



Homes &  
Communities  
Agency

# Single Conversation

Presented by Colin Molton, Regional Director, South West

11 December 2009

West of England Joint Scrutiny Committee

# About the Single Conversation

- HCA's most important business process
- HCA committed to a **Place Based** approach to delivering our business
- Land, housing, infrastructure, regeneration, employment, training, health, education....
- In mixed use, mixed income neighbourhoods that people **choose** to live and work in, and can **afford** to live in





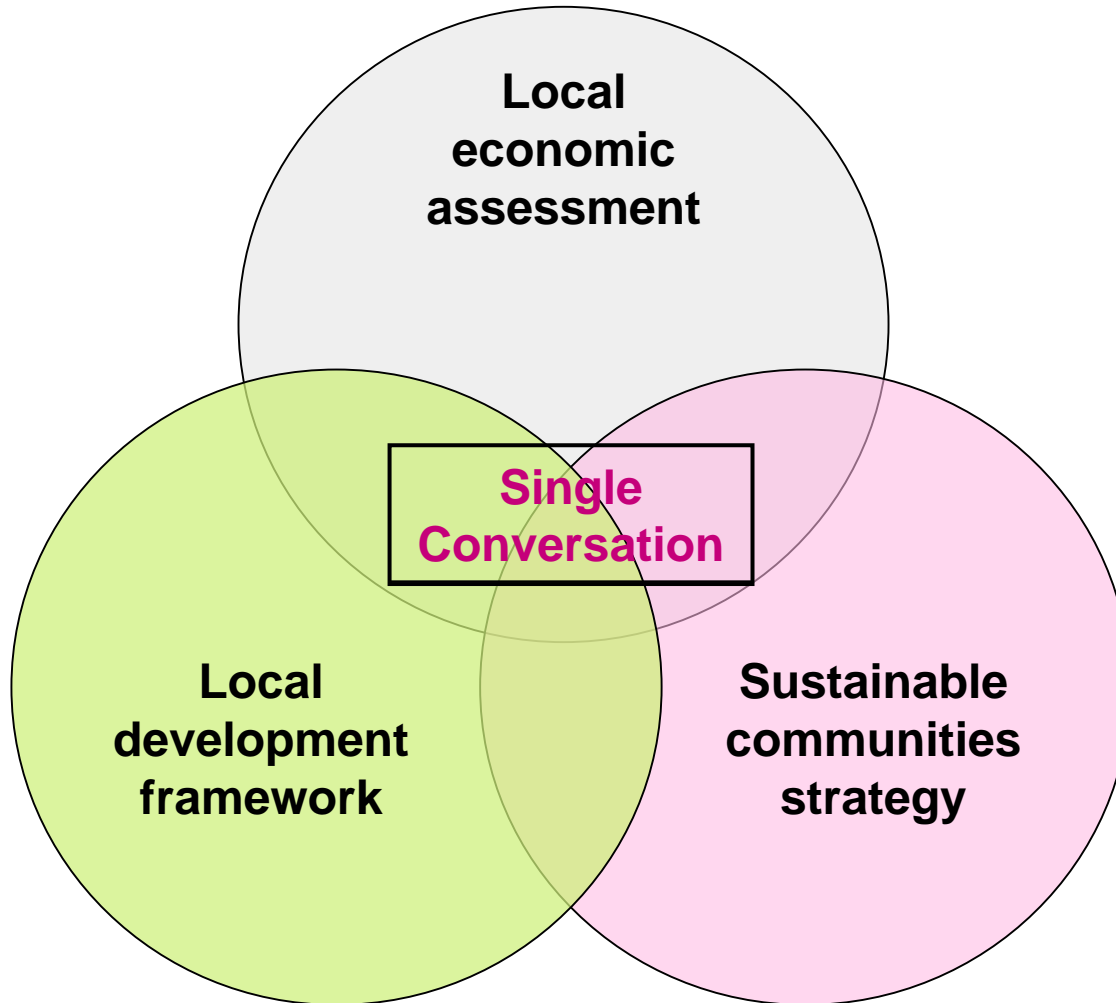
# About the Single Conversation



- Guidance Framework & other Guidance
- Every LA will be engaged
- Leadership role for LAs
- Opportunity to deliver local ambition and regional targets
- Integrated strategy for homes, jobs, infrastructure etc
- Joined up investment plan for HCA, RDA, LA and others
- Clarity of delivery responsibilities



