

Relationship between the South West Regional Spatial Strategy (RPG10) and the South West Regional Economic Strategy

The former South West Regional Economic Strategy (RES) and former Regional Spatial Strategy (RSS), known as RPG10, now form the Regional Strategy for the South West. More information on the RES and RSS are presented in Section 2.3 of the Environmental Report.

The following table maps the vision, priorities and delivery activities of the former RES for South West England onto the aims and policies of RPG10.

Whilst RPG10 was published prior to the RES, the mapping demonstrates that both documents are inextricably linked and that the spatial expression of the RES ambitions (in other words, the physical effects of implementing the RES vision and priorities) have been comprehensively assessed through the assessment of the environmental effects of the RPG10 policies against the requirements of the SEA Directive.

The comment column highlights the links to the assessment in **Appendix D**.

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Table 1 Mapping of RES Vision, Targets and Priorities to RPG10 Policies

RES Strategic Objectives	RES Headline Economic Priorities	RES Delivery Activities	RPG10 Aims and Policies	Comments and coverage in SEA
<p>RES vision:</p> <ul style="list-style-type: none"> • 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 • South West England will demonstrate that economic growth can be secured within environmental limits to bring prosperity to the region. <p>Vision will be realised when the South West has developed an economy where:</p> <ul style="list-style-type: none"> ■ prosperity is measured by wellbeing as well as economic wealth ■ knowledge, service quality and performance are key to business success ■ more people can find jobs which fully utilise and reward their skills ■ the region respects the environment as the foundation of people’s quality of life and as a business opportunity <p>The RES identifies three economic drivers to delivering this Vision:</p> <ul style="list-style-type: none"> - innovation , creativity, and enterprise are at the heart of the regions businesses - people have the skills and adaptability to underpin a modern and inclusive economy - the region’s unique environmental and cultural assets are protected and enhanced so that they will continue to attract investment and develop economic advantage. <p>The vision is realised through three strategic objectives listed below (SO1 to SO3 in</p>			<p>The Vision as set out in RPG10 is: <i>“Developing the region, in a sustainable way, as a national and European region of quality and diversity, where the quality of life for residents, the business community and visitors will be maintained and enhanced.”</i> (p13)</p> <p>The four underlying aims of the Vision are :</p> <ul style="list-style-type: none"> • Protection of the environment • Prosperity for communities and the regional and national economy • Progress in meeting society’s needs and aspirations • Prudence in the use and management of resources (p13) 	<p>The RES operates within and alongside the long-term spatial context for the region as provided by RPG10. The visions are intentionally complementary, with the RES expanding and focussing on the aims of RPG10 in respect of the economic potential of the region.</p> <p>Both visions are reflected through key RPG10 policies on sustainable development, spatial strategy, job growth, housing, biodiversity and natural heritage. These are assessed individually and on a cumulative basis within Appendix D, E and in Section 4 of the Environmental Report.</p>

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the first column), which in turn are delivered through eleven headline economic priorities (second column), which reflect the most important issues that need to be delivered to secure a dynamic and growing regional economy. The delivery activities of the eleven headline priorities are set out in the third column.				
SO1 - SUCCESSFUL & COMPETITIVE BUSINESSES	<p>1. Support business productivity – Continuing to build on productivity improvements in the region’s businesses is the key to unlocking wider improvements in the economy.</p> <ul style="list-style-type: none"> • increased business productivity • increased business resource efficiency 	<p>1a.Strategy seeks to:</p> <ul style="list-style-type: none"> ■ enhance business support for SMEs ■ improve access to finance ■ develop specialist support for high growth businesses ■ ensure rural access to business support services ■ support resource efficiency in business ■ promote regional sourcing and the development of supply chains ■ deliver sustainable sites and premises for business growth ■ implement the Strategy for sustainable Food and Farming 	<p>Key Objective C (p14)</p> <p>Policy SS3 (p21-22) – The Sub-Regional Strategy</p> <p>Policy EC1 (p60) – Economic Development</p> <p>Policy EC3 (p62) – Employment Sites</p> <p>Policy EC4 (p64) – Major Strategic Sites</p>	<p>The RES priority for productivity improvements is captured in the key objective of RPG10 to improve the economic competitiveness of the region by drawing on its strengths and resources and fostering the development of businesses and skills. In-turn, this objective is extended to a number of RPG10 policies which also reflect RES delivery activities under this headline priority (e.g. delivering sustainable sites and premises for business growth), as set out below.</p> <p>RPG10 Policy SS3 sets out the planning of development and infrastructure investment in the region based on a set of four sub-regional objectives.</p> <p>RPG10 Policy EC1 promotes the regional economy through sustainable development.</p> <p>RPG10 Policy EC3 aims to</p>

