



**SOUTH EAST**  
LOCAL ENTERPRISE  
PARTNERSHIP

**SELEP Strategic Board – 24 June 2022**

## **Housing & Development**

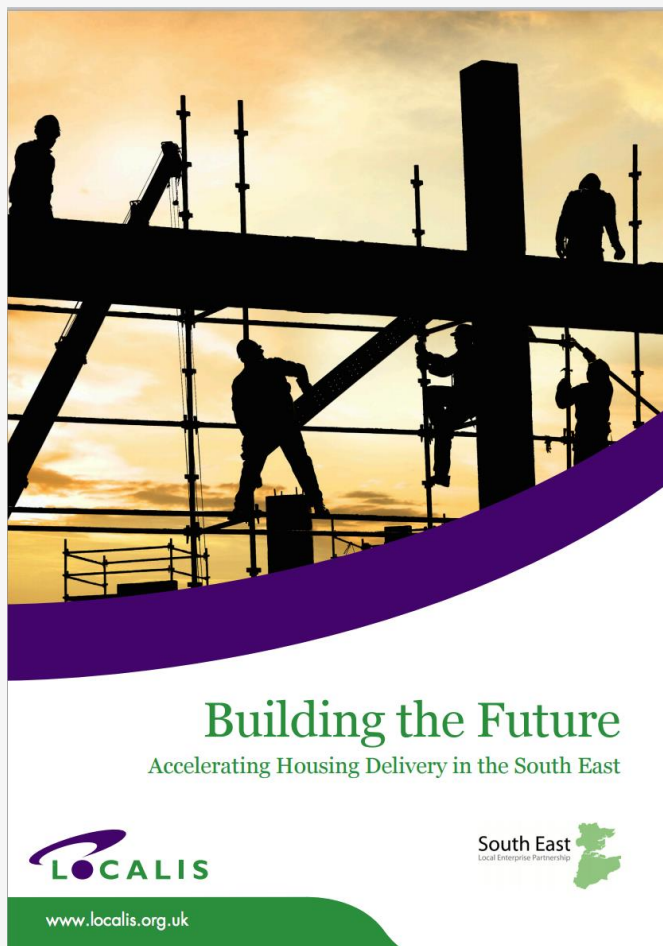


**Brian Horton**  
**SELEP - Strategic Housing Advisor**



# Accelerating Housing Delivery in the South East

- From its inception SELEP in the SEP established an ambition to **accelerate housing delivery**.
- In July 2014, SELEP published '**Building the Future**' its wider Growth Deal ambitions in a joint publication with localist think tank Localis launched by Lord Heseltine.
- SELEP has invested in infrastructure and in using soft influence to promote a permissive environment for good growth.



# Accelerated Delivery: Housing and Good Growth

- The SEP set an objective of delivering **100,000 new homes by March 2021**. A 50% increase in the rate of delivery.
- SELEP is proud to confirm that this target has been exceeded, with the final delivery being **110,100 net new homes** completed over the life of the plan.
- This is expected to have generated over **340,000 jobs**.
- Despite a difficult year in 2020/21, housing delivery across SELEP contracted by 4.9% compared to a national contraction of 10.8%.
- Housing delivery across SELEP remains strong with the highest number of housing starts and housing completions nationally for a LEP area outside of London, with an average annual of nearly 17,000 new homes delivered in the three years to March 2021, which was a 7.2% share of England's new housing. (Source: DLUHC, net additional dwellings, 25 November 2021.)



## Housing and Development Working Group (HDG)

- The **HDG** is a business led forum and is uniquely placed in the SE to promote opportunities to boost **housing** and **commercial development**.
- SELEP supported the existing developer group and pioneered the introduction of new groups, widening the opportunity for joint working with business through new **Developer forums** in **East Sussex** and **Essex** (based on the successful **Kent Housing and Development Group**).
- The Chairs now meet each other regularly, facilitated by SELEP, to exchange ideas and information and share best practice, through the **HDG** and informal Chairs meeting.
- SELEP support agenda planning for **DES, KHDG** and **EDG**, and follow up actions from the increased number of virtual meeting post-Covid 19.
- SELEP supported sectoral contribution to county-level post C19 recovery actions.
- We used this platform of collaborative working to get and maintain the attention of Government, with an **ongoing C19 engagement** with MHCLG now **DLUHC** and **Homes England** - SoS (Robert Jenrick) and Minister of State (Chris Pincher) and the **APPG for SME Housebuilders**. Working on Michael Gove and Stuart Andrew!
- **SELEP convene** and supports the **agenda planning** to help guide the monthly **DLUHC/Homes England** Housing and Development SELEP area market intelligence virtual meetings.







