub-region's market towns should be protected and enhanced, whilst at the same time planning for sustainable housing growth and economic diversification. Reconciling growth with the historic character of the city and the purpose of the green belt, presents a major challenge.

A further challenge will be the delivery of appropriate infrastructure to address current deficits and to service growth. Transport is vital to the successful and sustainable growth of the Greater Cambridge area. A priority is to improve the quality and public perception of public transport and cycling and thereby encourage wider use. Improvements to the A14 are of fundamental importance to the future development and economy of the sub-region. The tourism industry is a significant source of employment across the area and the establishment of a creative economy hub will help to capitalise on the strength of the visitor economy.

Greater Cambridge		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
Overcoming shortages of affordable housing. Major schemes are focussed at Northstowe, Southern Fringe, Cambridge North West, Cambridge East	Housing	<ul style="list-style-type: none"> NI 154 net additional homes

Greater Cambridge		
<p>and the Northern Fringe and all include significant infrastructure inputs.</p>	<p>Culture, creativity and the visitor Economy</p> <p>Green infrastructure</p>	<ul style="list-style-type: none"> NI 155 number of affordable homes NI 159 supply of ready to develop housing sites NI 188 adapting to climate change
<p>Addressing the major transport infrastructure deficit. In particular, investigating the feasibility of major schemes such as the A14 and A428 Caxton to St Neots and Haverhill Sustainable Transport Link alongside a programme of transport works under the Transport Innovation Fund (TIF) to include segregated busways, park and ride, cycling routes and city centre improvements.</p>	<p>Transport</p>	<ul style="list-style-type: none"> NI 186 per capita CO₂ emissions NI 177 local bus passenger journeys NI 188 adapting to climate change NI 47 people killed or injured in road traffic accidents NI 198 mode of children travelling to school
<p>Health infrastructure investment. Supporting major health infrastructure investment at Addenbrookes and Hinchinbrooke hospitals.</p>	<p>Culture, creativity and the visitor Economy</p>	<ul style="list-style-type: none"> NI 131 delayed transfers of care from hospital
<p>Developing a stronger creative quarter in Cambridge and harness the potential of the area to be a leader in the interface between the arts, media and new technologies, including a new international conference venue.</p> <p>Supporting the start-up and growth of clean-tech, ICT and life sciences businesses. Development of the Cambridge Bio-Medical Campus, Haverhill Technology Park and working with the University of East Anglia to look into the feasibility of a low carbon creative industries incubator.</p>	<p>Innovation, business support and enterprise</p> <p>Culture, creativity and visitor economy</p>	<ul style="list-style-type: none"> NI 172 per cent of businesses showing growth
<p>Diversification and regeneration of town centres. Diversifying and improving performance whilst preserving the distinctiveness of the sub-region's market towns in Ely, Royston, Haverhill, Newmarket (including horse racing), St Neots and Huntingdon to enable them to serve the sub-region effectively.</p>	<p>Culture, creativity and the visitor economy</p> <p>Transport</p>	<ul style="list-style-type: none"> NI 5 overall satisfaction with local area
<p>Green infrastructure improvements through new developments, but also specifically through the continued support for the Great Fen Project and the Wicken Fen Vision and the implementation of the Green Infrastructure Strategy.</p>	<p>Green infrastructure</p>	<ul style="list-style-type: none"> NI 5 overall satisfaction with local area NI 197 improved local biodiversity

Greater Cambridge		
<p>Developing comprehensive support packages for emerging clusters such as plasronics, display technologies, bio-informatics, semi-conductor design and environmental technologies. This will include SmartLIFE, Citi-Life, Greater Cambridge Environmental Technology Network, Low Carbon Creative Industries Cluster and Open Innovation at the Hauser Forum.</p>	<p>Innovation, business support and enterprise</p>	<ul style="list-style-type: none"> NI 172 per cent of businesses showing growth NI 182 satisfaction of businesses with local authority regulation services
<p>To deepen the local and regional impact of the universities and regional colleges, in particular, support the expansion and growth of Anglia Ruskin University in specialist research, creative and technical areas. Major developments/expansions of Huntingdonshire Regional College, College of West Anglia, University of Cambridge, Cambridge Regional College and Cambridge East ICT college.</p>	<p>Skills and employability</p> <p>Innovation, business support and enterprise</p>	<ul style="list-style-type: none"> NI 163 working-age population qualified to at least Level 2 or higher NI 165 working-age population qualified to at least Level 4 or higher

NB: These priorities are taken from the long-term delivery plan, the emerging sub-regional IDP and discussions with Cambridgeshire Horizons, Greater Cambridgeshire Partnership and the various authorities in the county.

11.6 Greater Norwich

Profile

Norwich is a vibrant city with an extensive cultural, leisure, sports and heritage offer. It has the largest collection of heritage assets of any UK city outside of London and access to the Broads and the Norfolk coast. Around 368,000 people live in Greater Norwich and the Norwich policy area has a population of 230,000, which is predicted to grow to 280,000 by 2025. About 123,000 people work in the Norwich area, which makes it the largest labour market in the East of England and it is the fifth most popular retail centre in England. The area's economic strengths include a diverse economic base with existing and emerging sectoral strengths in finance and business services, a significant cluster of creative industries in the region, food processing, environment and bioscience and automotive engineering.

Norwich supports more than 50 regional or national headquarters and has an international reputation for research and development and higher education. The Cities Outlook 2009 report ranks Norwich as having the UK's fourth highest percentage of employment in knowledge intensive businesses in the country, after Oxford, Cambridge and Reading. The Norwich urban area has several key strengths that can support the growth of its knowledge-based economy.

Challenges

Greater Norwich has a challenging growth agenda: the regional spatial strategy proposes growth of 33,000 dwellings and 35,000 additional jobs by 2021. It will be the main focus for the north-east of the region, and has the potential to develop further as a major concentration of long-term economic development and growth. However, to achieve its potential, and for all sectors of the community to share in success, growth will need to be coupled with a concentrated focus on addressing the marked deprivation within parts of the urban area. A key challenge will be the re-balancing of the labour market to create more high-level and intermediate-level economy jobs. Despite the high levels of graduates working within the private sector in the local labour market, Norwich has the lowest level of resident earnings of any urban area in the region. This has an impact on the

overall prosperity of the city and adds to the high level of deprivation suffered by Norwich residents. Partners will also focus on developing an enterprise culture to support SME growth and rebalance an over dependence on relatively few (70) large employers.

Other key priorities will be to improve connectivity, as its relative remoteness is a potential weakness in attracting inward investment. Major improvements to the transport infrastructure, including the Norwich Northern Distributor Road, are an essential component for the long-term planning of the area.

Delivery

Greater Norwich has a long-standing and effective arrangement for partnership working and delivery through the Greater Norwich Development Partnership, including a joint core strategy for Greater Norwich. Both an Economic Development Strategy and an Integrated Development Programme have been produced, which are already being used to prioritise investment and development. These are supported by growth studies including infrastructure requirements, a clear transport strategy, alongside work on water and utilities.

Local Government Review will potentially produce significant change to local authority arrangements and it will be important to ensure that a focus on Greater Norwich remains and that progress is made quickly on the most effective delivery vehicle for the future.

Sub-regional priorities

Overall priorities include the growth of Norwich as a retail, leisure and cultural centre, with real opportunities to further develop tourism, heritage, arts and creative industries, alongside maximising the potential of its strength in research and development. The existing strength in financial industries will need to be further developed. Ambitious plans are in place for transportation improvements, particularly public transport, and moving to become an ‘exemplar’ low carbon city.