# Linking social, environmental and economic priorities



# About the Single Conversation



- **Strategy:** Existing local and regional ambition
- **Investment:** Local Investment Agreement
- **Capacity:** What support is required
- **Delivery:** Who is delivering what



# About the Single Conversation

## Strategy

- Coming to a shared position on an area's ambitions and objectives for housing, growth, renewal and sustainability and ensuring that these are consistent with, and contribute to, objectives from regional strategies, Sustainable Communities Strategies, and the HCA's national targets and outcomes.



# About the Single Conversation

## Investment Planning

- Based on the agreed objectives for an area, coming to agreement on the investment that the HCA will provide for an area, where it would be targeted, and agreement on the outcomes expected from that investment. Also agreeing what investment the local authority and other public funding bodies can contribute. This will be set out in the Local Investment Plan.



# About the Single Conversation

## Delivery

- Agreeing, and where appropriate, helping to develop the precise nature of the interventions that HCA investment will support, how they will be delivered, which other partners need to be involved, and the nature of HCA involvement.



# About the Single Conversation



## Capacity & support

- Clarifying delivery roles and responsibilities and discussing with local authorities their ability to manage and oversee the proposed interventions.



# South West Region: 2009/10-2010/11 Business Plan



**Strategic Initiatives:** A number of initiatives are planned to support delivery of the regional business plan and to further develop the business to demonstrate HCA's added value and to prepare for the market upturn

**Implement an effective response to the market downturn** - Demonstrate an active, innovative and effective response to the market downturn and ensure that the Agency and others are well prepared to take advantage of the upturn

**Implement HCA's Single Conversation business model** - Create Sustainable Communities in the region's Priority Places adopting the Agency's business model, the Single Conversation, to integrate the delivery of housing and regeneration through the implementation of Local Investment Plans

**Build and develop strong partner and stakeholder relationships** - Establish the Homes and Communities Agency as a key regional player through increased engagement with regional and local stakeholders

**Integrate and sharpen HCA's programme delivery** - Address the particular needs of the region's diverse population by ensuring the effective delivery of the inherited programmes from Communities and Local Government; facilitating the gradual integration of these programmes into the Local Investment Plans; and delivery of the region's tenure and Client Group targets

**Embed HCA's organisational values and corporate policies** - Achieve high environmental and quality standards, through the delivery of exemplar projects in order to contribute to the creation of a low carbon economy in the South West and lead on the National Rural Policy and increase the pace of delivery, nationally and regionally, of affordable housing in rural areas