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### **Membership:**

Chair: Nick Fenton – KHDG  
Vice Chair: Mark Curle – EDG  
KHDG – Kent Housing and Development Group  
EDG – Essex Developers' Group  
DES – Developers East Sussex  
KHG – Kent Housing Group  
EHOG – Essex Housing Officers Group  
ESHOH – East Sussex Housing Officers Group  
EHOG – Essex Housing Officers Group  
SEHG – South Essex Housing Group  
EPOA – Essex Planning Officers Association  
KCP – Kent Chief Planners  
ESPOG – East Sussex Planning Officers' Group  
NHF – National Housing Federation  
DLUHC – Department Levelling Up Housing and Communities  
Homes England  
LTC – Lower Thames Crossing  
SELEP Garden Communities in the DLUHC Programme  
SELEP Board Champion – Liz Gibney  
*(Open Invite to SELEP Chair, Vice Chairs, Chief Executive and previous Board Champion/s)*

### **Secretariat:**

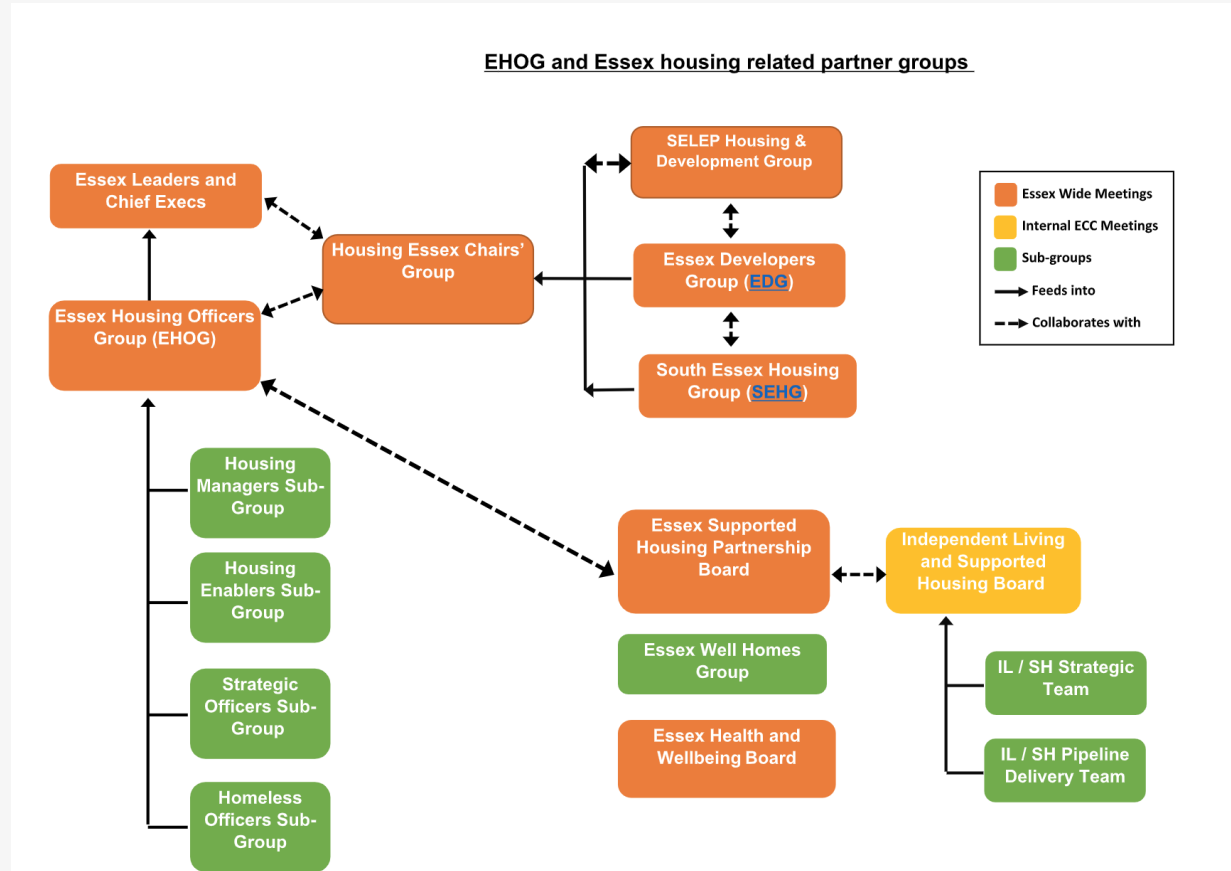
SELEP – Brian Horton / SELEP – Alex Riley