Greater Norwich		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
To become a leading Science City with further expansion of Norwich Research Park and the western quadrant and the opportunities of bio-technology, food and health research and development.	Enterprise and innovation Skills and employability	<ul style="list-style-type: none"> NI 171 (Local) employment in higher level occupations
Substantial city centre regeneration with housing and employment growth, in particular in media, creative, finance, insurance and cultural sectors. This growth needs to be accompanied by continued improvement of the public realm.	Culture, creativity and the visitor economy Housing Enterprise and innovation	<ul style="list-style-type: none"> NI 154 net additional homes provided NI 155 number of affordable homes provided NI 171 new business registration rate

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Greater Norwich		
Developing the north-east quadrant as a sustainable major urban extension of over 10,000 new homes, 5,000 new jobs and with excellent accessibility to the city centre. This development will require the completion of the Norwich Northern Distributor Road , which will also bring considerable economic and transport benefits across the sub-region and meet existing transport needs. ⁽²⁾	Housing Transport Culture, creativity and the visitor economy	<ul style="list-style-type: none"> • NI 154 net additional homes provided • NI 155 number of affordable homes provided • NI 171 new business registration rate
Major transport improvements including road improvements (A11 five ways to Thetford, A47 and A14), enhancements to bus rapid transit proposals and rail services with improved journey times and reliability to London, improved east/west links and new stations associated with growth in the north-east quadrant. These will also improve rural accessibility. Enhancement of the potential of Norwich airport, including links to Amsterdam Schiphol.	Transport	<ul style="list-style-type: none"> • NI 47 people killed or seriously injured in road traffic accidents
Ensuring that growth helps tackle the severe deprivation in many parts of the city. Growth needs to be matched with continued focus on skills and capacity building in those areas and communities together with physical regeneration in priority estates.	Skills and employability Housing	<ul style="list-style-type: none"> • NI 117 16-18 year olds not in education, employment or training • NI 152 working age people on out-of-work benefits • NI 155 number of affordable homes provided • NI 163 proportion of population aged 19-64 qualified to level 2 or higher • NI 166 median earnings of employees • NI 179 (local) decent homes in private sector; reduction in homelessness

NB: These priorities are taken from the Norwich IDP and from discussions with council officers and Greater Norwich Development Partnership.

11.7 Greater Peterborough

Profile

Peterborough is a major regional centre and gateway with an influence that extends into the East Midlands region. The sub-region has a strategic location on the national road and rail network, allowing easy access to national and international markets. More than 6,000 companies are currently located within Peterborough,

² The feasibility for part of the Norwich Northern Distributor Road has been confirmed. The remaining section, including the possibility for the route to require mitigation to habitats along the River Wensum, is still being determined through the local planning process

including some with their regional and international headquarters based in the city. Peterborough has demonstrated the strongest performance of the East of England cities in the State of the English Cities report. Peterborough sees growth as an essential catalyst to realising a significant improvement to the range and quality of infrastructure and facilities available in the sub-region. A fundamental part of Peterborough’s vision for the future is its aspiration to become the UK’s overall 'Environment Capital'.

Challenges

163,000 people live in the unitary authority area of Peterborough and the sub-region has experienced high levels of in-migration in recent years. The RSS is now targeting a minimum 25,000 additional houses and 20,000 jobs for the sub-region building on a series of target sectors and current strengths, in particular, environmental technologies. This is to be balanced with a concentration on improvements in the urban fabric and renewal of the city centre, new housing and investment in new educational and training opportunities, including the development of a university.

Delivery

Peterborough has recently completed its Integrated Development Programme which, together with a suite of related strategies/policies, including its developing local delivery framework, growth study, infrastructure audit and water cycle study, provides a clear programme of prioritised delivery. The council, together with Opportunity Peterborough and the local strategic partnership, has reshaped local arrangements to create a strategic growth board, which takes a co-ordinated and transparent approach to delivery.

Sub-regional priorities

Overall priorities include a focus on high-quality business support, improved promotion and perception of the city, enhancements to connectivity, particularly through integrated public transport improvements. In addition, the sub-region is seeking action to provide opportunities for disadvantaged and excluded communities and to ensure good community cohesion.

Greater Peterborough		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
<p>Maximising the potential of Peterborough's Environment City status and its ambition to be the UK’s overall ‘environment capital’ in its regeneration and growth. This will build on the carbon challenge and associated South Bank development to create an ‘eco-quarter’, including the expansion of environmental technologies and eco innovation (such as renewable and decentralised energy generation and zero carbon technologies).</p>	Housing	<ul style="list-style-type: none"> NI 186 per capita reduction in CO₂ emissions NI 188 planning to adapt to climate change NI 197 improved local biodiversity local ECO1a percentage of residents who feel they can personally help limit climate change local ECO3 number of environmental goods and services sector companies
	Culture, creativity and the visitor economy	
	Skills and employability	
	Transport	
	Utilities	

Greater Peterborough		
	Enterprise, business support and innovation Green infrastructure	
In order to restore and enhance its economic significance and reputation, a key priority is city centre regeneration incorporating exemplar zero carbon development, university presence and maximising major retail, employment and housing potential via developments such as the Station Quarter. Such regeneration will require a transformation of the public realm and the creation of attractive and distinctive public spaces.	Skills and employability Culture, creativity and the visitor economy Housing	<ul style="list-style-type: none"> • NI 151 Overall employment rate • NI 154 Net additional homes provided • NI 155 Number of affordable homes • NI 171 New business registration rate • NI 186 Per capita reduction in CO₂ emissions • NI 188 Planning to adapt to climate change • local GO4a Number of residential units applied for in town centre • local GO4b Number of vacant retail frontages • local GO4c Footfall
Development of key innovation and business clusters including environment technologies but also focusing on other strengths such as financial services, culture and knowledge employment.	Enterprise, business support and innovation Skills and employability Culture, creativity and the visitor economy	<ul style="list-style-type: none"> • NI 151 overall employment rate • NI 171 new business registration rate • local ECO3 number of environmental goods and services sector companies
Considering options for the development of a major logistics centre of regional/national significance, which may require key transport improvements such as the Felixstowe to Nuneaton rail upgrade.	Transport Skills and employability	<ul style="list-style-type: none"> • NI 151 overall employment rate • NI 171 new business registration rate NI
Development of a university in the city, together with improvements to further education and training opportunities to help tackle skills capacity and deprivation issues.	Skills and employability	<ul style="list-style-type: none"> • NI 117 16-18 year olds not in education, employment or training • NI 153 working age people claiming benefits • NI 162 number of entry level numeracy

Greater Peterborough		
		<ul style="list-style-type: none"> • NI 163 proportion of population aged 19–64 qualified to at least Level 2 • NI 165 proportion of population aged 19–64 qualified to at least Level 4 • NI 166 median earnings for employees • NI 171 new business registration rate
<p>Regeneration of the former new town neighbourhood centres together with replacing/upgrading of substandard and outdated utilities and infrastructure. Providing progression routes for individuals into employment or enterprise, access to skills and economic participation.</p>	<p>Housing</p> <p>Utilities</p>	<ul style="list-style-type: none"> • NI 153 working age people claiming benefits in worst performing areas • NI 154 net additional homes • NI 155 number of affordable homes • Local GO4a number of units of residential development applied for in city and district centres • Local GO4b number of vacant retail stock in the city and district centres • Local GO4c footfall within the district centres

NB: These priorities are taken from the Peterborough IDP and discussions with council officers and Opportunity Peterborough.

11.8 Great Yarmouth and Lowestoft

Profile

The area has significant strengths to build upon, including an attractive biodiversity, landscape and coastline, which provides major tourism opportunities and a unique built heritage and history. There are emerging economic catalysts in Great Yarmouth, with EastPort and offshore renewable energy in Lowestoft supported by OrbisEnergy and a critical mass of regeneration opportunities with over 300 hectares of land available for redevelopment within the next ten years, including 26 kilometres of water frontage.

Challenges

Challenges include inadequate road and rail connectivity to major markets and a perceived poor image, which reduce the attractiveness of both towns for new business investment.

There are high levels of deprivation, with average earnings below both county and regional averages, and below average percentages of the population with NVQ4 or above qualifications. Significant numbers have no formal qualifications at all. There is an inadequate supply of quality affordable housing.

The area will see significant growth to 2021, with targets of an additional 10,000 jobs and 11,800 new homes. The focus will be on the development of existing industries and diversification into new and emerging sectors, which make the most of the towns’ environmental and locational assets, which, combined with a healthy

housing market and improvements in accessibility, will contribute towards economic, social and physical regeneration. This delivery will be facilitated by 1st East, the urban regeneration company, which is the driving force behind the planned regeneration.

The two ports offer scope for further development of maritime-related industries and the ability to act as gateways to the rest of Europe. In particular, Great Yarmouth's outer harbour, EastPort, will be a significant contributor to jobs growth and provide opportunities for promoting improvements on key transport corridors into the area and between the towns, together with measures to relieve congestion, improve access to regeneration areas, and enable a significant increase in public transport, walking and cycling.

The need to address flood risk is one of the key challenges facing Great Yarmouth and Lowestoft. Development and regeneration in Lowestoft, for example, is heavily dependent on the prerequisite of financing flood defence and mitigation measures.