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				<p>provide for a range and choice of employment sites to meet the projected needs of local businesses and new investment.</p> <p>RPG10 Policy EC4 seeks a portfolio of Major Strategic Sites in order to meet the needs of major business users or groups of users.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.</p>
	<p>2. Encourage new enterprise –</p> <p>Encouraging new and dynamic new enterprises is important for the future success of the economy.</p> <ul style="list-style-type: none"> • increased start-up and survival rates • increased levels of enterprise in 	<p>2a. Strategy seeks to:</p> <ul style="list-style-type: none"> ■ develop a culture of enterprise ■ promote and encourage the creation of new enterprises ■ support new social and community enterprises ■ promote enterprise in 	<p>Key Objective C (p14)</p> <p>Policy SS3 (p21-22) – The Sub-Regional Strategy</p> <p>Policy SS19 (p39-40) – Rural Areas</p> <p>Policy EC2 (p60-61) – Areas of Special Need</p> <p>Policy EC3 (p62) – Employment Sites</p>	<p>The RES recognises the importance of encouraging new enterprise. A key objective of RPG10 is to improve the economic competitiveness of the region by drawing on its strengths and resources and fostering the development of businesses and skills. It also seeks to address wide variations in prosperity between different parts of the</p>

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	disadvantaged communities	disadvantaged areas <ul style="list-style-type: none"> ■ promote enterprise in rural areas ■ encourage wider participation in enterprise. 	Policy EC5 (p64) – Communications Networks	<p>region. In this context, encouraging new enterprise including within disadvantaged areas is reflected in a number of RP10 policies as set out below.</p> <p>RPG10 Policy SS3 sets out the planning of development and infrastructure investment in the region based on a set of four sub-regional objectives.</p> <p>RPG10 Policy SS19 specifically relates to rural areas and supports economic restructuring and diversification.</p> <p>RPG10 Policy EC2 seeks to give geographical priority to measures for economic restructuring and regeneration in areas of special need via the policies, programmes and funding of local authorities, investment agencies and partnership bodies.</p> <p>RPG10 Policy EC3 aims to provide for a range and choice of employment sites to meet the projected needs of local businesses and new investment.</p> <p>RPG10 Policy EC5 seeks to</p>

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				<p>enhance the opportunities for businesses through the development and expansion of the telecommunications network.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.</p>
	<p>3. Deliver skills for the economy –</p> <p>The economy depends on a skilled and versatile workforce, so building a better skills base remains a key priority, such as:</p> <ul style="list-style-type: none"> • reducing the number of adults in the workforce lacking NVQ2 or equivalent qualifications • increasing the levels of participation in higher education 	<p>3a. Strategy seeks to:</p> <ul style="list-style-type: none"> ■ encourage an efficient and adaptable labour market ■ develop workplace skills and training ■ inspire people to improve their employability skills ■ ensure high quality and flexibility training provision 	<p>Key Objective C (p14)</p> <p>Policy EN5 (p56) – Health, Education, Safety and other Social Infrastructure</p> <p>Policy EC1 (p60) – Economic Development</p>	<p>The RES priority for delivering skills for the economy is also reflected in the key objective of RPG10 to improve the economic competitiveness of the region by drawing on its strengths and resources and fostering the development of businesses and skills. Skills development and training is subsequently reflected in two principal RPG10 policies (EN5 and EC1).</p> <p>RPG10 Policy EN5 seeks to enable the varied provision of facilities for education and training.</p>