## **SELEP HDG**





# Thought Leadership and Representation



- Providing a conduit regular feedback and briefings to Kent Housing Group, Essex Housing Officers Group, South Essex Housing Group, East Sussex Housing Officers Group on market intelligence based on DLUHC/Homes England engagement.



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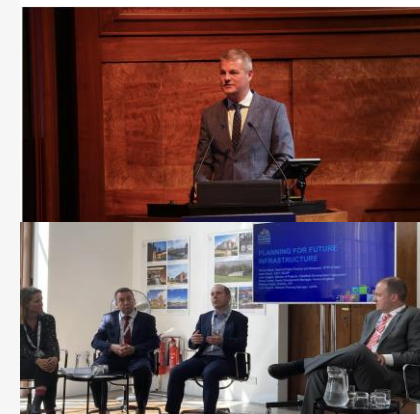
# Thought Leadership - The New Different?



- Working with SELEP colleagues on understanding what the new different means for the housing and commercial sectors, communities and working on an ongoing thought leadership position based on this work, our Garden Communities as exemplars and the '15 Minute City' concept.

# The Garden Communities (GC) LEP

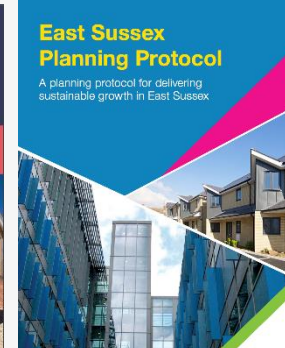
- The SELEP operating area is leading the country in delivering the government's GC programme, with **9 of 43** Garden Towns and Villages supported by DLUHC planned for the area.
- Plus Ebbsfleet Garden City.
- SELEP works closely with its GC's through its Housing and Development Group and our Major Projects Group, which comes together to understand collective labour demand, the skills and employment development needed to address existing construction skills deficits and to meet future demand including sustainable construction.
- £15 million funding just announced to support delivery of thousands of new homes in beautiful, green garden communities across England.
- **£3,259,000 of the £15m to SELEP area GC's - >20% of the national allocation.**
- Part of a £69 million programme to deliver up to 16,000 homes per year from 2025, creating almost 200,000 jobs and boosting the economy.
- Builds on the government's plans to level up the country, regenerate underused land and bring forward beautiful new developments.
- **Building Garden Communities Conference - 24 May 2022.**





# County Level Planning Protocols...

- Council planners and developers can often seem at odds when it comes to the planning system, particularly in meeting the housing shortage.
- However, across Kent, Essex and East Sussex, the Developers, Local Authorities and the LEP have come together to draw up a shared commitment to boost housing and jobs growth through improved performance and joint working.
- Chief planners and developers have engaged with Council Leaders and Chief Executives with a shared narrative about the issues they both face and potential solutions, which make it an attractive option.
- We are now promoting further development and implementation of the Protocol's to reflect priorities of Levelling Up.



