

## Welcome to the SEG project newsletter

Thanks to all of you who have registered interest in the SEG project since it began its preparations in 2005. We are now at a stage where the project partnership's activities are turning into visible results and we are delighted to associate you with our work.

The purpose of the Smart Update is:

- to let you know about project developments and findings on SEG;
- to update you on related subjects;
- to showcase good practice from North West Europe and beyond by reporting on our case studies and signposting other relevant projects, policies and initiatives on smart economic growth; and
- to advise you on forthcoming events, publications, etc.

Our readers represent a wide range of key players with an interest in smart economic growth and related issues. These include EU, national and local government representatives, policy makers, planners, developers, business representatives, researchers and academics. Our aim is to develop an understanding of smart economic growth and related practices and your views and ideas are always most welcome.

## First SEG International Workshop

It happened! Despite severe weather bringing most of Europe transport systems to a halt the first SEG International Workshop took place in Leuven, Belgium on 19th January. Hosted by the Province of Flemish Brabant, the event brought together over 60 delegates from North West Europe to discuss what smart economic growth means and analyse examples of smart practices. There were many ideas and a good level of debate which will impact upon the contents of our future SEG development guide (SEGDEG). The workshop summary, speeches and presentations will be available soon on the SEG website at [www.segproject.org](http://www.segproject.org).



**What is SEG?**  
SEG is a study project funded by the European Union and the Department of Communities and Local Government. The project is being undertaken as a partnership with representatives from the UK, Germany, Belgium and the Netherlands. In the UK, the project has the support of the South East England Regional Assembly and the South East England Development Agency, as well as the Surrey and Buckinghamshire Economic Partnerships.

**Why SEG?**  
Many regions in North West Europe enjoy high rates of economic growth but also experience negative consequences of this success, such as acute pressures on land, labour and other resources, skills shortages, traffic congestion and other environmental impacts. Such regions need to maintain global competitiveness and raise productivity growth while ensuring a form of prosperity that is sustainable.

**What are the SEG Objectives?**

- **Smart developments**  
Developments and redevelopment proposals designed and located to make best use of land
- **Smart organisations**  
Working practices that optimise the use of premises, infrastructure and resources
- **Smart policies**  
Policy measures which support the delivery of sustainable growth

A further aim of the SEG study is to develop a network of experts across North West Europe. This will support the wide sharing of work in the topic area and help avoid duplication of efforts and further develop smart examples for the future.

SEG will also identify a number of case studies. These will be a mix of existing developments (both good and bad practice), future developments and 'thermal' case studies where a planning methodology or tool is being used to inform sustainable approaches.

**What will SEG deliver?**  
SEG will define the elements of smart economic growth, and explore the policies and practical approaches required to implement it more effectively across North West Europe. It will not only benefit those currently searching for ways to grow smarter but will also help emerging growth areas avoid the same problems in the future. The main SEG outcome will be a Smart Economic Growth Development Guide called SEGDEG. Its components will be:

- A sustainability toolkit and good practice guidance including smart policies, examples of smart developments and smart organisations
- A smart economic growth methodology for assessing the scope of innovation on different types of site and in differing contexts, including flexible working practices and new technologies.

**Who are the SEG Partners?**  
Surrey County Council  
Buckinghamshire County Council  
University of Derby  
Consortium of:  
Intercommunale Hofstad  
Intercommunale Interflumen  
Province of Flemish Brabant  
Province of Utrecht  
Frankfurt Rhein-Main Region  
South East England Development Agency

**We want to hear from:**  
Business, planning practitioners, professionals and policy makers, interested in making smart economic growth a reality.

**UK Lead Contact:**  
Lee Andrew  
Telephone: +44 (0) 20 8541 9523  
Fax: +44 (0) 20 8541 9612  
email: lee.andrew@hatterwick.gov.uk  
SEG web site: [www.segproject.org](http://www.segproject.org)

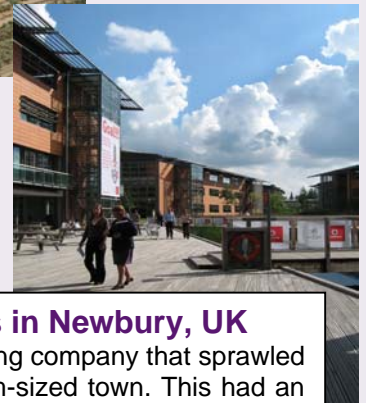
**\*Companies that understand their role with the communities they operate in, and their impact on the environment, are most likely to prosper in the long-term.\***  
Sir Digby Jones,  
Director General of the CBI,  
(January 2006)

Our leaflet is now available to download from [www.segproject.org](http://www.segproject.org)

## Case Studies

SEG partners are looking at relevant case studies across North West Europe that might exemplify features of Smart Economic Growth. These will include smart organisations, developments and policies. What lessons can be learned? Are there innovative and generic features which make them smart in terms of the local economy as well as the environment and quality of life of the area? Are these transferable?

If you think you know about a relevant case study and want to showcase it in this newsletter we would like to hear from you. Please send us a short description and where further details can be found if appropriate.



## Intermediate Uses



Disused buildings fall into disrepair – quite a waste of resources and opportunities. There are potential users looking for premises that are cheap, ready to use, have a charm or are rooted in a community. Wouldn't it be smart to match supply and demand in this specific sector of the real estate market? Of course there are legal, financial and physical obstacles to overcome, but maybe first of all a lack of awareness. Over the following months we will identify stakeholders in this field and bring them together, making use of the knowledge and database of the Route of Industrial Culture Rhein-Main, to make first steps to address and overcome these obstacles.

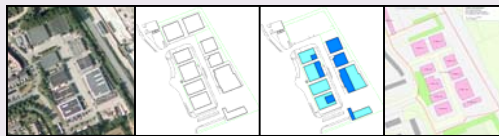
## Vodafone Headquarters in Newbury, UK

An example of a rapidly-growing company that sprawled over 60 buildings in a medium-sized town. This had an impact on Vodafone's image, communications and business resilience as well as on the town itself (e.g. traffic). New headquarters are now on the edge of the town and accommodate all staff in one flexible and environmentally-friendly location large enough for expansion. Features include: natural ventilation controlled by weather stations; buildings and car parks built at the lowest parts of the site to reduce land take and visibility; a green travel plan; attention to nature conservation; recycling in excess of 60%; flexible working policies and equipment; and a number of convenience facilities for staff on site (e.g. gym, shops).



## Floor Space Index

The Province of Utrecht has developed the 'Floor Space Index'. With this tool the space use on a business location can be measured. It provides information about the intensity of space use per square metre and the intensity of space use (the higher the building the more intensive is the use of space) on the built business plots. These figures are difficult to get, that's why the provincial government developed this methodology. The Province is now monitoring the actual land use of all business parks. The monitor stimulates in a practical way implementation of a smart space use policy on the local and provincial levels.



## SEG Next International Workshop

It will be hosted by the Province of Utrecht in October 2007 and will focus on the development of the SEG development guide (SEGDEG). Participants will be presented with an outline/draft of the guide and will have an opportunity to influence both content and format. More information will be available in the next issue of Smart Update.



Contact: Les Andrews - tel. 44 (0)20 8541 9523 - fax 44 (0) 20 8541 8612  
les.andrews@surreycc.gov.uk, www.segproject.org

