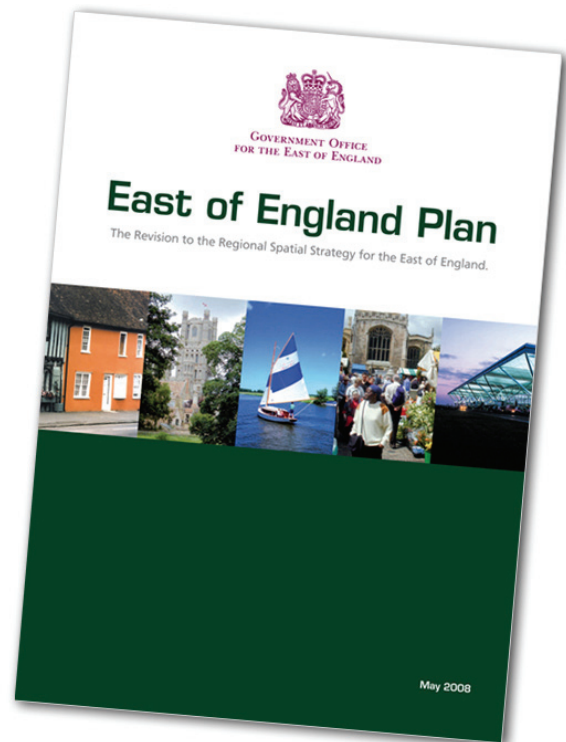


The East of England Implementation Plan

Two regional strategies – one implementation plan



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1. INTRODUCTION

With the adoption of the regional spatial strategy (RSS) in May 2008, and the new regional economic strategy (RES) launched in September 2008, the East of England has an up-to-date and clear set of priorities that will shape the spatial and economic contexts over the next 20 years and beyond. Both strategies have been closely aligned through joint working, shared evidence and through extensive stakeholder engagement and consultation.

2. WHAT IS THE EAST OF ENGLAND IMPLEMENTATION PLAN?

The implementation plan will align the targets and objectives of the RES and RSS and set out the critical interventions needed to meet these up to 2021 and beyond. With a focus on regionally significant interventions, it will include both infrastructure projects and broader programmes of activity. This will help to enable a greater coordination of delivery and alignment of major investment decisions across organisations. The East of England Implementation Plan will be central to securing more resources for the region (through an evidence-based process) and to make better use of those resources already available to us.

In parallel to the development of the implementation plan, an Integrated Sustainability Assessment is being undertaken. This will cover the Strategic Environmental Assessment process, including compliance with the Habitats Directive, and include an equality impact and rural/urban proofing assessment.

The final plan will contain both thematic and spatial sections. The spatial sections will concentrate on the engines of growth (RES) and the key centres for development and change (RSS). Whilst the focus for the implementation plan is on identifying the regionally significant interventions, there is clearly a link to work being undertaken at the local level (such as the Programmes of Development in Growth Areas and Integrated Development Programmes), which will provide much of the evidence and identification of priorities.

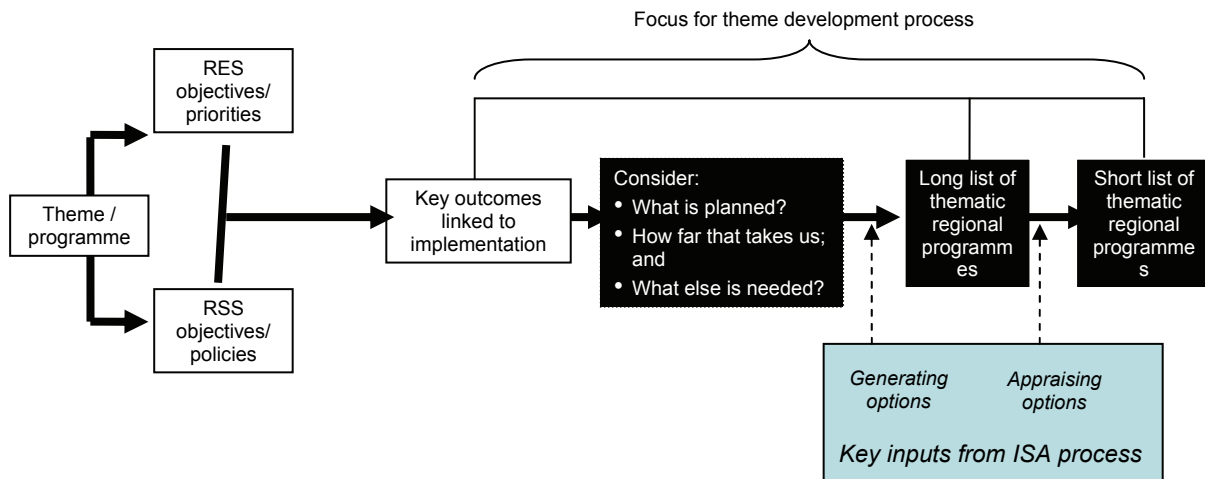
3. WHY IS IT IMPORTANT?