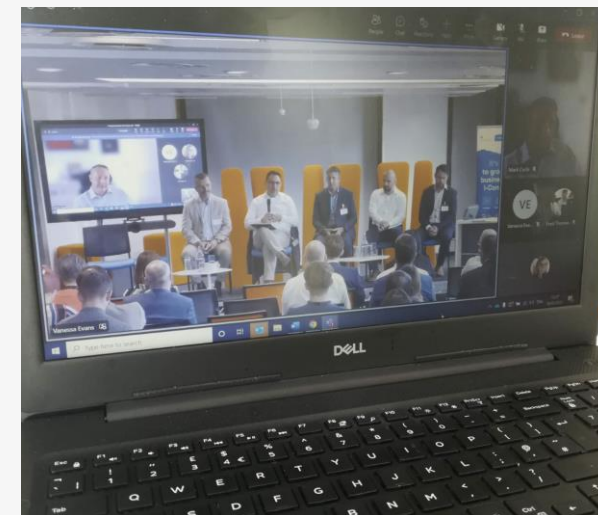
## Housing Revenue Account - HRA Debt Cap

- SELEP advocated for and with our district council partners for a relaxation of the HRA debt cap.
- The SELEP HDG in partnership with Ashford Borough Council and the Kent Housing Group enabled private off the record briefings to then MHCLG officials on the benefits of relaxing borrowing controls.
- On 29 October 2018, the government confirmed that the HRA debt cap would be removed with immediate effect.
- Savills have estimated that removal of the cap could see 100,000 additional council homes delivered.



- The LEP is also working with partners including Haven Gateway on **I-Construct**, a business-led project launched in 2020, to drive change in the construction industry to bring innovative new approaches to the sector, tackle the **skills shortage** it is experiencing, promote the benefits of **new offsite methods of construction** and **encourage smaller builders to grow their housing output**.
- The Housing & Development Working Group accepted the invitation from I-Construct to act as its stakeholder consultative forum.

## I-Construct



# SELEP Strategic Housing Advisor 2021/2022

- Agenda planning, preparation and follow up actions and for the more frequent cycle of virtual meetings of the SELEP HDG.
- Work with the SELEP lead Board Champion, Chair of the SELEP HDG and other colleagues from the SELEP team to maintain a regular conversation with business leaders on market conditions and identify barriers to delivery in the housing and commercial sectors.
- Gather Market Intelligence on Housing and Development with KHDG, DES and EDG to feed into regular engagement meetings with DHLUC/Homes England.
- Preparation of agendas, chair and follow up actions from the monthly DHLUC/Homes England Housing and Development sector market intelligence briefing virtual meetings.
- Support agenda planning for DES, KHDG and EDG, and follow up actions from the increased frequency of the now largely virtual meetings.
- Provide regular feedback and briefings to Kent Housing Group, Essex Housing Officers Group, South Essex Housing Group and East Sussex Housing Officers Group on market intelligence and engagement based on DLUHC/Homes England engagement.
- Support and facilitate the sharing of best practice and learning across Kent Housing Group, Essex Housing Officers Group, South Essex Housing Group and East Sussex Housing Officers Group.
- Contribute to task and finish activity across the network of partnership's we engage with.
- SELEP client for the Garden Communities Events and Conference with White Label in partnership with KHDG and EDG.
- Provide SELEP HDG representation and support work across the SELEP working groups with crosscutting work themes to the SELEP HDG including Coastal, Rural, Clean Growth and Major Projects Group.
- Chair and facilitate roundtable thought leadership events with business, local and national politicians and thought leaders.
- Represent SELEP and contribute to the work of the SME Housebuilder All Party Parliamentary Group.
- Provide a SELEP single point of contact for DLUHC, Homes England, Local Authority and business on Housing and Development issues.



# Potential focus 2022/2023?

- Continue to **support the strategic housing and development** agenda.
- Influence the national policy agenda through direct engagement with government, supported by **business insights, robust data and market intelligence**.
- Participate in and influence debate on key policy areas such as **Levelling Up** and the most significant challenges/opportunities identified by our **network** at a SELEP area level.
- Continued focus on **advocacy and levelling up** for **SME's**.
- Continued focus on resourcing of planning and convening planners and developers for briefings with DLUHC to **support plan led good growth**.
- HDG to continue to convene local partners to support the **SELEP Delivery Plan** and Economic Recovery and Renewal Plan, including in particular: Strategic Priority 3: **Communities for the Future** (e.g. Garden Communities, thought leadership/the new different etc.)
- Work collaboratively across the expanding **SELEP Strategy Network** to support a cross cutting approach including coastal communities, creative high streets, clean growth, rural and the work of our Major Projects Group.





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