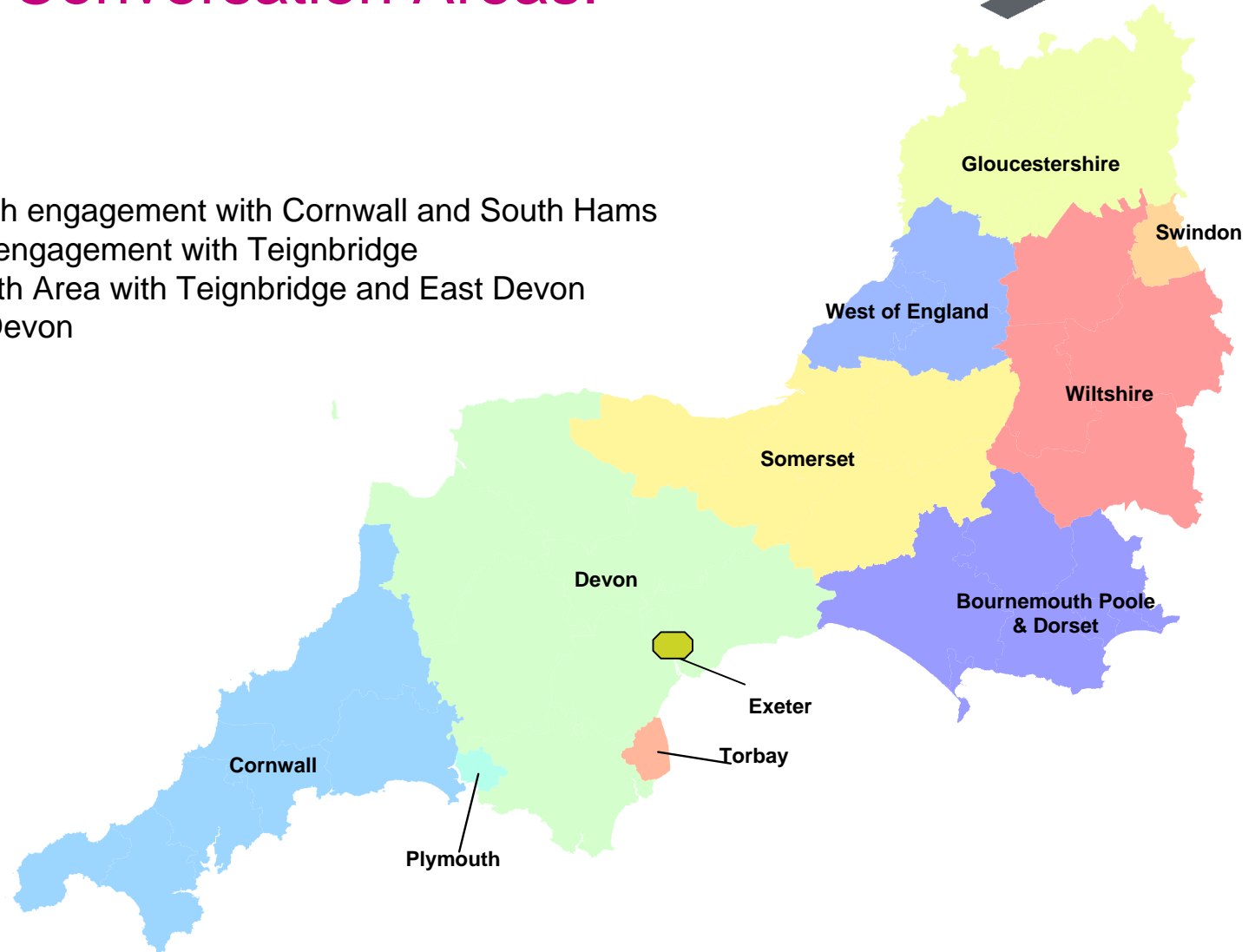
# Proposed Programme of Engagement

- A phased introduction
- Scoping meetings
- Workshop meetings
- Gap Analysis
- Local Investment Plan
- Local Investment Agreement
- Outcome Indicators
- Intensity will vary across the spatial areas