Addressing the transport issues in the area is a major challenge – including, for example, the need to improve the movement of traffic through Lowestoft to reach the strategic road network.

Delivery

There is strong partnership working between the councils on regeneration through 1st East and a clear set of priorities articulated for the docks and town centres. An IDP has been produced, incorporating a much wider area. Progress on the local development frameworks has been somewhat delayed, although Waveney District Council has made good progress on the local development framework with a Core Strategy adopted in January 2009.

The sub-region is unlikely to generate significant resources for infrastructure through s106 or Community Infrastructure Levy and will be dependent on attracting regeneration funding to achieve economic and social objectives.

Sub-regional priorities

The focus for development and change encompasses the built-up areas of Great Yarmouth and Lowestoft. Both towns benefit from high-quality beaches, proximity to the Broads and an important built heritage, which have traditionally attracted large visitor numbers, but face challenges including high unemployment, pockets of deprivation and areas vulnerable to tidal flooding events. It is accepted that the level of growth and land values alone will not fund key infrastructure. It will require significant public investment to achieve agreed objectives.

Great Yarmouth and Lowestoft		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
Given the peripheral location of the two towns and their specific estuarial geography, the key priorities are for major transport improvements . These include further investigation into the potential for a further road/river crossing in each of the towns (of particular and immediate	Transport	<p>Suffolk</p> <ul style="list-style-type: none"> local LT4 increase of employment in key sectors <p>Norfolk</p>

Great Yarmouth and Lowestoft		
importance to Great Yarmouth and EastPort), major improvements to the A47, including the A47/A12 junction, the electrification of the railway line to Norwich and line improvements to Ipswich. These improvements are seen as critical to the success of the other sub-regional priorities.		<ul style="list-style-type: none"> NI 171 new business registration rate NI48 children killed or injured in road accidents
<p>Regeneration of both town centres to include new housing, retail and commercial space, improvements to public realm and improving the public access and connections between the centres and the waterfronts.</p>	<p>Culture, creativity and the visitor economy</p> <p>Housing</p> <p>Enterprise, business support and innovation</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 154 net additional homes NI 155 no. of affordable homes delivered NI 171 new business registration rates and employment in higher-level occupations <p>Suffolk</p> <ul style="list-style-type: none"> NI 154 net additional homes local LT4 increase of employment in Suffolk’s key sectors local LT9 increase in affordable housing starts NI 152 working age people on out-of-work benefits
<p>Development and promotion as a world leader in energy technology with further development of Lowestoft Power Park, building on the investment at Orbis Energy and the potential for renewables. This would include a focussed upgrade of the business park, and development of advanced engineering in oil, gas, nuclear and renewables.</p>	<p>Enterprise, business support and innovation</p> <p>Skills and employability</p> <p>Utilities</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 186 per capita reduction in CO₂ emissions NI 188 and employment in higher-level occupations <p>Suffolk</p> <ul style="list-style-type: none"> NI 186 per capita reduction in CO₂ emissions NI 188 planning to adapt to climate change local LT4 increase of employment in Suffolk’s key sectors
<p>Maximising the potential of EastPort, within permitted capacity, including improvements to connectivity and integration with the rest of Great Yarmouth, alongside the provision of sufficient land supply for port-related activity.</p>	<p>Enterprise, business support and innovation</p> <p>Transport</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 171 new business registration rate <p>Suffolk</p>

Great Yarmouth and Lowestoft		
	Skills and employability	<ul style="list-style-type: none"> LT4 increase of employment in Suffolk's key sectors
Completion of flood mitigation works to allow development of key sites including Lake Lothing, Lowestoft Power Park and parts of Great Yarmouth harbour areas. ⁽³⁾	<p>Enterprise, business support and innovation</p> <p>Housing</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 154 net additional homes NI 155 number of affordable homes delivered NI 171 new business registration rates <p>Suffolk</p> <ul style="list-style-type: none"> NI 154 net additional homes local LT9 increase in affordable starts
Improvements to further and higher education, including the existing college and expansion of the presence and impact of the University of East Anglia and University Campus Suffolk.	<p>Skills and employability</p> <p>Enterprise, business support and innovation</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 117 16-18 year olds not in education, employment or training NI 163 proportion of population aged 19-64 qualified to at least Level 2. NI 166 median earnings of employees <p>Suffolk</p> <ul style="list-style-type: none"> NI 91 participation of 17 year olds in education/training NI 163 proportion of population aged 19-64 qualified to at least Level 2 NI 165 proportion of population aged 19-64 qualified to at least Level 4 NI 166 median earnings of employees

NB: These priorities are taken from the local development frameworks, 1st East regeneration masterplan and discussions with officers of Waveney, Lowestoft, Norfolk, Suffolk councils and 1st East.

³ Mitigation and adaptation measures are required to implement the regeneration policies of the RSS that refer to brownfield and waterfront redevelopment. No specific proposals are promoted by the Implementation Plan and any such potential effects would be assessed through the consenting processes specifically relevant to such infrastructure developments.

11.9 Haven Gateway

Profile

The sub-region is one of the key international gateways to the UK, containing the internationally significant Haven Ports, principally Felixstowe, Harwich and Ipswich. Its growth and infrastructure are therefore of national significance to the well-being of the regional and national economy. 740,000 people currently live in the Haven Gateway sub-region, which contains the regional cities of Ipswich and Colchester. The sub-region is also defined by its market and coastal towns and its high-quality rural hinterland, which includes a series of nationally and internationally important landscape and ecological designations.

Challenges

By the end of the East of England Plan period (2021) it is anticipated that the resident population of the Haven Gateway (all districts) will have grown from 700,000 (in 2001) to 800,000 – an increase of almost 15 per cent. Continuing these high levels of growth poses the following challenges:

- matching job growth to housing growth – achieving the target of 50,000 new jobs (2110–2021) is becoming increasingly difficult with the effects of the recession which may see the sub-region losing 8,000 – 10,000 jobs between 2008 and 2010
- improving gross valued added (GVA) growth, where, despite some regionally if not internationally recognised strengths in ICT (at Martlesham), research (at the University of Essex) and creative industries, GVA growth in the Haven Gateway is projected to be lower than the regional average with the main focus on low wage/low skill jobs.

Skill levels are poor as are start-up rates for new businesses. High-quality employment land is in limited supply. The urban functions (retail/services) of the larger urban areas and coastal towns are relatively weak and have problems of deprivation and so are in need of regeneration.

Port expansion may be limited and the pace of urban expansion curtailed if adequate infrastructure including road and rail enhancements are not progressed. Similar comments apply to improvements to utility supplies across the sub-region, in particular the issues of water supply and flood risk.

A further challenge will be to safeguard the sub-region's quality of place as growth increases, requiring investment in green infrastructure.

Delivery

Sub-regional delivery structures are strong with the Haven Gateway Partnership bringing together key agencies to ensure appropriate guidance and coordination. The partnership is effectively using its ambitions to secure funding against agreed objectives for growth point funding (where the partnership identified the need for £100 million of public sector investment (2008–11) and to date has secured £18 million and Community Infrastructure Funding.

Within the Haven Gateway, serious consideration is being given to how the IDP might inform the content of a gateway-wide Multi-Area Agreement. A number of the priorities as set out now require further detailed work that raises capacity issues for partners. The partnership is also considering how to engage a wider range of delivery bodies eg Groundwork East of England, the Arts Council East and the Homes and Communities Agency in supporting the delivery of its IDP priorities.

Sub-regional priorities

Overall priorities seek to ensure a balance between economic and housing growth with the continued protection of the environmental strengths of the area. Ipswich and Colchester are set to see the majority of housing and employment growth, and there are major regeneration issues associated with the ports and coastal towns. A key priority is to create conditions supportive to the creation of new and expanded business.

