Willenhall Local Neighbourhood Partnership

#### 18 April 2005

#### **Regeneration Framework – The Masterplan**

#### Summary of Report

The attached appendix sets out the Walsall Regeneration Company's Regeneration Framework as presented to the Scrutiny Panel on 26 January 2005.

The information contained within the presentation will assist the Partnership in the preparation of future plans.

The presentation contains information on:-

- the framework's purpose
- research and analysis the brief
- the strategic diagram
- the delivery plan
- key parameters for intervention
- Walsall Regeneration Company's role
- demand side factors
- under performance
- assets to exploit
- strategic aims of the regeneration framework
- enabling objectives and actions

#### Recommendation

That the Partnership receive the Walsall Regeneration Company's Regeneration Framework.

#### **Resource and Legal Implications**

None arising from this report.

#### Contact officer

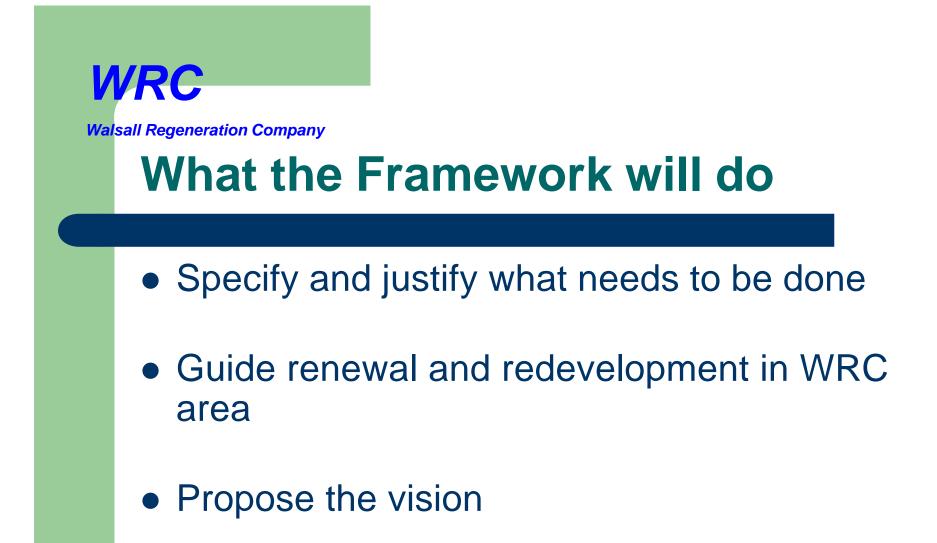
Glenys Ensor, Senior Constitutional Services Officer Tel. 01922 653265

