

Business in
the

Community

Under-served Markets: NRU & Planning Workshop

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Business in the Community

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Under-served markets: Investment in deprived communities

Using retail, model to promote private sector investment in former “no-go” areas

Based on Harlem model of market-based investment and resulting “halo” affect of regeneration.

From 12 research areas, **4**
Pilot Projects

1. Barnsley
2. Bolsover
3. Bradford
4. Dudley
5. Hastings
6. Lewisham
7. Luton
8. Oldham
9. Salford
10. Sedgefield
11. Waltham Forest
12. Haringey

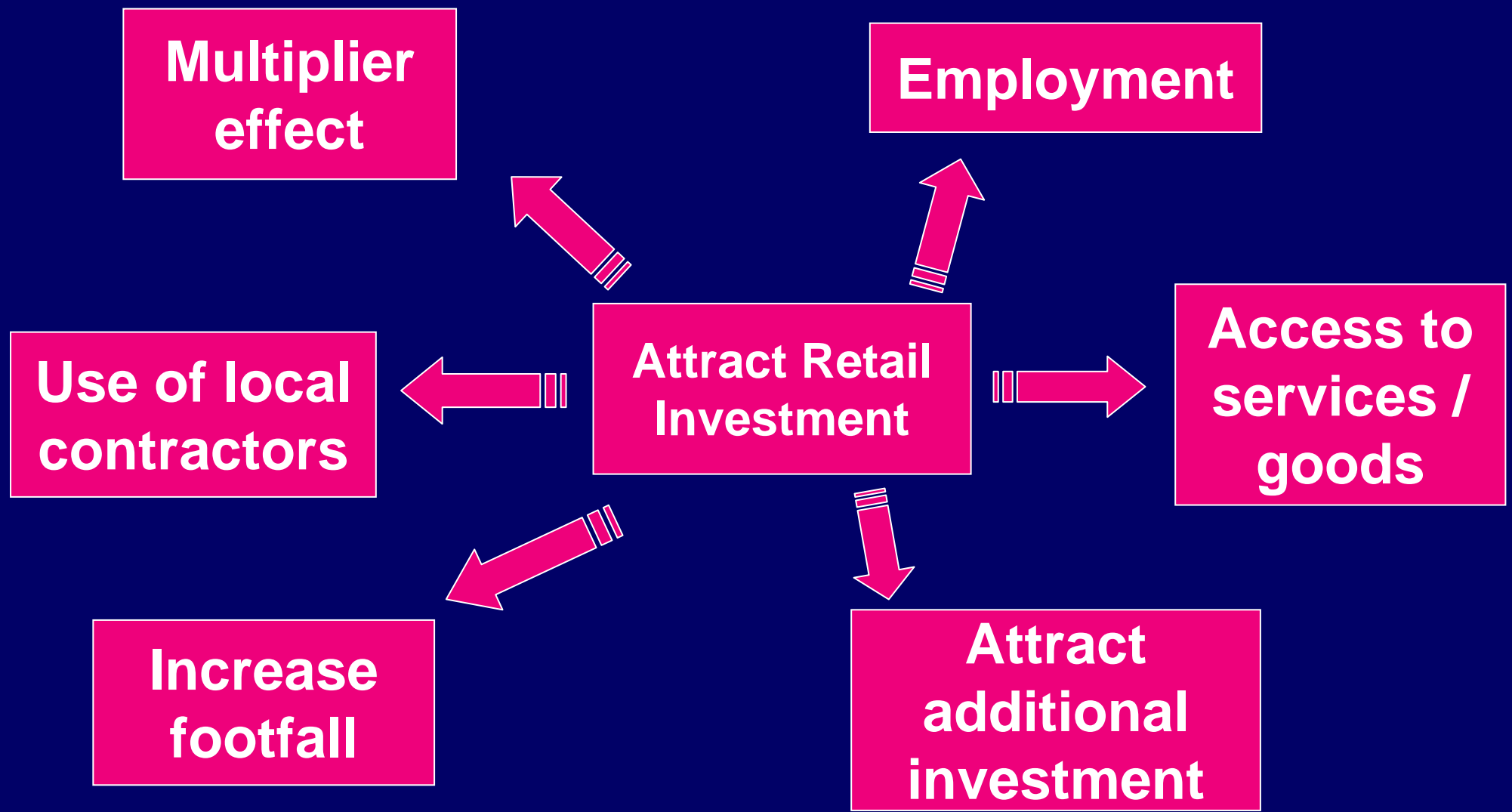
Under-served markets: Investment in deprived communities