Haven Gateway		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
<p>Maximising its potential as an international gateway with expansion and modernisation of Felixstowe and Harwich ports, including expansion of container capacity and associated logistics. Associated with this is the need to regenerate Felixstowe and Harwich town centres, in particular the seafronts and relationship with the port areas.</p>	<p>Transport</p> <p>Skills and employability</p> <p>Culture, creativity and the visitor economy</p>	<p>Suffolk</p> <ul style="list-style-type: none"> NI 172 percentage of small businesses showing growth NI 2 percentage of people who feel they belong to their neighbourhood local LT3 coastal zone LT4 Increase employment in key sectors <p>Essex</p> <ul style="list-style-type: none"> NI 172 NI 151 overall employment rate NI 5 general satisfaction with local area local LI 8.1, 8.2. international trade
<p>Major transport infrastructure improvements largely associated with the gateway role and the need for improved connectivity to national markets, including the upgrade of the Felixstowe to Nuneaton rail line and investigating options to increase the capacity of the A12, A14 and A120 (which is crucial to the gateway links to Stansted).</p>	<p>Transport</p>	<p>Suffolk</p> <ul style="list-style-type: none"> NI 186 per capita reduction in CO₂ local LT2B Access to work by sustainable means <p>Essex</p> <ul style="list-style-type: none"> NI 186 per capita reduction in CO₂ LI 5.2. congestion
<p>Science-based business expansion with the development of an expanded business park at Martlesham (which will facilitate considerable housing growth) and consolidation of the research and commercialisation capacity of the University of Essex with the creation of a Knowledge Gateway and International Centre.</p>	<p>Enterprise, business support and innovation</p> <p>Skills and employability</p> <p>Housing</p>	<p>Suffolk</p> <ul style="list-style-type: none"> NI 163 proportion of adults qualified to at least Level 2 NI 165 proportion of adults qualified to at least Level 4 NI 172 percentage of small businesses showing growth local LT4 increase employment in key sectors LT9 affordable homes

Haven Gateway		
		<p>Essex</p> <ul style="list-style-type: none"> NI 163, NI 165, NI 171, NI 172
<p>Achieving the regeneration of coastal towns, in particular Jaywick, currently one of the most deprived areas in the UK.</p>	Housing	<p>Suffolk</p> <ul style="list-style-type: none"> NI 166 median earnings of employees NI 2 percentage of people that feel they belong to their neighbourhood NI 154 net additional homes NI 152 working age people on benefits local LT3 coastal zone local T4 increase employment in key sectors local LT9 affordable homes <p>Essex</p> <ul style="list-style-type: none"> NI 154, 166, LI 2.2 affordable housing
	Culture, creativity and the visitor economy	
	Skills and employability	
	Transport	
<p>Unlocking the potential of key employment sites, currently underutilised and underdeveloped, ensuring no adverse effects on the site integrity of important wildlife sites, including Sproughton and Brantham.</p>	Enterprise, business support and innovation	<p>Suffolk</p> <ul style="list-style-type: none"> local LT4 increase employment in key sectors NI 166 median earnings of employees NI 172 percentage of small businesses showing growth <p>Essex</p> <ul style="list-style-type: none"> NI 171 new business registration rate NI 172
	Skills and employability	
<p>Further development of Haven Gateway's regional cultural and tourism potential with a potential International Centre for Classical Music at Aldeburgh and building on the developments of firstsite:newsite and Dance East.</p>	<p>Culture, creativity and the visitor economy</p>	<p>Suffolk</p> <ul style="list-style-type: none"> NI 8 adult participation in sport/recreation LT10 cultural participation LT4 increase employment in key sectors <p>Essex</p> <ul style="list-style-type: none"> NI 8 NI 11 engagement in the arts LI 5.1. access to services LI 5.2 reduction in congestion

Haven Gateway		
<p>Town centre regeneration in Ipswich and Colchester. Ipswich requires major transport improvements focussed on public transport, flood defence works and the expansion of University Campus Suffolk. Colchester's focus is on sites for expansion, enhancing its cultural identity, improving its public realm and the regeneration of its former port and associated river frontages.</p>	Transport	<p>Suffolk</p> <ul style="list-style-type: none"> • NI 163 proportion of adults qualified to at least level 2 • NI 165 proportion of adults qualified to at least level 4 • NI 91 participation of 17 year olds in education/training • NI 154 net additional homes • NI 172 percentage of small businesses showing growth • LT9 affordable homes <p>Essex</p> <ul style="list-style-type: none"> • NI 154 net additional homes • local LI2.2 affordable housing
	Skills and employability	
	Utilities	
	Culture, creativity and the visitor economy	

NB: These priorities are taken from the Haven Gateway IDP and discussions with the Haven Gateway Partnership.

11.10 Heart of Essex

Profile

The Heart of Essex is focussed around the county town of Chelmsford, incorporating Braintree, Brentwood and Maldon; however, much of this area is rural in character, in particular, Braintree and Maldon, though Brentwood is heavily influenced by its proximity to London, and Chelmsford is one of the larger free-standing towns in the region with the benefit of a competitive location on the fringe of a world city. Railway links to London are very good (and set to improve with Crossrail) and the sub-region is well connected through the M25, M11, A12 and proximity to Stansted, though east-west links are poor.

Challenges

The sub-region will experience extensive growth with around 30,000 new homes by 2021 (of which 16,000 will be in Chelmsford and 7,700 in Braintree) and a contribution to 56,000 new jobs in Essex (outside of Haven Gateway and Thames Gateway) again largely in Chelmsford. (Housing is also required in Brentwood and Maldon). A key challenge will be to accommodate this growth whilst protecting and enhancing the rural areas and smaller and historic towns.

Chelmsford is a key centre for development and change and, together with Braintree, is a newly established growth area. Chelmsford has high skill levels, a strong and growing retail offer, the presence of high profile employers, such as BAE, and a growing research and development capacity supported by Anglia Ruskin University. Brentwood benefits from its location and transport links to London and the potential of Crossrail will enhance this. Crossrail services will, however, only extend as far north as Shenfield, and may have a detrimental impact on services to/from further north.

There are problems of low employment, wages and skills levels in the more rural locations such as Braintree and, in particular, Maldon, which will need to be addressed. The opportunities for education and employment for residents are currently restricted and a key challenge is to develop the skills in the sub-region by the expansion of further, higher and vocational education.

In order to retain and enhance the high quality of the local environment, growth is concentrated in Chelmsford and Braintree. This will require the development of sustainable transport connections whilst tackling current problems of congestion.

Protecting and strengthening the sub-region’s natural assets through green infrastructure and environmental improvements is vital to its successful economic regeneration and will be a key challenge.

Delivery

This area has not been seen in the regional strategies as a named sub-region, and there is not a sub-regional partnership approach as such. However, Chelmsford and Braintree are working jointly on housing growth through the programme of development. Chelmsford is the most advanced in terms of progress on its Local Development Framework, in particular, on infrastructure requirements and establishment of a tariff. Chelmsford Tomorrow is a partnership delivery mechanism including the partners Essex County Council, EEDA, Homes and Communities Agency (HCA) and the Environment Agency. Through Chelmsford Tomorrow, an overview process for delivery has been established and an IDP is being undertaken.

Sub-regional priorities

An overriding challenge is to accommodate growth, including much needed affordable housing, whilst maintaining the quality of the local environment. An added pressure is the need to enhance strategic transport connections and tackle severe congestion problems in Chelmsford, Brentwood and Braintree.

Heart of Essex		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
<p>Employment and business development building on existing strengths in higher value added knowledge jobs, making use of key support to new or relocating businesses through ventures such as the provision of business/technology incubator support and maximising the impact of Stansted, Olympics and London connections, whilst supporting local people to access job opportunities.</p>	<p>Enterprise, business support and innovation</p> <p>Skills and employability</p>	<ul style="list-style-type: none"> • NI 171 new business registration rate • LI 8.1 jobs created from direct foreign investment • LI 8.2 helping companies to trade internationally
<p>Remedying the recognised deficiencies in current provision through developing options for key improvements to transport and connectivity, including completion of the A120, dualling and expansion of capacity on the A12, M25 and M11.</p>	<p>Transport</p>	<ul style="list-style-type: none"> • NI 186 per capita reduction in CO₂ • LI 5.2 reduction in congestion
<p>Provision of the key infrastructure to facilitate growth in Chelmsford and Braintree including flood alleviation, major highways and transportation schemes and community infrastructure to allow the development of over 4,000 homes in North Chelmsford and strengthening of green infrastructure.</p>	<p>Housing</p> <p>Transport</p> <p>Culture, creativity and the visitor economy</p>	<ul style="list-style-type: none"> • NI 186 per capita reduction in CO₂ • LI 5.2 reduction in congestion • NI 154 net additional homes • NI 197 improved Local Biodiversity

Heart of Essex		
	Green infrastructure	
Town centre regeneration and enhancement in Chelmsford, Braintree, Brentwood and Maldon to increase the retail, housing and cultural offers in the three towns and, particularly in Chelmsford's case, to provide employment expansion opportunities.	Enterprise, business support and innovation	<ul style="list-style-type: none"> NI 154 net additional homes NI 171 new business registration rate LI 2.2 affordable housing
	Culture, creativity and the visitor economy	
	Housing	
Tackling both high-level skill needs (including further expansion of Anglia Ruskin University) and low level employment/employability in the rural areas, in particular Maldon, by improvement of further education and basic skill training opportunities.	Skills and employability	<ul style="list-style-type: none"> NI 163 proportion of 19-64 year olds qualified to at least level 2 or higher NI 164 proportion of 19-64 year olds qualified to at least level 3 or higher NI 165 proportion of 19-64 year olds qualified to at least Level 4 or higher NI 166 median earnings
	Enterprise, business support and innovation	
Increasing the delivery and availability of appropriate and affordable housing in all parts of the sub-region, with major growth concentrated on Chelmsford and Braintree.	Housing	<ul style="list-style-type: none"> NI 154 net additional homes LI 2.2 affordable housing

NB: These priorities are taken from the Chelmsford and Braintree programmes of development and discussions and contact with officers of Chelmsford, Brentwood, Braintree, Maldon and Essex County Councils.