#### **WRC**

Walsall Regeneration Company

### Regeneration Framework The Masterplan

Presentation to REH & CS Scrutiny Panel 26 January 2005

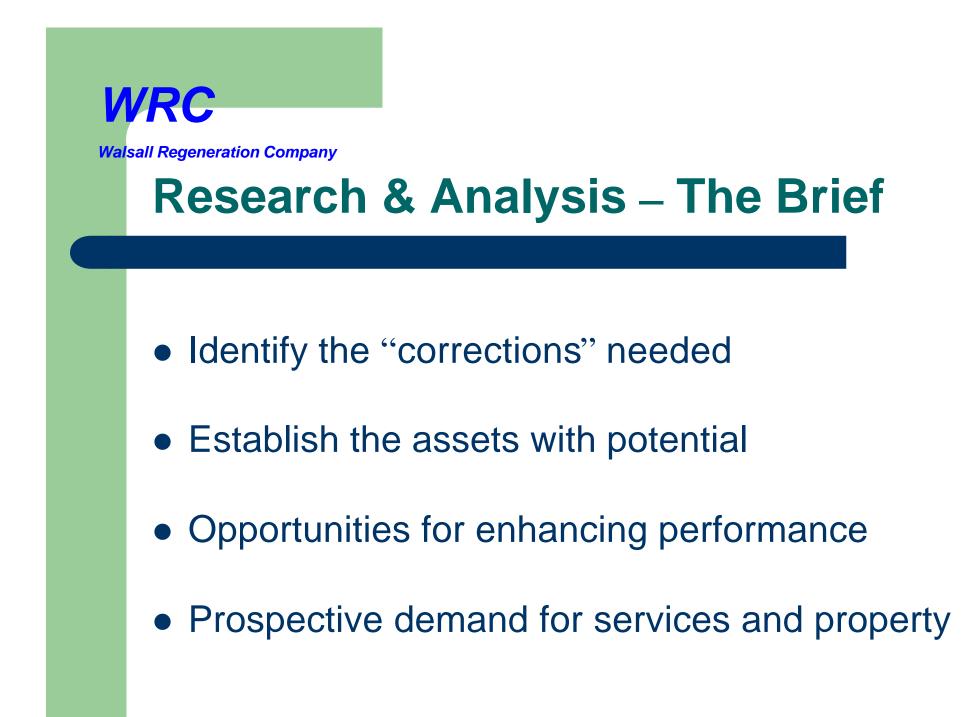


• Set strategic and enabling objectives

WRC Walsall Regeneration Company

# **The 3 Stages**

- Research and Analysis The Brief
- The Strategic Diagram
- The Delivery Plan

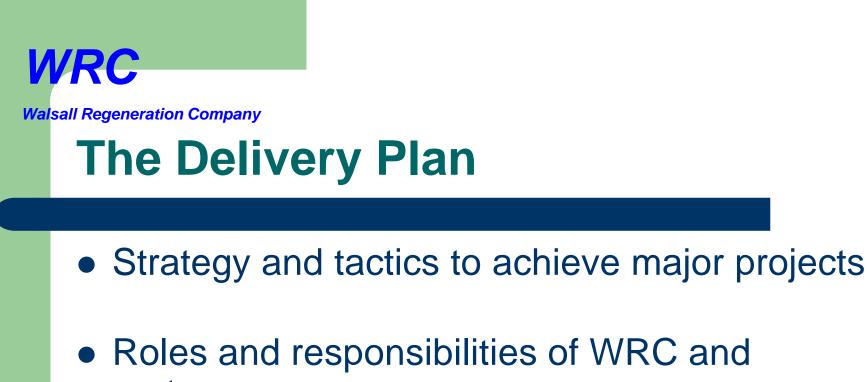


### WRC

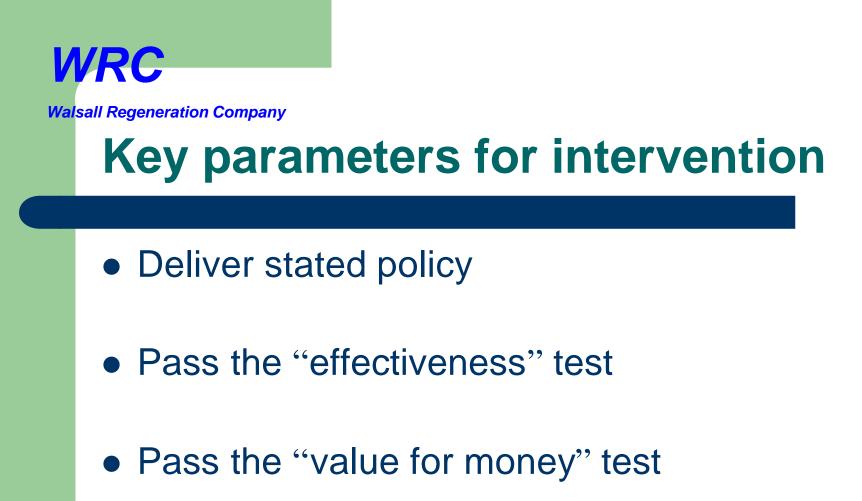
Walsall Regeneration Company

# The Strategic Diagram

- Define and locate the main physical changes needed
- Changes to functionality of key areas
- Changes to access and movement infrastructure
- Strategic landscape infrastructure required
- WRC Development Projects



- Profession responsibilities of WRC and partners
- Resource commitment by partners
- Development programme and resource plan



• Pass the "efficiency" test

WRC Walsall Regeneration Company

# WRC's Role

- Removing causes of market failure
- Take advantage of opportunities to generate new demand
- Gain the confidence of its markets
- Resolve conflicts with developer-led proposals



Walsall Regeneration Company

## **Demand side factors**

- Consumer services
- High value added production
- Producer service activity professional services
- Residential community



Walsall Regeneration Company

### Underperformance

- Lack of enough demand
- Selective out-migration
- Failure to restructure to create a strong service base
- Limited representation from growth sectors



## Assets to exploit

- Strategic location and land availability
- Distinctive history and plan form of Town Centre
- Canal network
- Land including for housing



• Bring forward Darlaston SDA



- Use the Canal to provide a unifying spine
- Create strategic public realm framework



• Create area for prime offices in the town centre



Walsall Regeneration Company

### **Enabling objectives and actions (2)**

- Promote small office-based workshop and studio scheme focused on creative industries
- Assemble land in the town centre to attract risk investment
- Exploit Council's land ownerships and use S106 creatively