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				<p>RPG10 Policy EC1 seeks to develop the skills and abilities of the region's people by improving access to training, education and employment opportunities.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.</p>
	<p>4. Compete in the global economy – Building trade and investment links internationally helps to make companies more competitive.</p> <ul style="list-style-type: none"> • improved international trade performance of South West businesses • retention and growth of domestic and international investment in the South West 	<p>4a. Strategy seeks to:</p> <ul style="list-style-type: none"> ■ encourage and support regional businesses to trade internationally ■ attract and retain domestic and foreign direct investment 	<p>Key Aim of 'Prosperity for Communities and the Regional and National Economy' (p14)</p> <p>Policy EC1 (p60) Economic Development</p> <p>Policy EC3 (p62) – Employment Sites</p> <p>Policy EC4 (p64) Major Strategic Sites</p> <p>Policy EC5 (p64) Communications Networks</p>	<p>The RES priority for competing in the global economy is reflected in RPG10's concerns about the perception of the region's remoteness from certain markets. In this context, a key aim of RPG10 is to improve the competitive position of the South West within the EU and internationally.</p> <p>This aim (and by extension the RES priority) is reflected in a number of RPG10 policies which seek to reduce the peripherality of</p>

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			<p>Policy TRAN2 (p87) Strategic Inter-Urban and Inter-Regional Transport Networks</p> <p>Policy TRAN8 (p92-93) Ports and Inland Waterways</p> <p>Policy TRAN9 (p93) Airports</p> <p>Policy TCS1 (p68) – Tourism</p>	<p>the region, encourage international linkages and attract investment. These policies are set out below.</p> <p>RPG10 Policy EC1 promotes the regional economy through sustainable development.</p> <p>RPG10 Policy EC3 aims to provide for a range and choice of employment sites including major sites suitable for inward investment.</p> <p>RPG10 Policy EC4 seeks a portfolio of Major Strategic Sites in order to meet the needs of major business users or groups of users and which may help attract foreign direct investment.</p> <p>RPG10 Policy EC5 seeks to enhance the opportunities for businesses through the development and expansion of the telecommunications network which may assist in their ability to trade internationally.</p> <p>RPG10 Policy TRAN2 seeks local authorities, the Highways Agency, the Strategic Rail Authority,</p>

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				<p>transport operators and other agencies to work together to provide and maintain a strategic transport system, in order to enhance the competitiveness of the region, reduce its peripherality and support the spatial strategy. This policy specifically highlights the need for improved access to international destinations by rail and freight.</p> <p>RPG10 Policy TRAN8 seeks to encourage the development of waterborne services and facilities which may help facilitate international trade.</p> <p>RPG10 Policy TRAN9 seeks to encourage the sustainable development of the region's airports and their associated facilities which may help facilitate international trade.</p> <p>RPG10 Policy TCS1 seeks to promote and encourage sustainable tourism in the South West, which is an industry with a potential global reach.</p> <p>The positive effects of growth on</p>

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				employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.
	<p>5. Promote innovation – Knowledge drives successful businesses.</p> <p>Encouraging a culture of innovation and better links to research and development is key to achieving this.</p> <ul style="list-style-type: none"> • improved levels of innovation and ICT take-up in South West businesses and organisations • increased levels of collaboration between the region's knowledge base and businesses 	<p>5a. Strategy seeks to:</p> <ul style="list-style-type: none"> ■ develop a culture of innovation in the region ■ increase the contribution that science and technology makes to the economy ■ encourage collaboration between business and the region's knowledge base ■ maximise the take-up and exploitation of ICT for business 	<p>Key Aim of 'Progress in Meeting Society's Needs and Aspirations (p14)</p> <p>Policy EC3 (p62) – Employment Sites</p> <p>Policy EC5 (p64) – Communications Networks</p>	<p>Policies within RPG10 support clusters to drive innovation and creativity, reflecting the RES priority to promote innovation.</p> <p>RPG10 Policy EC3 for example aims to provide for a range and choice of employment sites, taking account of regional and local economic clusters with growth potential.</p> <p>The RES specifically seeks to improve ICT. A key objective of RPG10 (under the aim of Progress in Meeting Society's Needs and Aspirations) is also to provide integrated and efficient communications systems to meet local, regional and international priorities. In this context, RPG10 Policy EC5 seeks to enhance the</p>