11.11 London Arc West - Hertfordshire

Profile

This part of the London Arc is a complex polycentric area of market towns, commuter settlements and 20th century new towns over which London has a powerful impact. Long-standing greenbelt policies have restrained the outward spread of the capital and preserved the existing urban structure. The area is characterised by a generally buoyant economy, although there are pockets of poor performance and deprivation, particularly within the new towns. The key centres in the sub-region; Watford, Hemel Hempstead, Welwyn Garden City, Hatfield and Stevenage have a good record of matching new housing with employment and are located on strategic communications routes, which makes them both attractive for business growth and accessible to the London jobs market. However, it is these locations that are facing some of the biggest challenges around town centre regeneration and infrastructure provision. The downturn in the economy has resulted in the closure of many shops in these centres and high-class employment is urgently needed.

Challenges

The challenges faced by this sub-region are largely as a result of the relationship to London, and how these locations manage the increasing pressures of growth and competition. There is very strong housing demand, and development pressures are intense. Coupled with this are shortages of affordable and key worker housing and other community infrastructure. There is also considerable pressure on the area’s road and rail networks, reflecting both the high levels of movement to and from London, and the complex movements for shopping, employment, education, leisure, etc between the towns. A further substantial challenge here is the need to resolve the waste water capacity issues revealed by the Rye Meads water cycle study which will affect the delivery of future housing growth allocations at Harlow and Stevenage for example.

Hertfordshire County Council and its partners have developed an infrastructure and investment strategy. The work has identified particular challenges for transport infrastructure, making clear distinctions between historic and future need. These pressures will be further challenged as a result of growth targets of an additional 65,000 new homes and 68,000 new jobs.

Pressures on the sub-region’s natural resources are significant and protecting and enhancing the area’s environmental resources present key challenges.

Delivery

The infrastructure and investment strategy was finalised in late 2009 and will inform future delivery priorities and mechanisms. As part of the current work being undertaken, a funding model is being considered, which will match the assessment of infrastructure needs with a proposed system for funding using money raised through the forthcoming Community Infrastructure Levy and directing it towards infrastructure funding priorities.

There are still a number of issues to be resolved sub-regionally in relation to this, including the most appropriate management structure, the nature of sub-regional charges as opposed to local charges, etc.

Sub regional priorities

Overall priorities seek to balance the priorities of restraining urban sprawl, enhancing the countryside and meeting development needs in sustainable ways. Critical to any future delivery within the sub-region is a positive approach to infrastructure provision.

London Arc West – Hertfordshire		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
Broadening the housing offer to deliver greater diversity and choice. Overcome particular shortages of affordable and key-worker housing and other community infrastructure.	Housing	<ul style="list-style-type: none"> NI 154 net additional homes provided NI 155 number of affordable homes NI 7 a thriving third sector
Continuing to grow the University of Hertfordshire as the UK’s leading business-facing university	Skills and employability	<ul style="list-style-type: none"> NI 163 proportion of adults qualified to at least Level 2 NI 165 proportion of adults qualified to at least Level 4

11 Places - our sub-regional priorities

London Arc West - Hertfordshire		
	Enterprise, business support and innovation	
A positive approach to green infrastructure including greenbelt review and embracing natural assets such as Lee Valley Regional Park, the Stort Valley, Weald Country Park and Aldenham Country Park.	Green infrastructure	<ul style="list-style-type: none"> NI 8 adult participation in sport and active recreation
Building on the performance of, and enhancements to, the sub-region's globally leading companies and research institutes, supporting and enabling supply chains and business network and supporting the development of third-generation science parks.	Enterprise, business support and innovation	<ul style="list-style-type: none"> NI 172 percentage of small businesses showing growth
Addressing the issues of the infrastructure deficit in the sub-region focusing particularly on water infrastructure capacity and energy shortages.	Utilities Housing	
Establishing feasibility for investment in transport infrastructure , with particular emphasis on routes into London including the M1, rail capacity and sustainable connections between settlements and the airports and addressing east-west public transport links.	Transport	<ul style="list-style-type: none"> NI 175 access to services and facilities by public transport, walking and cycling NI 186 per capita CO₂ emissions
Supporting key towns as sub-regional centres , enhancements to town centres, in particular, Stevenage, Watford and its cultural offer, and the town centre environments of the new towns.	Housing Culture, creativity and the visitor economy	<ul style="list-style-type: none"> NI 175 access to services and facilities by public transport, walking and cycling NI 172 percentage of small businesses showing growth

NB: These priorities are taken from the RES and the RSS, Hertfordshire's emerging Infrastructure Investment Plan and discussions with officers of Hertfordshire's County Council.

11.12 London Arc East - Harlow/Stansted corridor

Profile

This area, which is heavily influenced by its proximity to London, comprises the areas of East Hertfordshire, Harlow, Broxbourne, Epping Forest and Uttlesford and has the key transport links of the M25, M11 and Stansted Airport within it. It has an excellent strategic location allowing good access to national and international markets. The quality of the natural environment is strong and, in Epping Forest, Hatfield Forest and the Lee Valley Regional Park it benefits from nationally and regionally important natural environments and greenspace. Although relatively affluent, it has, in Harlow and Lee Valley, a location with significant areas of deprivation.

Challenges

A large proportion of the area is rural in character. A key priority is the protection and enhancement of this and the character of its smaller and historic towns. This will be a challenge, given targets of a minimum of 45,100 new homes by 2021 (of which 16,000 should be in and around Harlow) and a contribution to 56,000 new jobs in Essex (excluding Haven Gateway and Thames Gateway) and 68,000 jobs in Hertfordshire. Given its proximity to London, there is already strong demand for housing for people commuting, and the attraction of new employment will be its greatest challenge. High property prices, in particular in the south of the sub-region, present real problems of affordability for families in housing need already living in the area.

Whilst the area has key transport links and a good strategic location, east-west links are poor and encourage longer journeys via the M25.

Harlow and Lee Valley are identified as priority areas for regeneration and are strategic employment sites requiring the attraction of new businesses. New homes, economic growth and associated infrastructure are vital to achieving this regeneration. Harlow, in particular, will see employment and housing growth, but to deliver this successfully will require a significant transformation and growth of its retail, commercial, cultural and education offer to become the substantive sub-regional centre required. Addressing the negative image and perception of Harlow will be a major challenge. The town urgently requires new and improved retail and commercial space in order to realise its ambition to become a sub-regional centre. Major improvements to further education are also essential in order to address key skill shortages.

Successful regeneration will need to balance growth with maintaining the high-quality historic and rural character of the sub-region through high-quality design standards and green infrastructure.

Delivery

There has been joint working on the programme of development though currently all interventions are in Harlow. The RSS is clear that there must be co-operation between local authorities on the expansion of Harlow, but this is slow to proceed. There are also issues around maximising the employment impact of Stansted irrespective of further expansion. Harlow has established Harlow Renaissance as a delivery vehicle and is well placed to move forward, though is constrained by progress on the LDF. Delivery will be accelerated as the LDF progresses.

