



Mickledore

Solutions in Regional Development



Practical Approaches to Economic Development

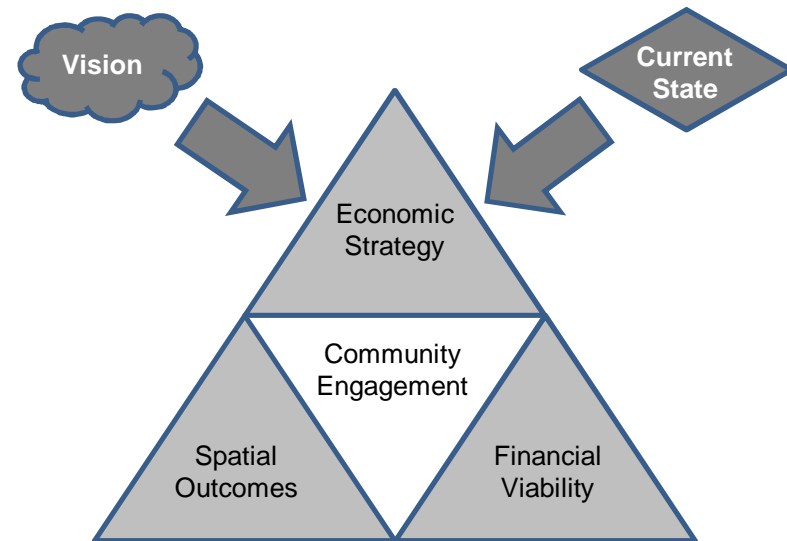
Developing Economic Strategy

Mickledore has considerable experience in developing complete economic strategies but recognises that the most effective strategies are often those that are developed internally. With this in mind we frequently undertake small incremental aspects of work that allow the strategy to be developed.

Above all our philosophy is that the best strategies often focus on a few priorities that can be implemented really effectively. Our work is therefore practical and concentrates on making a genuine difference.

Strategy building blocks are often considered to be:

1. Economic Baseline
2. Stakeholder engagement (and on-going)
3. Vision setting
4. Identifying key gaps
5. Economic drivers and market failures
6. Translation of vision into economic priorities
7. Action planning
 - i. Social – neighbourhood engagement
 - ii. Spatial – masterplan
 - iii. Commercial – business engagement
 - iv. Financial – Modelling
 - v. Business engagement
8. Public sector intervention strategy



In our experience many Local Authorities and special purpose vehicles launch into strategies with little analysis of what has gone before; the views of the various stakeholders; or the work that is already planned by other interested parties. In a number of cases, the strategy is avoided altogether and numerous master-planning exercises have been commissioned with no view concerning economic demand; financial viability; or the public sector intervention required.

The following section sets out the areas in which Mickledore can assist in strategy development.

Mickledore Approach

There are various ways in which Mickledore has developed and contributed to economic strategy:

- 1. Baseline Analysis**
Identifying functional geographies, building economic data blocks, providing time series and comparative datasets, identifying key themes and critical dependencies. Establishing metrics for measuring progress.
- 2. Stakeholder Engagement.**
Use of a number of different engagement models including surveys; multi-participant facilitated workshops; focus groups around each specialism; and one-on-one interviews. Setting out stakeholder feedback in a series of options and reporting back to the stakeholder participants.
- 3. Critical Challenge**
Use of workshops and tools to establish the priorities in economic strategy. 'Challenge' sessions carefully examine the steps, timescales and sequences of actions required to ensure a robust strategy and action plan.
- 4. Benchmarks and Best Practice**
Mickledore consultants have over a number of years, captured best practice examples and comparative approaches in economic strategy from across the UK and further afield.
- 5. Role of the Private Sector**
Stimulating private sector investment is a key aspect of all economic strategy. Mickledore has a huge amount of experience in private sector investment whether through sector strategies, investor support, inward investment, retail support, or housing regeneration. Mickledore can ensure that strategies are highly relevant to the private sector.
- 6. Mapping**
We have experience of GIS data mapping and the spatial presentation of key findings.
- 7. Procuring Master Planners**
Mickledore has experience of procuring Master Planners and firmly believes that the economic strategy must come before a spatial interpretation is created through Master Planning. We can ensure that Master Planning is not undertaken in a vacuum but leads from economic strategy, recognises likely market demands and is financially viable.
- 8. Delivery of Physical Outcomes**
Where economic strategy leads directly into a physical development plan, we have a large amount of experience in financial modelling to ensure viability and also how sites and interventions can be assembled to allow effective procurement of developers and provide best value for the Council, either through maximising planning gain or minimising financial contributions.

Experience

Our consultants have been involved in a large number of projects relating to economic strategy. A few examples are set out below:

Bath and NE Somerset Council (B&NES)

Over many years we have been involved in various engagements with B&NES from vision setting through to establishing the economic strategy and then working with Master Planners to achieve a spatial approach and financially viable Master Plan.

The follow on work included advising on the function of the economic development department, working on complex single project issues (such as Bath Rugby Club redevelopment), undertaking options appraisal for the relocation of the Council and critical analysis of the Regional Spatial Strategy.

Liverpool Northshore

Liverpool Land and Development Company commissioned an economic baseline of a regeneration area called Liverpool Northshore prior to establishing an economic strategy. The work involved measuring every aspect of the area ,but initially required the area to be built from ONS output area data because the boundary of the area was nebulous.

The output area approach allowed better definition of the regeneration project and will allow progress to be measured in the future. Having created the area we were able to present all out findings using GIS mapping.

Gateway to London (GtL)

Gateway to London is a delivery agent of the London Development Agency covering economic development for the Eastern Boroughs of London.

In 2008 GtL submitted a tender document to the LDA for their ongoing work. This tender was effectively a detailed economic strategy for the area.

Mickledore acted as a critical friend in the process, establishing the framework, working alongside the senior management team and providing input and then managing the delivery of the final document.

Riverside Inverclyde URC

Scottish URCs are constituted differently to those in England and have direct investment and land assembly powers. Riverside Inverclyde was established in 2006 and we were involved in a wide stakeholder engagement strategy to help establish the strategy and a detailed study to look at the likely commercial uses for the extensive industrial zoned land alongside the Clyde.

The wide ranging stakeholder engagement strategy and the careful work on potential demand in the area became the linchpin of the overall strategy and allowed significant funds to be attracted from the Scottish Executive.

Making Contact



Mickledore Ltd.
Chapel View
63 Whitchurch Close
Padgate
Warrington
WA1 4JP

Tel: 01925 837679

Email: contact@regionaldevelopment.co.uk

Web: www.regionaldevelopment.co.uk

Mickledore is a Limited Company
Registered Company 6651481
VAT Registration 937629091