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				<p>opportunities for businesses through the development and expansion of the telecommunications network.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.</p>
<p>SO2 STRONG AND INCLUSIVE COMMUNITIES</p>	<p>1. Improve participation in the economy –</p> <p>The region needs more people to be economically active, so removing the barriers that prevent people getting into work and business is key.</p> <ul style="list-style-type: none"> • increased levels of employment and training rates • reduction in proportion of disadvantaged groups not in education, employment 	<p>1a. Strategy seeks to:</p> <ul style="list-style-type: none"> ■ raise individual's skills and aspirations for work and enterprise ■ ensure that there is equality of access to work, training and business advice ■ strengthen the voluntary and community sector as a catalyst for economic inclusion 	<p>Key Objective C (p14)</p> <p>Key Objective D (p14)</p> <p>Key Objective E (p14)</p> <p>Key Objective I (p15)</p> <p>Policy EC1 (p60) – Economic Development</p> <p>Policy EC2 (p60-61) – Areas of Special Need</p> <p>Policy EN5 (p56) – Health, Education, Safety and other Social Infrastructure</p>	<p>Improving participation in the economy is captured by objectives C and D of RPG10. These objectives seek to improve the economic competitiveness of the region and promote, support, enable and focus economic development in ways and locations where it can best contribute to meeting local, regional and national needs. Objectives E and I, meanwhile, seek to recognise and encourage community identity and diversity and address variety in prosperity across the region and reducing</p>

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	or training			<p>economic disadvantage.</p> <p>These objectives extend into several policies within RPG10 including in respect to economic development and service provision. These policies are set out below.</p> <p>RPG10 Policy EC1 seeks to develop the skills and abilities of the region's people by improving access to training, education and employment opportunities.</p> <p>RPG10 Policy EC2 seeks to give geographical priority to measures for economic restructuring and regeneration in areas of special need via the policies, programmes and funding of local authorities, investment agencies and partnership bodies.</p> <p>RPG10 Policy EN5 seeks to enable the varied provision of facilities for education and training.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant</p>

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				effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.
	<p>2. Regenerate the most disadvantaged areas</p> <p>Tackling deprivation in our communities provides real opportunities both for those communities and the wider economy.</p> <ul style="list-style-type: none"> • reduced gap in productivity between the region's least well performing areas and the rest of the region • increased levels of enterprise in disadvantaged communities 	<p>2a. Strategy seeks to:</p> <ul style="list-style-type: none"> ■ support areas with the greatest concentrations of multiple deprivation ■ support the communities of greatest need in rural areas 	<p>Key Objective E (p14)</p> <p>Key Objective I (p15)</p> <p>Policy SS1 (p19-20) – Regional Spatial Strategy</p> <p>Policy SS3 (p21-22) – The Sub-Regional Strategy</p> <p>Policy SS19 (p39) – Rural Areas</p> <p>Policy SS21 (p42) – Coastal Areas</p> <p>Policy EC1 (p60) – Economic Development</p> <p>Policy EC2 (p60-61) – Areas of Special Need</p>	<p>Both the RES and RPG10 recognise the need to address deprivation and regenerate the most disadvantaged parts of the region. In this regard, key objectives underpinning RPG10 include the need to recognise and encourage community identity and diversity, addressing variety in prosperity across the region and reducing economic disadvantage.</p> <p>RPG10 Policy SS1 specifically mentions the Western sub-region where there is a need for strong policies and action to tackle long term and deep seated economic and social problems, which are particularly accentuated by its peripherality in relation to the South West region and the England as a whole. Similarly, Policy SS3, which sets out sub-regional objectives, seeks to create conditions for growth and regeneration in the Western sub-</p>