Sub-regional priorities

Overall priorities include a commitment to the retention of the quality of the environment whilst accommodating growth, including provision of much needed affordable housing. Continued enhancement of the existing strategic transport connections will be vital alongside tackling serious congestion problems in Harlow and some of the other main towns. Resolving waste water infrastructure issues for long-term housing growth at Harlow is also a significant issue linked to the capacity issues at Rye Meads treatment works in East Hertfordshire referred to in the London Arc West - Hertfordshire section. A key priority will be to develop and improve the quality of employment land in Harlow.

London Arc East – Harlow/Stansted corridor		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
Delivering the employment potential arising within the sub-region, in particular, the development of key business clusters. This will require the provision of infrastructure	Enterprise, business support and innovation Transport	Essex <ul style="list-style-type: none"> • NI 154 net additional homes • NI 171 new business registration

London Arc East - Harlow/Stansted corridor		
improvements and local skills development to facilitate this alongside the provision of a range of housing growth and connectivity improvements.		<ul style="list-style-type: none"> local LI 2.2 affordable housing LI 5.2 reduction in congestion LI 8.1 foreign direct investment LI 8.2 helping companies to trade internationally <p>Herts</p> <ul style="list-style-type: none"> NI 154 NI 172 percentage of small businesses showing growth
Securing Harlow as a sub-regional centre and catalyst for fundamental change. Joint and effective strategic planning and delivery to ensure its expansion (of homes, jobs growth and economic activity).	<p>Housing</p> <p>Enterprise, business support and innovation</p> <p>Transport</p>	<p>Essex</p> <ul style="list-style-type: none"> NI 154 net additional homes NI 171 new business registration local LI 2.2, LI 5.2, LI 8.1 <p>Herts</p> <ul style="list-style-type: none"> NI 154, 172
Regeneration of Harlow town centre. Improvements and expansion of retail and commercial space. Address current problems of negative image and perception. The provision of a university in the town, through Anglia Ruskin University, together with major improvements to further education, will greatly assist this as well as addressing key skill shortages.	<p>Housing</p> <p>Transport</p> <p>Culture, creativity and the visitor economy</p> <p>Skills and employability</p>	<p>Essex</p> <ul style="list-style-type: none"> NI 154 NI 163 proportion of adults qualified to at least Level 2 NI 165 proportion of adults qualified to at least Level 4 NI 166 median earnings of employees NI 171 new business registration rate local LI 2.2, LI 5.2, LI 8.1 <p>Herts</p> <ul style="list-style-type: none"> NI 154, 163, 165, 172
Developing options to improve transport infrastructure and to improve traffic management including M25 widening, M11 hard shoulder operation, improving M11 Junction 7, upgrading of the A414 (including a northern relief road for Harlow to accompany the housing growth) and continued improvements to rail services to London and Stansted.	Transport	<p>Essex</p> <ul style="list-style-type: none"> NI 186 per capita reduction in CO₂ local LI 5.2 <p>Herts</p>

London Arc East – Harlow/Stansted corridor		
		<ul style="list-style-type: none"> • NI 175 access to services and facilities by public transport, walking and cycling • NI 178 bus services running on time
Balancing the growth agenda with the need to maintain the high quality historic and rural character of the area with high-quality design standards and ensuring excellent green infrastructure as a resource for local communities.	Green infrastructure Housing	<p>Essex</p> <ul style="list-style-type: none"> • NI 186 • NI 188 planning to adapt to climate change • NI 197 improved local biodiversity • local LI10.1 living landscapes <p>Herts</p> <ul style="list-style-type: none"> • NI 186
Maximising the potential arising from the 2012 Olympic Games and Paralympic Games , both directly and indirectly from the employment and business opportunities arising from construction, tourism and legacy gains. ⁽⁴⁾	Skills and employability Enterprise, business support and innovation Culture, creativity and the visitor economy	<p>Essex</p> <ul style="list-style-type: none"> • NI 163, 164, 165, 166, 171, LI 8.1 <p>Herts</p> <ul style="list-style-type: none"> • NI 163, 165, 172

NB: These priorities are taken from the programmes of development and discussions with the officers of Harlow, Epping, Uttlesford, Broxbourne, Hertfordshire and Essex Council.

11.13 Luton and Southern Bedfordshire

Profile

Luton and the southern area of Central Bedfordshire have a combined population of around 304,000 people. The area is ethnically diverse, with 22 per cent of the population from ethnic minorities. The wider setting of the sub-region incorporates both the Chilterns and the Downs and is particularly attractive. The Luton and Southern Bedfordshire area is recognised in the regional spatial strategy as a priority area for economic regeneration and as a regional interchange centre owing to its close proximity to motorway (eg M1 and M25) and trunk road network. With direct road links to London, Luton also offers fast rail services to the capital and onwards to Europe. It is also home to London Luton Airport, one of the fastest growing airports in the UK, already serving over 50 European destinations. The area also benefits from the presence of the universities of Cranfield and Bedfordshire.

4 This priority relates to employment and business development on an economic basis, and is not intended to identify any particular physical sites

Challenges

Luton and Southern Bedfordshire has a target of providing 26,300 new homes by 2021 and a further 15,400 homes between 2021 and 2031, as set out in the sub-regional strategy for the Milton Keynes/South Midlands area. The housing strategies for the Luton and Southern Bedfordshire area identify the provision of affordable housing as the key issue to be addressed in the local area. They highlight that the existing demand for affordable housing is not being met, with a knock-on effect on homelessness and the creation of sustainable communities.

Over recent years there has been a demonstrable restructuring of the economy, resulting in significant loss of employment in manufacturing in the area, in Southern Bedfordshire in particular. As yet, only limited alternative employment is on offer. The area is expected to deliver 12,600 additional jobs by 2021 and a further 7,400 between 2021 and 2031. The predicted growth areas of employment will display a notable shift away from traditional industries to high technology manufacturing, aviation, construction, financial services, leisure and tourism and environmental sectors.

Notwithstanding its strategic position, the area continues to suffer from congestion and relieving current congestion and increasing capacity remain significant issues.

Delivery

Luton has been a unitary authority since 1997. From April 2009 a new unitary authority was created for Central Bedfordshire based upon the merger of Mid Bedfordshire District Council and South Bedfordshire District Council. Both unitary authorities are responsible for not only delivering district services but also for the first time, key service areas such as Education, Children's services and Adult services. The authorities are also expected to take full advantage of the new opportunities that unitary status offers around stronger local leadership, genuine opportunities for neighbourhood engagement, community empowerment and delivering improved value for money and equity for public services.

There is a continuing issue of capacity to deliver the growth agenda in the sub-region, although the establishment of a local delivery vehicle will assist with this. Work is now required on the development of the local development framework through the joint committee and wider partnerships. Joint working between Luton and Central Bedfordshire is currently progressing on a number of areas such as Total Place, Multi Area Agreement for Luton Gateway as well as existing programmes such as the LDF through the Joint Committee and the Joint Technical Unit.

Sub-regional priorities

Overall priorities seek to deliver growth of the population, reflecting a high-quality urban and rural environment, whilst at the same time continuing to transform the structure of the local economy and provide for necessary infrastructure.

Luton and Southern Bedfordshire		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
Further growing the role of London Luton Airport within permitted capacity as an international gateway to the area and a major employment generator/source.	Transport	Central Bedfordshire <ul style="list-style-type: none"> NI 175 access to services and facilities by public transport, walking and cycling NI 171 new business registration rate

