



# Integrated Design Quality and Planning

20<sup>th</sup> March, 2013, Haverfordwest

## **Making Places and Community**

Martin White

Head of Regeneration

Pembrokeshire County Council





## Design led urban regeneration – Dr Tim Williams

“ ... fact free masterplanning and reality lite design ....

“Urban Task force led to:

*“Some better designed buildings and places in towns that still didn’t have any economic rational and remain dysfunctional: I exaggerate for effect”.*





# Content

Our changing policy landscape ....

Vibrant and Viable Places: New Regeneration Strategy

SW Wales policy context:

South West Wales Economic Regeneration Strategy

Swansea Bay City Region

..... Pulling it altogether .....





## Our changing policy landscape ...

Planning Reform Bill

Economic Renewal, 2010

2012 – Welsh Government Initiatives ....

NAfW – Town Centre Regeneration

Enterprise Zones

Anti Poverty Strategy

Business Rates

City Regions

European Funding 2014 - 2020





# Vibrant and Viable Places: New Regeneration Framework

Regeneration defined as:

*“An integrated set of activities that seek to reverse economic, social, environmental and physical decline to achieve lasting improvement, in areas where market forces will not do this alone without some support from government”.*

£30m pa x 3 years

Prioritising fewer areas – 4-6 areas, pan Wales



# Pembrokeshire County Council Cyngor Sir Penfro



## National Outcomes:

- Prosperous Communities
- Learning Communities
- Healthier Communities

## Links with:

- Town Centres serving 21<sup>st</sup> Century towns
- Coastal Communities
- Communities First Clusters

## Principles:

Partnership: Strategy: Sustainable Development

## Key approaches:

Robust evidence base ...

Improvements to places with support for people ...

## Placed based approach:

Characterisation – local identity/sense of place

DCfW – Town Shapers' guide





## South West Wales Regional Economic Regeneration Strategy

### Context:

- Previous regional strategy predated global financial crisis
- Assist with business case for EU funding 2014-2020
- Assist with business case for Swansea by City Region

### Partnership

4 SW LA's, SW Wales Economic Forum, Regional Learning Partnership,  
Regional Tourism Partnership

Robust evidence base – key finding – low productivity, and “jobless growth” over  
next 20 years (Cambridge Econometrics)

Published after Regional Partnership forum meeting April





# City Regions

Welsh Government appoint Dr Elizabeth Heywood –  
Task and Finish Group

Recommendation: Two in South Wales, re-examining  
one in NE Wales

Task and Finish Group established to advise on  
structures/governance

[Link to EU funding 2014-2020](#)





Fluid policy context.....

Momentum on initiatives ...

Issue – joining them up into a coherent strategy

Intervention required ....

Design embedded within WG new regeneration  
framework