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				<p>region. In relation to the South East sub-region, this policy also prioritises the spread of benefits from economic growth to the more disadvantaged parts of the area.</p> <p>The aim to reduce economic disadvantage is also reflected in a number of sub-regional policies including those related to development at the region's Principle Urban Areas (PUAs), many of which contain pockets of severe deprivation (e.g. Bristol, Weston-super-Mare and Torbay). Policy SS8, for example, seeks investment in programmes for economic, physical and social regeneration in the more disadvantaged areas of Bristol. In addition, RPG10 places particular emphasis on addressing the weak and vulnerable economy of Cornwall and the Isles of Scilly (Policy SS18) and in this regard exceptionally identifies the Camborne and Redruth area as a Designated Centre for Growth (Policy SS6).</p> <p>RPG10 Policies SS19 and SS21 seek to regenerate the region's</p>

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				<p>rural areas and coastal towns and communities, many of which have suffered severe economic decline.</p> <p>RPG10 Policy EC1 seeks to develop beneficial economic linkages between the more prosperous north and east of the region and areas to the west whose economies have performed less well. The policy also seeks to develop the skills and abilities of the region's people in general by improving access to training, education and employment opportunities.</p> <p>RPG10 Policy EC2 seeks to give geographical priority to measures for economic restructuring and regeneration in areas of special need via the policies, programmes and funding of local authorities, investment agencies and partnership bodies.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant effects on population (see</p>

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				Appendix E, Population Topic). Appendix D also contains the assessment of revocation.
	<p>3. Plan sustainable and successful communities</p> <p>– We need to invest in successful and dynamic cities that can compete on the international stage.</p> <ul style="list-style-type: none"> • improvements to sustainability/quality of life indicators • improved income – house price ratios 	<p>3a. Strategy seeks to:</p> <ul style="list-style-type: none"> ■ promote the renaissance of the region’s largest cities ■ secure a sustainable future for rural areas 	<p>Policy VIS1 (p16) – Expressing the Vision</p> <p>VIS2 (p17) – Principles for Future Development</p> <p>Policy SS1 (19-20) Regional Spatial Strategy</p> <p>Policy SS3 (p20-21) Regional Development Strategy</p> <p>Policy SS3 (p21-22) – The Sub-Regional Strategy</p> <p>Policy SS19 (p39) – Rural Areas</p> <p>Policy EN 4 (p53-54) – Quality in the Built Environment</p> <p>Policy EC1 (p60) – Economic Development</p> <p>Policy EC2 (p60-61) – Areas of Special Need</p> <p>Policy EC4 (p64) Major Strategic Sites</p> <p>Policy EC6 (p65) – Town Centres and Retailing</p>	<p>The RES places strong emphasis on the need to invest in the region’s largest cities. Similarly, the spatial strategy underpinning RPG10 (as set out in Policies VIS1 and VIS2 and SS1 to SS17 in particular) seeks to concentrate growth at the region’s PUAs with particular emphasis placed on cities within the Northern sub-region (see RPG10 Policies SS1 and SS3).</p> <p>A number of other policies within RPG10 also seek to deliver urban renaissance and improve quality of life in urban areas. RPG10 Policy EN4, for example, seeks to further the objectives of urban renaissance and make the urban areas places where people wish to live.</p> <p>RPG10 Policy EC4 seeks to locate major strategic employment sites at the region’s PUAs.</p> <p>RPG10 Policy EC6 seeks to</p>

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			<p>Policy HO4 (78) – Housing in Rural Areas and the Isles of Scilly</p>	<p>ensure that the vitality and viability of existing centres is protected and enhanced.</p> <p>Alongside investment in the region’s cities, the RES recognises the need for sustainable economic growth in rural areas. This delivery activity is also reflected in a number of RPG10 policies, as set out below.</p> <p>RPG10 Policy VIS2 seeks to meet the economic and social needs of rural communities.</p> <p>RPG10 Policy SS19 specifically relates to rural areas and requires local authorities, amongst other elements, to adopt policies which support the restructuring of the rural economy and the provision of jobs to satisfy local needs.</p> <p>RPG10 Policy EC2 seeks to give geographical priority to measures for economic restructuring and regeneration in areas of special need, including rural areas, via the policies, programmes and funding of local authorities, investment agencies and partnership bodies.</p>