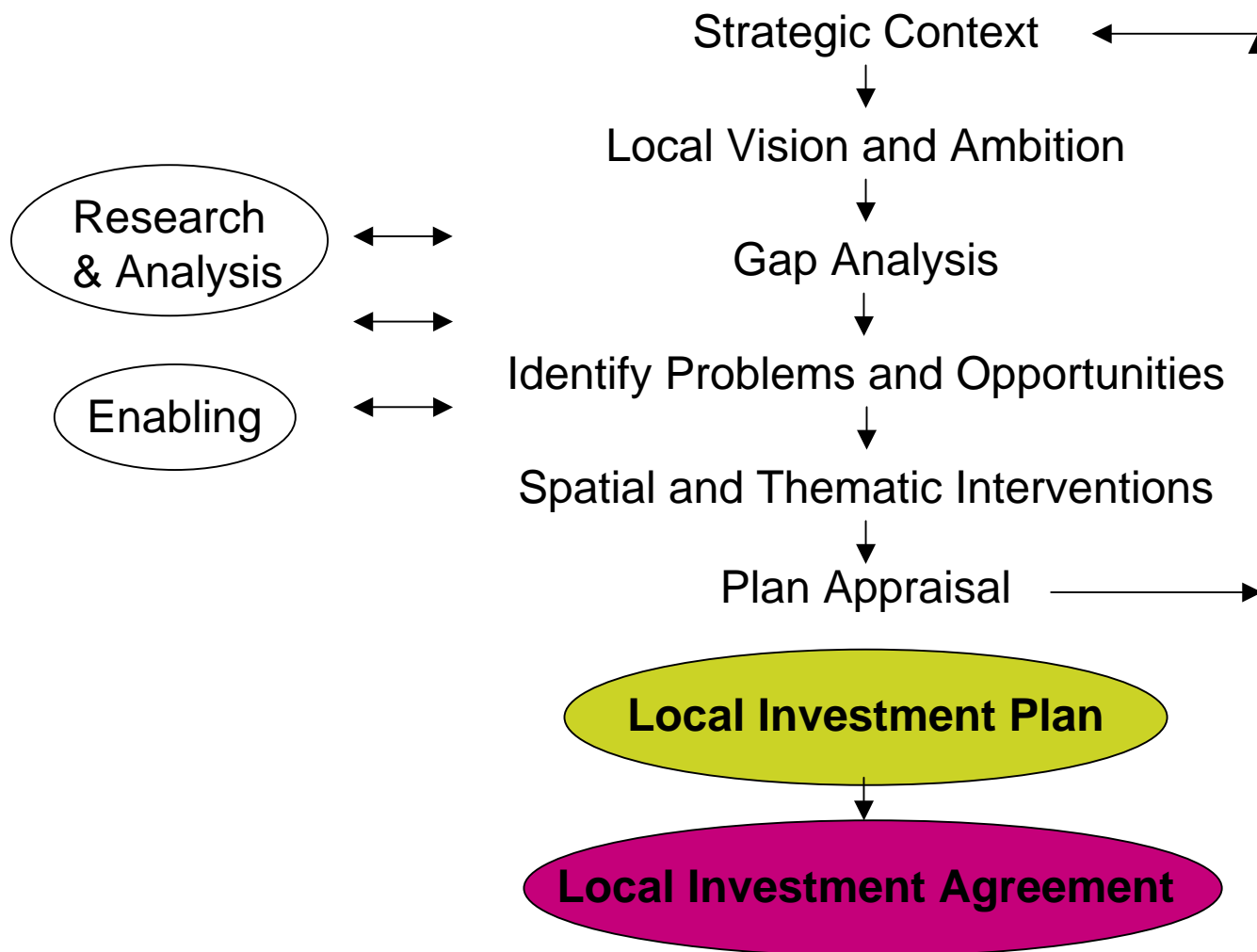
# Single Conversation Areas:

Plymouth with engagement with Cornwall and South Hams  
Torbay with engagement with Teignbridge  
Exeter Growth Area with Teignbridge and East Devon  
The rest of Devon

