

**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**

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**WRC**

*Walsall Regeneration Company*

# Regeneration Framework The Masterplan

Presentation to REH  
& CS Scrutiny Panel  
26 January 2005

# WRC

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## What the Framework will do

- Specify and justify what needs to be done
- Guide renewal and redevelopment in WRC area
- Propose the vision
- Set strategic and enabling objectives

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## The 3 Stages

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

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## Research & Analysis – The Brief

- Identify the “corrections” needed
- Establish the assets with potential
- Opportunities for enhancing performance
- Prospective demand for services and property

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## 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

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## The Delivery Plan

- Strategy and tactics to achieve major projects
- Roles and responsibilities of WRC and partners
- Resource commitment by partners
- Development programme and resource plan

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## Key parameters for intervention

- Deliver stated policy
- Pass the “effectiveness” test
- Pass the “value for money” test
- Pass the “efficiency” test



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## 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

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## Demand side factors

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

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## Underperformance

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

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## Assets to exploit

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

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## Strategic Aims of RF (1)

- Create a fully endowed Town Centre
- Create new and diverse housing supply
- Rationalise industrial land for 21<sup>st</sup> century economy
- Bring forward Darlaston SDA

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## **Strategic Aims of RF (2)**

- Improve communications infrastructure
- Develop FE and Business connections
- Use the Canal to provide a unifying spine
- Create strategic public realm framework

## Enabling objectives and actions (1)

- Develop retail and leisure facilities
- Expand town centre population
- Recover the historic plan form of the town centre
- Create area for prime offices in the town centre

## 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