



# The Growth Agenda

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[www.southwestrda.org.uk](http://www.southwestrda.org.uk)



South West RDA

# The Growth Agenda

- Why the South West RDA is engaged in the housing growth agenda.
- The drivers of housing need and demand.
- The growth agenda in the South West.
- Making the best of housing growth.
  - Infrastructure Planning.
  - Design quality.
  - Low carbon ambition.
  - Sharing the benefits of growth.

# The Growth Agenda.

- Vision for economic growth in the South West:

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

# The Growth Agenda.

Bath's economy relies on:

- Tourism.
- Business and professional services.

Specialisms in:

- Advanced engineering and marine.

Two quality universities.



# The Growth Agenda

Potential economic growth in Bath:

Regional Economic Strategy:

- By 2016 a further 11,300 plus jobs.
- By 2026 a further 20,000 plus jobs.

Regional Spatial Strategy:

- Planning for employment will provide about 20,200 jobs in the Bath travel to work area.
- Provision for 39 hectares of employment land.

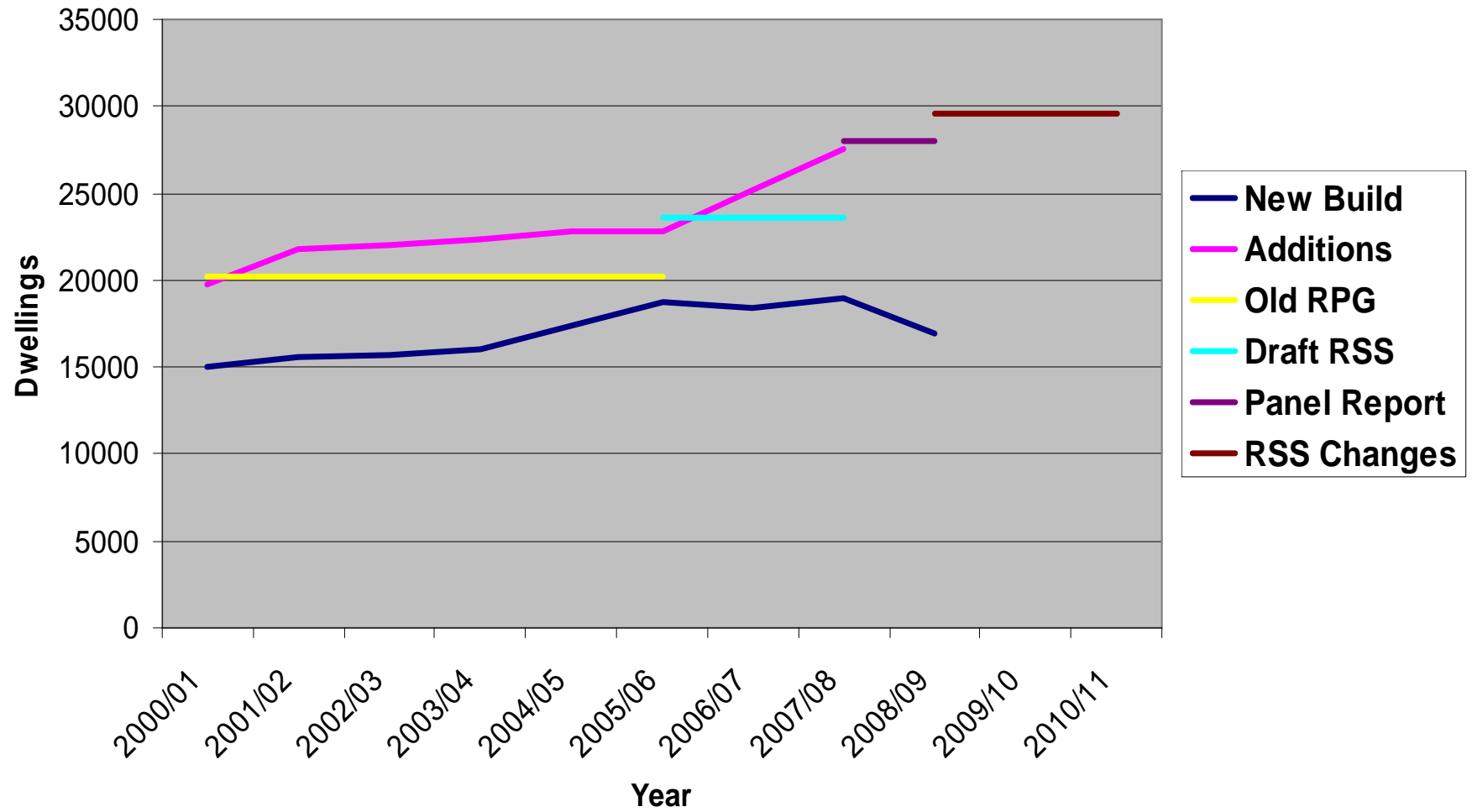
# The Housing Growth Agenda.

## South West RDA:

“Leads the development of a sustainable economy in the South West, investing to unlock the region’s business potential”

- Barker Review of Housing Supply 2004 examined the impact on the economy of an under supply of housing.
- Sustainable communities are those in which people can live and work.