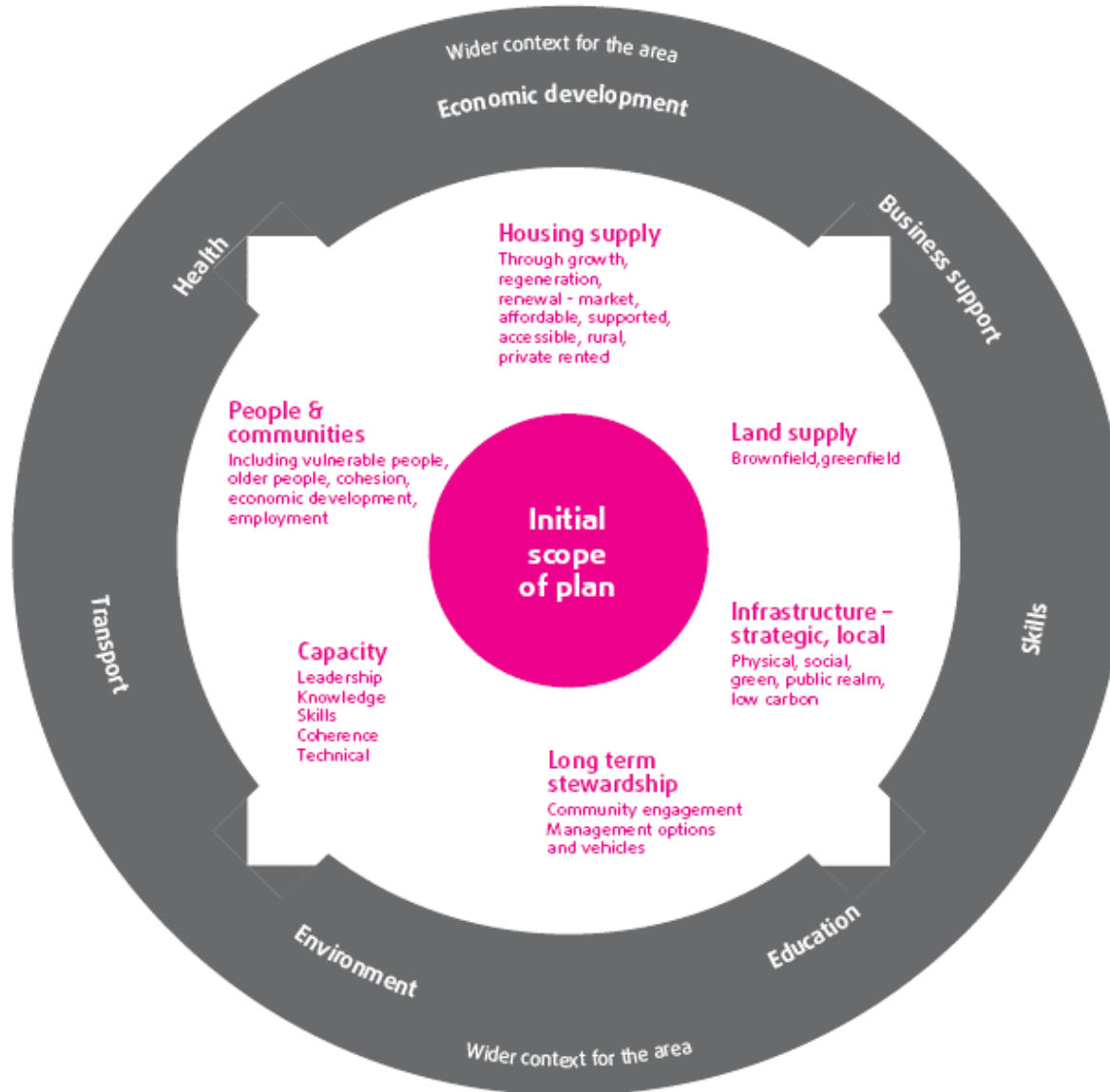


Isles of Scilly

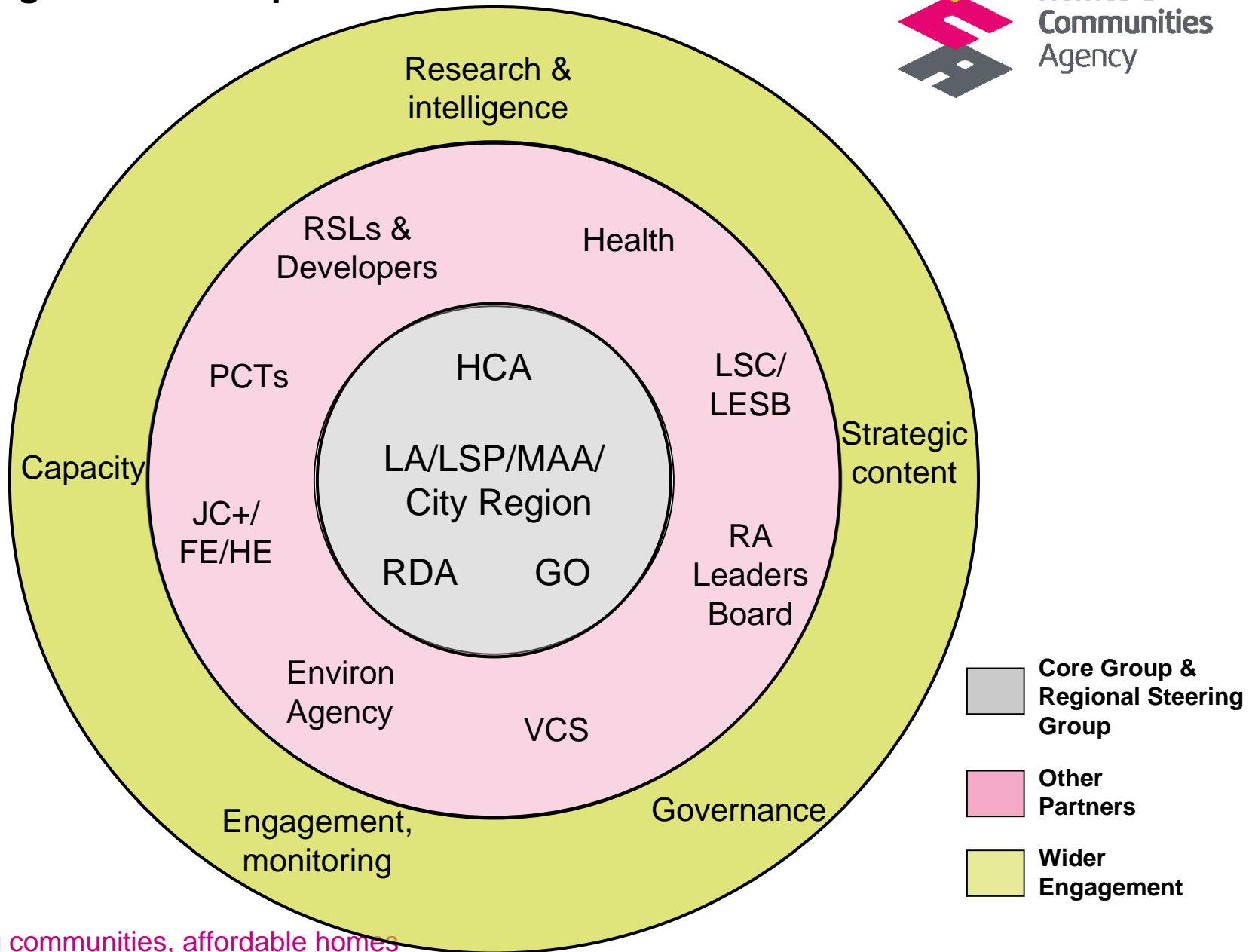
# Local Investment Plans and Local Investment Agreements



# Scope



# Engagement development



# Challenges in the Single Conversation

- Getting the spatial levels right
- Balancing national, regional and local priorities
- Having the right skills and capacity to deliver
- Applying the model to two tier areas
- Embedding design, diversity and sustainability
- Reconciling sectoral and spatial approaches
- Making progress through the credit crunch





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