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				<p>RPG10 Policy HO4 makes provision for housing in rural areas to meet local needs and support service viability.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.</p>
<p>SO3 - AN EFFECTIVE AND CONFIDENT REGION</p>	<p>1. Improve transport networks – Journey times from parts of the region to major markets represent a significant brake on productivity while congestion in urban centres remains a problem.</p> <ul style="list-style-type: none"> • reduced journey times to major markets • increased reliability of public transport infrastructure 	<p>1a. The transport strategy within the Regional Spatial Strategy provides a strategic steer for developing and programming transport schemes. In the future, the region may have greater influence over priorities for transport infrastructure improvements. It is therefore vital that these are identified and agreed upon. This includes improvements to strategic</p>	<p>Key Objective G (p14)</p> <p>Key Objective H (p15)</p> <p>Policy VIS2 (p17) – Principles for Future Development</p> <p>Policy SS5 (p25) – Principal Urban Areas</p> <p>Policy TRAN1 (p84 – Reducing the Need to Travel</p> <p>Policy TRAN2 (p87) – Strategic Inter-Urban and Inter-Regional Transport Networks</p> <p>Policy TRAN3 (p87-88) – The Urban Areas</p>	<p>RPG10 sets out the regional transport strategy for the future improvement of the region's transport network, as prioritised by the RES.</p> <p>Key objectives of RPG10 include the need to provide integrated, efficient and environmentally appropriate transport and communications systems and to improve accessibility to jobs and services by ensuring that patterns of future development reduce the need to travel and encourage access by walking, cycling and</p>

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		<p>road, rail, air and sea networks, enhancing the reliability and speed of existing public transport, enabling people to make smarter travel choices, and ensuring the region has sufficient capacity to deliver the essential transport interventions. The RES priorities are therefore to:</p> <ul style="list-style-type: none"> ■ enhance connectivity, providing access to markets and tackling peripherality ■ reduce congestion in the main cities and towns 	<p>Policy TRAN4 (p88) – Transport Infrastructure Investment Priorities</p> <p>Policy TRAN5 (p90) – Demand Management</p> <p>Policy TRAN6 (p91) – Movement of Goods</p> <p>Policy TRAN7 (p91-92) – The Rural Areas</p> <p>Policy TRAN8 (p92-93) – Ports and Inland Waterways</p> <p>Policy TRAN9 (p93) – Airports</p> <p>Policy TRAN10 (p94) – Walking, Cycling and Public Transport</p>	<p>public transport. These objectives underpin the overarching spatial strategy set out in RPG10 which seeks to focus growth within the region’s PUAs and in-turn are reflected in the priority placed on improving accessibility, supporting infrastructure investment and reducing congestion in the PUAs themselves. RPG10 Policy VIS2, for example, promotes the provision and enhancement of networks for walking, cycling and public transport, ensuring that development which generates large amounts of movement is well served by sustainable transport networks. RPG10 Policy SS5 meanwhile proposes a balance of housing and employment in towns with good facilities and services, in order to reduce the need to travel to the region’s PUAs, as well as proposing compact urban development that is likely to be well served by public transport.</p> <p>The RES priorities and delivery activities with regard to transport are also reflected across the thematic based RPG10 policies,</p>

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				<p>most notably those relating to transport, as set out below.</p> <p>RPG10 Policy TRAN 1 seeks to reduce the need to travel including by focusing development in existing towns and promoting a mix of uses in new developments.</p> <p>RPG10 Policy TRAN2 seeks local authorities, the Highways Agency, the Strategic Rail Authority, transport operators and other agencies to work together to provide and maintain a strategic transport system, in order to enhance the competitiveness of the region, reduce its peripherality and support the spatial strategy.</p> <p>RPG10 Policy TRAN3 also seeks local authorities, transport operators and other agencies to work together to encourage more sustainable travel choices and reduce traffic congestion and pollution within the PUAs and other urban areas.</p> <p>RPG10 Policy TRAN4 sets out a list of infrastructure and investment projects, together with their priorities, for encouraging</p>