- Working Group
- Research Market Opportunities
- Address challenges
- Deliver learnings to DCLG for policy evaluation

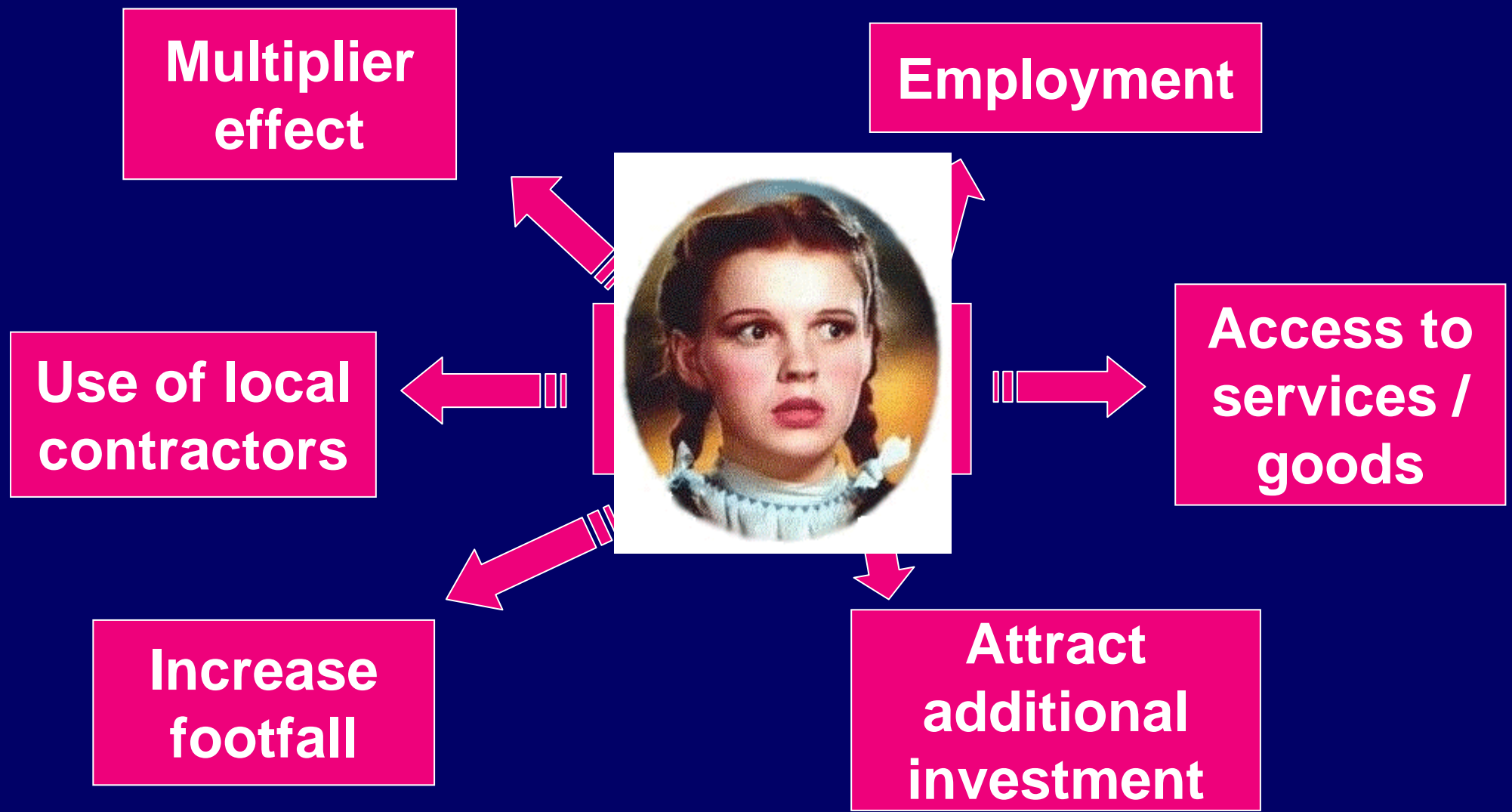
Impact Objective:

- support of local, SME and BME businesses;
- increased employment and training;
- the attraction of additional investment to the community

Under-served markets: Investment in deprived communities



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Learnings: Private Sector

There are viable commercial opportunities within England's deprived areas

Some already there, most are not

Preference to be part of larger transformation project

Investment in deprived areas is viewed relative to other investment options

Time and lack of certainty of planning process discourages investors from looking at deprived areas

Learnings: Local Authorities

Struggle to balance regeneration needs with planning objectives

A range of reasons, including split councils, recent experiences, lack of trust and past decisions, discourage risk taking

Many regeneration initiatives that can support planning objectives – ie housing, LEGI/SME, NDC's, etc - struggle to link or include a retail strategy as part of the consideration

Many still question whether brand retail can bring real benefits, and not destroy the existing fabric

Planning & Deprived Areas

The “inner city” is seldom literally located in the inner city but in decrepit neighbourhoods on the periphery that need not be on the travel route of the rest of us.



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BEFORE



Planning & Deprived Areas

“Areas of deprivation are not limited to town centres”



Planning & Deprived Areas



Consultation Paper on
Draft Planning Policy Statement 6:
Planning for Town Centres

National

PPS 6

- **2.33, 2.53:** plan for investment in deprived areas (p14, 18)
- **2.44:** when applying the sequential test, give weight to those locations that best serve the needs of deprived areas (p 16)
- **2.56:** with regard to access to local shops and services for deprived areas, to identify opportunities to strengthen existing centres/propose new centres to remedy deficiencies in provision (p 19)

Two key challenges of applying changes

When and under what circumstances would investment be appropriate to consider

How to ensure that there are positive impacts, and not negative ones.

Purpose of Workshop:

Bring together practitioner disciplines – retail, developers, planning consultants, architects, local authority, government office, RDA, academia & “Orgs”

Provide forum to assist in the application:

- How do we integrate planning policy and objectives for deprived areas
- Are there common principles for best practice
- What issues deserve further clarity

Plan- led

Castle Vale & Sainsburys

Unemployment: 1993 – 26%
 2004 – 5.3%
 1,461 jobs created
 3,415 training places

Life Expectancy:
people live, on average, 7 years longer
than they did in 1992

Education:
1994 – 13% had 5 A*-C passes at GCSE
2004 – 31%

Crime:
Total offences reduced by 36% since
2000.

•In addition to the foodstore, the
shopping centre now has Argos, Comet,
TK Max outlets and Thomas Cook.



CastleVale, Birmingham

Reacting to Proposals



Casebook: Lidl demonstrates need and job benefits from store plan

Planning - 16 June 2006

Lidl has won **an appeal** for a two-storey building at an out-of-centre location in Oxford for a discount food store on the ground floor with offices above after showing that the scheme would **improve provision for residents of a deprived housing area and bring employment benefits.**

2 Break outs – plan led & development control

3 Groups (blue, pink, green) with facilitator & scribe

- Approach from own experience & case study
- Omissions, areas for greater clarification, best practice to improve application/implementation
- What are common areas for agreement

Report out & feedback

Use feedback to develop guide

Small Advisory review group, reflecting disciplines

Unattributed minutes; plea for best practice

February release

Develop guide into workshop model

Private sector

- researches whether locations are in deprived areas
- develops better strategies to provide positive impacts

Public Sector

- Stronger interaction between planning & eco dev/regen departments
- Increased and better informed discussion “across the table” of ‘how’ would proposal bring benefits that address deprivation issues as part of the consideration of ‘whether’
- Use of economic development strategies to support planning