Luton and Southern Bedfordshire		
		<p>Luton</p> <ul style="list-style-type: none"> NI 151 overall employment rate
<p>Investment in infrastructure to support growth, including M1 widening, alternative traffic management, junction 10a improvements, a new Junction 11a, the A5-M1 link and Woodside connection, East Luton Corridor, Luton Northern Bypass, Luton North, and Luton Parkway Station.</p>	<p>Housing</p> <p>Transport</p> <p>Utilities</p>	<p>Central Bedfordshire</p> <ul style="list-style-type: none"> NI 154 net additional homes NI 175 access to services by public transport, walking and cycling <p>Luton</p> <ul style="list-style-type: none"> NI 154 NI 155 affordable homes provided
<p>Continuing the move to higher value industries through the provision of sufficient high-quality employment land and adequate infrastructure, building on current investments at Butterfield Business and Technology Park, Napier Park and providing new opportunities for similar developments in the new growth areas.</p>	<p>Enterprise , business support and innovation</p>	<p>Central Bedfordshire</p> <ul style="list-style-type: none"> NI 171 new business registration rate NI 172 percentage of small businesses showing growth <p>Luton</p> <ul style="list-style-type: none"> NI 151 overall employment rate NI 171, 172
<p>Town centre regeneration of the sub-regional centre of Luton, and the other towns in the sub-region - Dunstable, Houghton Regis and Leighton Linsdale to address transport issues, provide modern-quality urban environments and a range of retail and services to serve the growing population and attract visitors.</p>	<p>Culture, creativity and the visitor economy</p> <p>Skills and employability</p> <p>Transport</p>	<p>Central Bedfordshire</p> <ul style="list-style-type: none"> NI 3 civic participation in the local area NI 11 engagement in the arts NI 175 NI 171, 172 <p>Luton</p> <ul style="list-style-type: none"> NI 11, 171, 172
<p>Protect and expand green infrastructure across the sub-region, but with particular emphasis on effective integration of green infrastructure into urban areas through new development.</p>	<p>Green infrastructure</p>	<p>Central Bedfordshire</p> <ul style="list-style-type: none"> NI 197 enhancing green infrastructure and biodiversity NI 8 adult participation in sports and active recreation <p>Luton</p> <ul style="list-style-type: none"> NI 8
<p>Address the issue of low skills. Promoting the role of the University of Bedfordshire as a</p>	<p>Skills and employability</p>	<p>Central Bedfordshire</p>

Luton and Southern Bedfordshire		
<p>knowledge hub and ensuring further education provision is expanded at Barnfield, Luton and Dunstable colleges.</p>		<ul style="list-style-type: none"> NI 163 proportion of adults qualified to at least Level 2 NI 165 proportion of adults qualified to at least Level 4 NI 117 16–18 year olds not in education/training NI 81 inequality gap in achievement of Level 3 qualification NI 82 inequality gap in achievement of Level 2 qualification <p>Luton</p> <ul style="list-style-type: none"> NI 81, 82, 163, 117 NI 162 entry level numeracy achieved

NB: These priorities are taken from the Luton and South Bedfordshire IDP, and discussions with officers of Luton and Central Bedfordshire Councils.

11.14 North/West Norfolk and West Suffolk

Profile

This area includes the three distinct centres of King's Lynn, Thetford and Bury St Edmunds and their largely rural hinterlands, including the North Norfolk Coast. The area is not a defined sub-region, rather, it reflects the location of a number of smaller market towns each with a rural hinterland that share some similar challenges (although they are distinctive in their own right, for example the coastal issues faced by places like King's Lynn or Cromer). Given some of the similarities, they have therefore been described together here for the purposes of implementation, although the interventions need to be tailored to reflect each location.

The historic market towns of King's Lynn, Thetford are designated growth points, and St Edmundsbury District is a designated growth area. All are gearing up for the challenges of major new housing and employment development. Much of the area is rural in nature and includes a number of high-quality protected landscapes and habitats. Taken together, there is a population of some 409,000. Agriculture and tourism remain important sectors, even though there is a desire to move away from a low-wage economy to higher-skilled employment. The area also has strong functional links with the neighbouring settlements of Cambridge, Norwich, Ipswich and Peterborough and this presents particular opportunities and challenges.

Challenges

Significant growth is planned for King's Lynn, Thetford and in St Edmundsbury District and the delivery of these growth points is a regional priority. The focus of change is on the three towns, although growth is also planned or proposed in and around some of the other smaller settlements, such as Hunstanton, Downham Market and Mildenhall, to further their roles as service centres and (in the case of Hunstanton) a seaside resort. The past designation of King's Lynn, Thetford and Haverhill (the latter also being addressed as part of the Cambridge sub-region) as London over-spill towns has left a legacy of concentrations of deprivation and a reliance on larger employers that have been vulnerable to global economic pressures. There is a strong sense that the mistakes of past rapid population growth must not be repeated. In St Edmundsbury and King's Lynn there are particular issues around the infrastructure constraints that must be overcome and across the

area a wide range of physical, environmental and social infrastructure needs have been identified. Provision for, and management of, transport is a key priority; power supply is also a significant constraint to growth in all areas.

One potential issue is the competing demand for infrastructure funding from the surrounding growth points. The area has significant natural resources important for biodiversity, recreation and tourism. The Brecks, Thetford Forest, the Fens, the Wash and the North Norfolk Coast are regionally and internationally important areas for wildlife conservation. Protecting these assets and integrating the natural environment with new housing and employment through the effective use of green infrastructure will be key to success. The protection of the coast from the effects of climate change is a particular issue for North Norfolk.

Matching the proposed housing development with an appropriate level of jobs is a real challenge facing the area in delivering a sustainable approach to growth and to reduce out-commuting. Whilst small firms are prevalent in North Norfolk, King’s Lynn has suffered from the loss of employment in larger firms. Economic policies centre on providing land for, and promoting the major towns to, key sectors to promote high-quality, highly-skilled jobs. In St Edmundsbury the economic challenges lie particularly around the provision of, and access to, additional employment land.

Delivery

As this area is not a defined sub-region and has a combination of distinctive growth points, growth area and rural hinterland, there is not a sub-regional partnership. Local partnerships are mainly the product of the activity of the local authorities or to respond to growth, as in the case of Thetford, King's Lynn and St Edmundsbury. The county and district authorities have worked through the local strategic partnerships and have produced PODs. Progress on planning legislation is varied. North Norfolk is the most advanced in terms of progress on the local development framework, having adopted its core strategy in September 2008, one of the first in the region.

Sub-regional priorities

An overriding challenge is co-ordinating the infrastructure to accommodate growth. However, this growth is needed to regenerate King's Lynn, Thetford and coastal communities, and the present market conditions could restrict their growth potential.

North/West Norfolk and West Suffolk		
Sub regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
The development of a range of new housing in the growth points at King’s Lynn, Thetford and Bury St Edmunds. Supply of affordable homes is a particular priority in parts of North Norfolk and the other market towns.	Housing	<p>Norfolk</p> <ul style="list-style-type: none"> NI 154 net additional homes NI 155 no. of affordable homes <p>Suffolk</p> <ul style="list-style-type: none"> NI 154 local LT9 affordable homes
Improving the amount and quality of jobs, in particular to address the low-wage economy	Skills and employability	<p>Norfolk</p> <ul style="list-style-type: none"> NI 166 median earnings for employees

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North/West Norfolk and West Suffolk		
<p>through new employment sites and improving skills of the workforce. The King's Lynn Academy, the National Construction College, and facilities for the College of West Anglia, Anglia Ruskin University in King's Lynn and University Campus Suffolk in Bury St Edmunds are vital components.</p>	<p>Enterprise, business support and innovation</p>	<ul style="list-style-type: none"> NI 171 new business registration rate NI 117 16-18 year olds not in education or training NI 163 19-64 qualified to Level 2 or higher local LI 1.7 (employment in higher-level occupations) <p>Suffolk</p> <ul style="list-style-type: none"> LT4 increase Employment in key sectors NI 163 proportion of adults qualified to at least Level 2 NI 165 proportion of adults qualified to at least Level 4 NI 166 median earnings of employees
<p>Coastal erosion is having a significant impact on the communities, economy and environment of the North Norfolk coast. Action needs to be taken to defend or to compensate, to avoid uncertainty. Strategies for the coast should adopt an integrated approach that recognises and responds to the likelihood of increased flood and erosion risks as a result of climate change.</p>	<p>Green infrastructure</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 188 planning to adapt to climate change
<p>Flood risk mitigation and adaption investment is a key priority to ensure the sustainable growth of parts of King's Lynn.</p>	<p>Housing</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 154 net additional homes NI 188 planning to adapt to climate change
<p>Tourism is important to sustaining the local economy. The priority is to improve visitor spend whilst promoting sustainable tourism.</p>	<p>Enterprise and innovation Culture, creativity and the visitor economy</p>	<p>Suffolk</p> <ul style="list-style-type: none"> local LT4 increase employment in key sectors
<p>Resolving the infrastructure deficit and delivering infrastructure to support growth. Whilst the growth points have some degree of resource for infrastructure, utilities, social and green infrastructure are required, in particular, provision of new hospitals in Bury St Edmunds and King's Lynn.</p>	<p>Housing Transport Utilities</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 154 net additional homes NI 155 number of affordable homes NI 175 access to services by public transport, walking and cycling <p>Suffolk</p>