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				<p>sustainable transport systems within and between the PUAs of the region. The projects are subject to successful feasibility testing, satisfaction of statutory processes and the availability of finance. The list aims to support inter-regional movement in order to aid economic growth and regeneration and reduce the region's relative peripherality.</p> <p>RPG10 Policy TRAN5 seeks that highway authorities, local authorities and other agencies achieve a modal shift towards more sustainable transport by actively managing urban car parking and making more efficient use of highway space.</p> <p>RPG10 Policy TRAN6 seeks to achieve more sustainable patterns of distribution.</p> <p>RPG10 Policy TRAN7 seeks to encourage more sustainable travel choices and reduce travel distances in rural areas.</p> <p>RPG10 Policy TRAN8 seeks to encourage the development of waterborne services and facilities.</p>

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				<p>RPG10 Policy TRAN9 seeks to encourage the sustainable development of the region's airports and their associated facilities.</p> <p>RPG10 Policy TRAN10 seeks priority for walking, cycling and public transport, including providing attractive and reliable alternatives to the private car.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of the retention of these policies, in particular the likely significant effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.</p>
	<p>2. Promote and enhance what is best about the region – The South West is distinctive and the region must both celebrate what makes it special – its environment, its culture and its creativity.</p> <ul style="list-style-type: none"> • improved perception of 	<p>2a. Strategy seeks to:</p> <ul style="list-style-type: none"> ■ improve the way the region is perceived ■ build on existing strengths to develop the South West as the leading region for sustainable development 	<p>Key Objective A (p14)</p> <p>Key Objective C (p14)</p> <p>Key Objective I (p15)</p> <p>Policy VIS1 (p17) – Expressing the Vision</p> <p>Policy VIS2 (p17) – Principles for Future Development</p>	<p>Similar to this RES priority, RPG10 Objective C seeks to improve the economic competitiveness of the region by drawing on its strengths and resources. RPG10 Objective A, meanwhile, seeks to ensure that new development is consistent with the special character,</p>

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RES Strategic Objectives	RES Headline Economic Priorities	RES Delivery Activities	RPG10 Aims and Policies	Comments and coverage in SEA
	<p>the region by businesses and visitors</p> <ul style="list-style-type: none"> • improvements to sustainability/quality of life indicators. 	<ul style="list-style-type: none"> ■ develop and promote high profile regional projects and events ■ maximise the opportunities for the region from London 2012 	<p>Policy SS3 (p21-22) – The Sub-Regional Strategy</p> <p>Policy SS20 (p40-41) – Rural Land (including Urban Fringe) Uses</p> <p>Policy EN1 (p51) – Landscape and Biodiversity</p> <p>Policy EN2 (p51-52) – Air Quality</p> <p>Policy EN 3 (p53) – The Historic Environment</p> <p>Policy EN 4 (p53-54) – Quality in the Built Environment</p> <p>Policy EC1 (p60) – Economic Development</p> <p>Policy TRAN1 (p84) – Reducing the Need to Travel</p> <p>Policy TRAN2 (p87) – Strategic Inter-Urban and Inter-Regional Transport Networks</p> <p>Policy TRAN3 (p87-88) – The Urban Areas</p> <p>Policy TRAN4 (p88) – Transport Infrastructure Investment Priorities</p> <p>Policy TRAN5 (p90) – Demand Management</p>	<p>diversity and distinctiveness of the region and that benefits to the environment are maximised. Objective I aims to recognise and encourage community identity and diversity.</p> <p>The RES priority and RPG10 objectives to promote the region's assets is also reflected in a number of RPG10 policies. In particular, Policy EC1 seeks to ensure that the region's unique environmental and cultural assets are maintained, enhanced and utilised to attract and develop business activity. Other policies which seek to conserve and enhance the region's assets are summarised below.</p> <p>RPG10 Policy VIS1 seeks to promote a sustainable development pattern across the region.</p> <p>RPG10 Policy VIS2 sets out the main principles for future development in the region.</p> <p>RPG10 Policy SS3 identifies sub-regional objectives which seek to</p>