The implementation plan is important for five reasons:

- 1 As a compelling business case for investment in the region's economic assets (for both public and private investors), it will provide us with the evidence to accelerate the funding and delivery of key schemes.
- 2 It will set the longer-term context and priorities for investment in areas such as housing, transport, wider infrastructure and economic development. At draft stage it will inform the region's Regional Funding Advice submission in February 2009.
- 3 It will show how the region is collaborating on the integrated delivery of its economic and spatial objectives.
- 4 It will inform EEDA's future funding priorities and will potentially provide a framework for delegation to implement the Sub-National Review
- 5 It will be a 'live' document, updated periodically to reflect ongoing changes to partners' business plans and strategies. It will allow us as a region to collectively manage risk – the prioritisation and phasing in the implementation plan will give a clear guide as to how we should redeploy resources in changing circumstances.

4. HOW WILL IT BE DEVELOPED?

The graphic below shows how the implementation plan will be developed



The first step in the development of the East of England Implementation Plan is to develop themes that capture the full range and scope of the RES and RSS. Each theme will have between 7-10 objectives drawn directly from the RES and RSS. These have not be rewritten, but duplication has been removed and where there is a difference in targets, the most challenging has been chosen.

The themes are:

Theme	Scope
Housing	Open market and social sectors
Skills and employability	Economic participation, skills development, productivity and other aspects related to the labour force
Innovation, business support and enterprise	Economic development, R&D, business support and the global competitiveness of the region, the growth of sectors and the availability of employment land
Transport	Principally road and rail, including behavioural change
Utilities	Water resources and conservation, energy, waste (reduction, processing and disposal) and ICT infrastructure
Green infrastructure, landscape, heritage, flood risk and coastal	Environmental measures needed not only for recreation but to meet regional biodiversity targets (appendix b of the RSS) and to address climate change
Community infrastructure	Cultural, health, recreation and other community services

The second step is to develop baselines, trajectories and targets for each theme to understand the scale of the implementation challenge to 2031, and what current and planned activity will deliver to give us the nature and scale of any 'gap'. This will be developed using existing strategies, implementation plans and other research. This work will be reviewed with key stakeholders and delivery partners to help develop the plan and our understanding on what will be needed into the medium term.

The implementation plan process may raise issues that need to be addressed through subsequent rounds of strategy development. **However, the implementation plan is about the delivery of existing and agreed strategies; it is not about developing new strategy.**

The interventions needed to fill the 'gaps' will form the core of the implementation plan and this process will be in two stages. A long list of regionally significant programmes will be generated followed by a prioritised short list. Given constraint on resources, clear prioritisation will be necessary. Programme options will also be appraised in terms of sustainability and equality issues to inform the prioritisation process. Key drivers of the prioritisation process are:

- the achievement of regional targets;
- certainty of delivery;
- interdependence with other programmes within and across each theme, and
- the spatial impact to the delivery of sub-regional sustainable growth.

In addition to a thematic cut, the implementation plan will also consider implementation priorities by geography. The plan will look to identify high level targets from the RES and RSS by sub-region, drawing upon other locally-driven development plans where they exist, to agree a set of programme level priorities. Key stakeholders from each sub-region will have the opportunity to engage in discussions around the development of the plan.

4.1 What is the relationship with the Regional Funding Advice process?

The Regional Funding Advice (RFA) process enables each region to inform the government on the investment priorities for transport, economic development, housing and regeneration up to 2011 with indicative funding assumptions to 2019. It also allows regions to provide advice on priorities for the development of skills.

The RFA submission needs to be robust, with clear evidence of prioritisation and analysis of deliverability. The advice should also demonstrate how the priorities that are identified will help to address the region's economic, environmental and social challenges. The implementation plan being developed alongside the RFA will reflect the wider aims of the region and provide the longer-term context, this will greatly strengthen the submission from the East of England. The challenge for the East of England Implementation Plan is to bring the more difficult medium and long term into sharper focus.

4.2 What is the timetable for the process?

The timetable outlined below highlights the tight timeframe for the delivery of this project as it runs alongside the RFA process. Initial work with key stakeholders on the timescale for the development of the implementation plan to fit with their own strategy and planning exercises, shows that this is broadly achievable.

- Development of the scope of the implementation plan Jun-Aug 08
- Theme development with stakeholders Sept-Nov 08
- SEA scoping report consultation Sept-Oct 08
- Implementation Plan drafting Dec-Feb 09
- RFA submission to the government Feb 09
- Consultation on the draft plan and SEA Feb-Apr 09
- Finalisation of the plan May 09

5. HOW DO I FIND OUT MORE?

The process of developing the implementation plan is collaborative. Key thematic and geographic leads have been identified and will be directly involved in the development of the plan.

There will be a period of public consultation in spring 2009, which will influence the development of the final plan.

If you would like to request a meeting or presentation during the development stage, please email implementationplan@eeda.org.uk or contact one of the key team members listed below.

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Further updates

Up-to-date information about the process will be published on the EEDA website at www.eeda.org.uk/implementationplan and EERA’s website www.eera.gov.uk