## Housing delivery



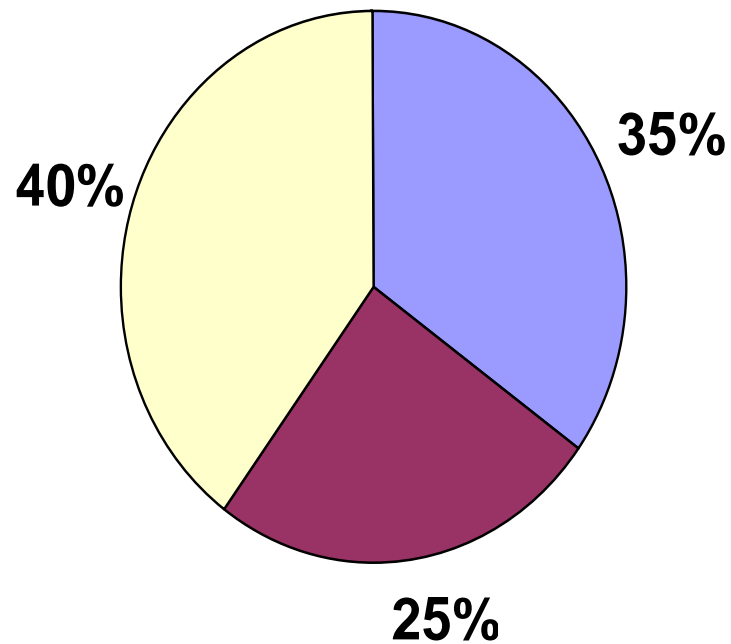
# The Housing Growth Agenda.



“The South West is a region where the quality of the environment attracts people and the strength of the economy attracts employees.”

- Housing demand and need is not driven purely by economic growth.



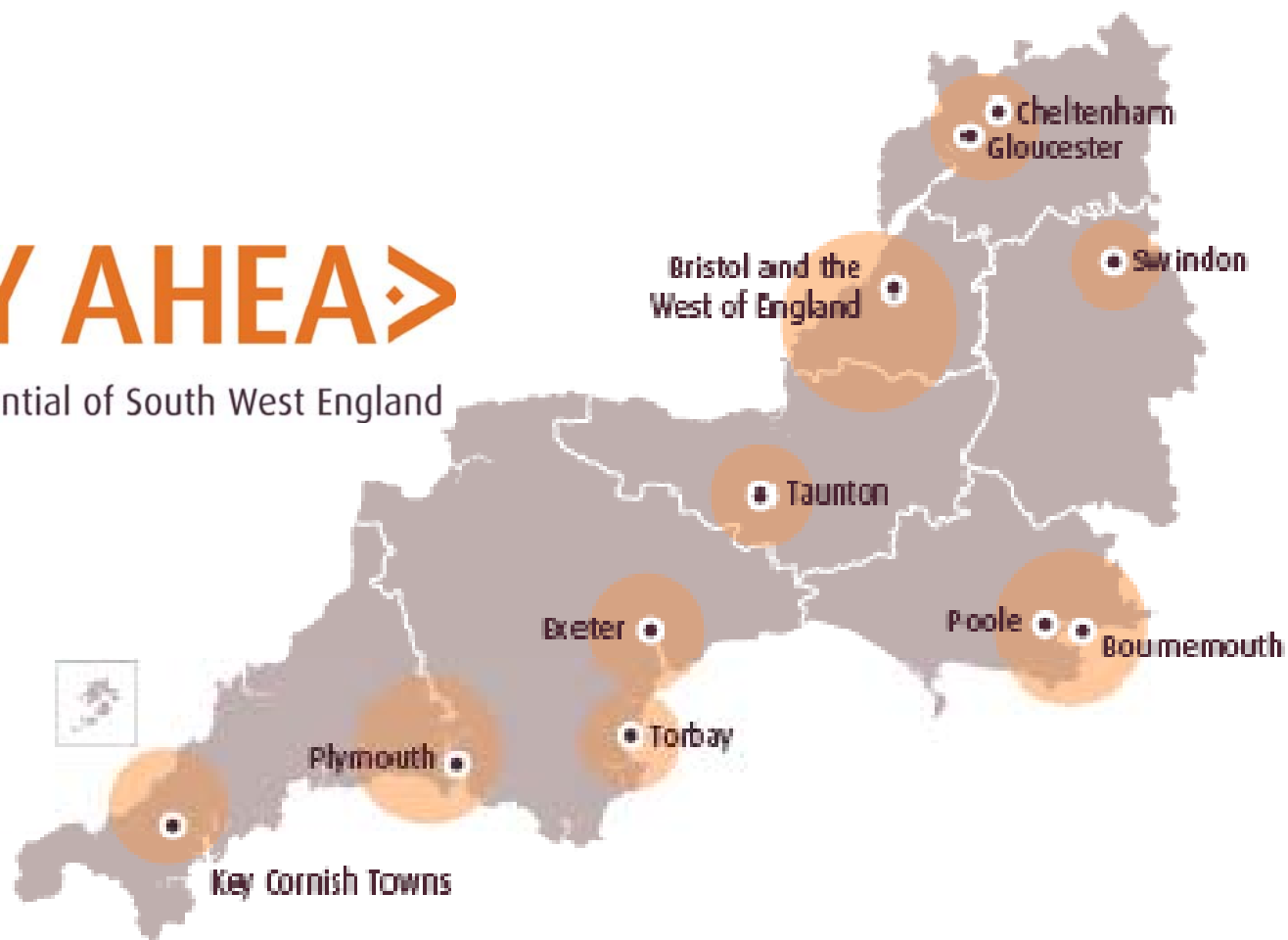
## Drivers of Housing Growth



-  Increasing numbers of households
-  Economic in-migration
-  Non-economic in-migration

# THE WAY AHEAD >

Unlocking the potential of South West England



# The Housing Growth Agenda.

- Making the best of housing growth:
  - Infrastructure – planning and delivery.
  - High design quality – distinctive places.
  - Low carbon – delivering sustainable energy.
  - Sharing the benefits of growth – linking growth with regeneration.

# The Growth Agenda.

- Not just about housing growth – economic growth is also important.
- Housing supply will play a key role in supporting a sustainable economy in the South West.
- There are a number of important drivers of housing growth.
- The South West RDA and the region is working hard to deliver quality growth.



Any Questions?