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RES Strategic Objectives	RES Headline Economic Priorities	RES Delivery Activities	RPG10 Aims and Policies	Comments and coverage in SEA
			<p>Policy TRAN6 (p91) – Movement of Goods</p> <p>Policy TRAN7 (p91-92) – The Rural Areas</p> <p>Policy TRAN8 (p92-93) – Ports and Inland Waterways</p> <p>Policy TRAN9 (p93) – Airports</p> <p>Policy TRAN10 (p94) – Walking, Cycling and Public Transport</p> <p>Policy TCS1 (p68) – Tourism</p> <p>Policy HO5 (p80-81) – Previously Developed Land and Buildings</p> <p>Policy RE1 (p99) – Water Resources and Water Quality</p>	<p>build on existing economic strengths (as in the case of the Northern sub-region) and environmental assets (see objectives for the Western sub-region). These objectives are developed further within the policies covering the region's PUAs.</p> <p>RPG10 Policy SS20 supports rural development and agri-environment measures that are in keeping with rural, biodiversity and countryside character objectives, including conserving the region's best and most versatile agricultural land.</p> <p>RPG10 Policy EN1 seeks to protect the character of the countryside and the environmental features that contribute towards that character, including strong protection and enhancement of the region's internationally and nationally important landscape areas and nature conservation sites.</p> <p>RPG10 Policy EN2 seeks improvements in air quality, whilst</p>

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RES Strategic Objectives	RES Headline Economic Priorities	RES Delivery Activities	RPG10 Aims and Policies	Comments and coverage in SEA
				<p>RPG10 Policy EN3 seeks to protect the region's cultural heritage.</p> <p>RPG10 Policy EN4 seeks to make the urban areas places where people wish to live.</p> <p>RPG10 Policy TCS1 seeks to promote the special cultural, heritage and countryside features of the region in respect of tourism.</p> <p>Policies TRAN2, TRAN3, TRAN4, TRAN6, TRAN8, TRAN9 and TRAN10 in particular seek to make the best use of, and enhance, the region's transport infrastructure.</p> <p>RPG10 Policy HO5 seeks to achieve at least 50% of new housing on previously developed land, rather than greenfield sites.</p> <p>RPG10 Policy RE1 seeks to conserve and enhance the quality of inland and coastal water environments.</p> <p>The positive effects of growth on employment, skills and society are reflected in the assessments of</p>

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RES Strategic Objectives	RES Headline Economic Priorities	RES Delivery Activities	RPG10 Aims and Policies	Comments and coverage in SEA
				the retention of these policies, in particular the likely significant effects on population (see Appendix E, Population Topic). Appendix D also contains the assessment of revocation.
	<p>3. Improve leadership, influence and partnership –We need to develop strong leadership and build on the existing culture of constructive partnership.</p> <ul style="list-style-type: none"> • more joint targets and priorities across South West organisations • increased public investment into the region 	<p>3a.Strategy seeks to:</p> <ul style="list-style-type: none"> ■ encourage an integrated approach to economic development ■ improve the effectiveness of South West representation at national and EU levels ■ improve understanding of the state of the region 	<p>Policy VIS3 (p18) – Achieving the Vision</p> <p>Policy VIS4 (p18) – Monitoring the Vision</p> <p>Policy IM1 (p113) Achieving the RPG</p> <p>Policy MON1 (p115) Monitoring</p>	<p>RPG10 includes several policies relating to the implementation of the plan. As these policies (and this RES priority) are more procedural in nature, relating to the implementation and monitoring of the other plan policies (which have been assessed as part of this SEA), they are considered unlikely to generate environmental effects and have therefore not been assessed as part of this SEA.</p>