

Report for:	Formal Shadow Executive
Meeting Date:	12 November 2019

Title of Report:	Regeneration Strategy
Shadow Portfolio Holder	Cllr Nick Naylor
Responsible Officer	Peter Wright, Interim Head of Regeneration and Investment, Wycombe District Council peter.wright@wycombe.gov.uk 01494 421 841
Officer Contact:	Peter Wright, Interim Head of Regeneration and Investment, Wycombe District Council peter.wright@wycombe.gov.uk 01494 421 841
Recommendations:	That the Regeneration Strategy for High Wycombe, Princes Risborough and Marlow be approved as a draft to be considered and, in whole or part, be incorporated in a wider strategy by the new Buckinghamshire Council once it comes into being.
Corporate Implications:	Risk: N/A Equalities: N/A Health & Safety: N/A
Options: (If any)	Not to approve the strategy for further consideration.
Reason:	The strategy provides both principles and an outline programme showing how the main settlements within the district can contribute to the stated growth aims for Buckinghamshire.

1. Background

1.1. In September 2018 Inner Circle Consulting were commissioned to produce a Regeneration Strategy, working with officers in the WDC Regeneration and Investment Team. This work is now complete and the resulting strategy is appended to this report for approval. Work comprised:

- The production of a regeneration vision
- The production of a set of investment priorities and programme of projects
- The establishment of an evidence base and appropriate metrics
- The establishment of investment principles and assessment methodology
- An analysis of potential delivery routes and investment partners.



2. Summary of outputs

2.1. Vision

2.1.1. “By 2050, through sustainable growth in High Wycombe, Princes Risborough and Marlow we aim to have doubled the size of the local economy, boosted productivity and cemented Buckinghamshire’s reputation as a world class location for business. The greater Wycombe area will be one of the best places in the UK to work and invest in with world leading business productivity and connectivity. Growth will be harnessed to enable businesses and communities to prosper, thrive and enjoy one the highest qualities of life in the country. Complementing all of this, the region will have outstanding sustainability credentials.”

2.2. Principles

2.2.1. The vision will be delivered by achieving 5 principles:

- Better town centres
- Innovative economy
- Protect and preserve the natural environment
- Sustainable homes for all
- Enhancing connectivity

2.3. Growth Areas

2.3.1. The strategy divides proposed interventions into six growth areas:

- High Wycombe town centre
- Innovation Corridor
- Gomm Valley
- Princes Risborough
- Marlow ‘protect and preserve’
- Network Interventions

2.4. Delivery

2.4.1. Within the above growth areas, ‘big moves’ have been identified that comprise 178 projects - taken both from existing plans and new proposals which could be delivered over the next 30 years. For 31 sites, architectural and urban design input has generated specific outputs which have then been analysed using an economic growth tool. This tool uses established methodologies to derive the wider benefit to the economy of a given project; the tool will be available to the Council to use in future as projects and programmes develop.

2.4.2. Key potential delivery partners that could help Buckinghamshire Council to deliver this strategy have been identified and can be found in section 8 of the appendix.



3. Next steps

3.1. Strategic fit

3.1.1. As part of the work leading up to the establishment of the new Buckinghamshire Council approaches to regeneration and economic development are being considered. This report aims to ensure that the work done by Wycombe District Council forms part of the wider regeneration approach which will be developed by the new Council fitting, as it does, within county- and region-wide strategies such as the recently published Buckinghamshire Local Industrial Strategy and the joint central and local government ambitions for the Oxford-Cambridge Arc. The extent of any commitment to the strategy or any projects within it (outside those already underway) will entirely be a matter for the new Buckinghamshire Council once it comes into being.

3.1.2. This strategy also complements and contributes to the delivery of the Cultural Strategy for Buckinghamshire (by improving the visitor experience and tourism offer) and the emerging Transport Strategy for High Wycombe Town and Urban Area (allowing for better north south connectivity, sustainable transport opportunities, bike schemes and electric charging points for example).

3.1.3. Delivering a regeneration programme will also make a positive contribution to the wider determinants of health under the Joint Strategic Needs Assessment by providing new job opportunities, tackling deprivation in High Wycombe, creating safer places ('safer by design'), improving social connectivity, enabling quality homes, improving road safety and providing educational, social and recreational opportunities for young people.

Background Papers	Regeneration Strategy V1.1
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