North/West Norfolk and West Suffolk		
		<ul style="list-style-type: none"> NI 154 local LT9 affordable homes
<p>Further establish feasibility for access improvements to road (A14, A10 and A47) and rail (Sheringham–Norwich, Norwich–Cambridge, Bury St Edmunds bus and rail interchange and rail services). The sub-regional priorities are to improve the A47 between the A1 and Great Yarmouth, dualling the A11, Peterborough/A1, Bury St Edmunds relief road and A14 junctions.</p>	Transport	<p>Suffolk</p> <ul style="list-style-type: none"> NI 186 per capita reduction in CO₂ local LT2 access LT2B access to employment by sustainable means
<p>Achieve greater self-containment by developing the role of town centres through improving the built environment, accessibility and ensuring that the range of services available are protected and enhanced to serve the town and the rural hinterland with a particular emphasis in Bury St Edmunds on the provision of office space. Protect the historic settlements of King’s Lynn, Bury St Edmunds and Thetford.</p>	<p>Housing</p> <p>Transport</p> <p>Enterprise, business support and innovation</p> <p>Culture, creativity and the visitor economy</p>	<p>Norfolk</p> <ul style="list-style-type: none"> NI 154 net additional homes NI 171 new business registration rate NI 175 access to services by public transport, walking and cycling <p>Suffolk</p> <ul style="list-style-type: none"> NI 154, 172 local LT10 cultural participation
<p>Improvements to green infrastructure. In Thetford, the green infrastructure is critical to mitigate the impact of growth on protected habitats, a similar approach is likely to be required in King's Lynn and is an identified priority in Bury St Edmunds.</p>	Green infrastructure	<p>Norfolk</p> <ul style="list-style-type: none"> NI 197 improved local biodiversity NI 8 adult participation in outdoor recreation and sport local LI 4.5 (ecological networks) <p>Suffolk</p> <ul style="list-style-type: none"> NI 8 local LT8 active conservation management

NB: These priorities are taken from the emerging LDFs, programmes of development and discussions with officers from North Norfolk, Breckland, King’s Lynn and West Norfolk, Norfolk and Suffolk Councils.

11.15 Thames Gateway South Essex

Profile

The Thames Gateway South Essex sub-region comprises all or part of the following authorities within Essex: Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock. The sub-region is designated as part of the Thames Gateway, a regional and national priority for regeneration and growth with the potential to make a major contribution to improvement of the region's economy. The sub-region has been allocated challenging growth figures of 55,000 jobs and 43,800 dwellings to be created in the period 2001–21. Thames Gateway South Essex is the largest urban area in the East of England and represents a unique challenge for regeneration.

Challenges

Thames Gateway faces significant issues of marked difference in performance and prosperity between places. Perceptions of the area are mixed and have resulted in low levels of inward investment. There are significant existing pressures on transport infrastructure, which are having an impact on productivity levels, and the economy and are likely to be exacerbated by further growth.

The sub-region has made slow progress in transitioning to a modern knowledge-based, primarily service sector-driven economy. Deindustrialisation has left a significant economic, social and environmental legacy. Large areas of former industrial land are vacant, and these underutilised resources present huge opportunities for development and growth. The sub-region underperforms in terms of GVA, growth and has low levels of skills attainment. The proportion of the working-age population with NVQ Level 4+ is 16 per cent, significantly lower than the regional average (25 per cent) and there is a low proportion of economic activity in 'knowledge-intensive' sectors.

Whilst the scale of the challenge facing the sub-region is considerable, the area has significant potential. The sub-region benefits from excellent locational advantages - being close to London and key transport connections. The concentration of advanced manufacturing and engineering companies and high-quality research facilities along the A127 Corridor presents a significant opportunity. Town centres, Basildon and Southend, for example, are suffering from lack of investment and increasing competition. There are, however, opportunities to regenerate these and other town centres to transform them into vibrant, modern shopping and leisure destinations.

The sub-region has a special and exceptional natural environment with assets, which are of national and international importance for wildlife. Many of these assets are close to urban areas and also to areas targeted for future growth and regeneration. Protecting and enhancing these areas is vital in defining the distinctive character of the sub-region and is key to its economic regeneration.

Delivery

Thames Gateway has a complicated geography; it covers two county councils, three unitary authorities, eight London boroughs and five districts. This complexity presents challenges for delivery and the Thames Gateway executive, board and strategic partnership are all working to balance direct national influences, as well as unitary, local and partnership agendas through the Thames Gateway South Essex Partnership, the economic development investment plan and the IDP.

Sub-regional priorities

Overall priorities seek to deliver the major regeneration of the sub-region, revitalising town centres and urban areas through a holistic approach to change that incorporates housing and employment growth, supported by new physical infrastructure and significant improvements in skills and specialist expertise.

Thames Gateway South Essex		
Sub-regional priorities	Contribution to Implementation Plan theme	Contribution to LAA targets
Maximising the benefits of the strategic location through the development of London Gateway Port and the associated business parks as a world-class gateway. The success of this is dependent to a significant degree on the links with transport.	Enterprise, business support and innovation	<ul style="list-style-type: none"> NI 171 new business registration rate NI 151 overall employment rate Local LI 8.1 foreign investment LI 8.2 international trade
Matching growth to skills through the development of new business-focussed facilities including an academy for logistics and ports . Maximise the benefits of the university presence in Southend and major new college investments in Basildon and Thurrock.	Skills and employability	<ul style="list-style-type: none"> NI 163 proportion of adults qualified to at least Level 2 NI 164 proportion of adults qualified to at least Level 3 NI 165 proportion of adults qualified to at least Level 4 NI 79 achievement of Level 2 qualifications by 19 NI 117 16-18 year olds not in education/training
Transforming the gateway into an eco sub-region. London Gateway has the potential to act as a demonstrator for renewable energy technologies building on current investments in automotive energy efficiency in Basildon and a new bio-energy park in Thurrock.	Enterprise, business support and innovation Utilities	<ul style="list-style-type: none"> NI 186 per capita reduction in CO₂ emissions NI 188 planning to adapt to climate change NI 191 residual waste per household NI 192 percentage household waste reused, recycled and composted
A programme of town centre regeneration is required with a focus on Southend-on-Sea, Basildon, Thurrock and Castle Point, alongside the major re-invention of the Lakeside Basin and West Thurrock.	Housing Enterprise, business support and innovation Culture, creativity and the visitor economy	<ul style="list-style-type: none"> NI 154 net additional homes provided NI new business registration rate NI 11 engagement in the arts Local LI 5.1 access to services
Promoting green infrastructure and innovative flood protection to improve the quality of the environment and create habitats/attract visitors through the ongoing application of the 'Green Grid'.	Green infrastructure	<ul style="list-style-type: none"> NI 188 planning to adapt to climate change Local LI 10.1 biodiversity and living landscapes
Supporting housing growth through the creation of sustainable communities aligned with	Housing	<ul style="list-style-type: none"> NI 154 net additional homes provided

11 Places - our sub-regional priorities

Thames Gateway South Essex		
economic development and unlocking the potential of sites.		<ul style="list-style-type: none"> • NI 155 number of affordable homes • local LI 2.2 housing
Tackling regeneration of deprived communities. Targeted investment increasing life chances for those people living there and connecting local residents to new employment opportunities.	Housing Enterprise, business support and innovation	<ul style="list-style-type: none"> • NI 152, 153 number of people on benefits • NI 5 overall satisfaction with local area • NI 155 no of affordable homes • local LI 5.1 access to services
Meeting the challenges of connectivity by realising and harnessing the potential of London Southend Airport within permitted capacity as a key transport gateway. Investing in key road infrastructure including J30/31 on the M25, the A130/A13 junction and the A127 in Southend, developing an improved public transport system including enhancements to bus and rail and demand management.	Transport	<ul style="list-style-type: none"> • local LI 5.2 congestion • LI 8.1 foreign investment • LI 8.2 international trade
Driving forward innovation across priority sectors through support for creative industries, including the Production Campus and Creative National Skills Academy in Thurrock and a focussed offer in Southend-on-Sea built around the university, the arts organisation Metal and thriving arts and new media businesses and other potential hubs such as at Ford Dunton.	Enterprise, business support and innovation Culture, creativity and the visitor economy	<ul style="list-style-type: none"> • NI 171 new business registration rate • NI 11 engagement in the arts • Local LI 8.1 foreign investment • LI 8.2 international trade

NB: These priorities are taken from the Economic Development Investment Plan and Thames Gateway Delivery Plan.