

THE EXECUTIVE

14 SEPTEMBER 2004

REPORT OF THE DIRECTOR OF REGENERATION AND ENVIRONMENT

REGENERATION VISION STATEMENT		FOR DECISION
<p><i>This report concerns issues of policy on which the decision is reserved to the Executive.</i></p>		
<p>Summary</p> <p>Last year's Best Value Review of Regeneration highlighted the need for a short written statement setting out the Council's vision and priorities for regeneration in clear, simple language for officers, the community and external partners. The attached draft Vision Regeneration Vision Statement was developed through an extensive process of internal consultation. It is based on and complements the Community Strategy and 2020 Vision for the Borough.</p>		
<p>Recommendation</p> <p>The Executive is asked to agree the Draft Regeneration Vision Statement.</p>		
<p>Reason</p> <p>To help achieve the Community Priority of Regenerating the Local Economy.</p>		
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1. Background

- 1.1 The Council's recent cross-cutting Best Value Review of regeneration made a number of strategic recommendations to achieve a "step change" in the regeneration of Barking and Dagenham. In particular, it identified the need for a short "vision statement" to complement the Council's Regeneration Strategy, An Urban Renaissance for East London, and its 2020 Vision. The vision statement would be written in clear, simple language and would summarise for staff, the local community and our external partners, the Council's policies and objectives for regeneration.
- 1.2 The attached draft Regeneration Vision Statement is based on and complements the recently revised Community Strategy and the 2020 Vision for the Borough. It was developed after extensive internal consultation, facilitated by the Urbancanda consultancy that advised the Council on the reorganisation of regeneration activities and the development of the Regeneration Board.

2. Consultation

- 2.1 Ken Jones (Head of Housing Strategy), Alan Lazell (Head of Lifelong Learning), Philip Baldwin (Regeneration Manager, Social Services), Peter Wright (Head of Planning and Transportation), Robin Tuddenham (Interim Head of Policy and Performance) and Jane Bufton (Head of Corporate Communications) were consulted on the draft. Other officers from the Departments of Regeneration and Environment, Corporate Strategy, Education Arts and Libraries, Housing and Health and Social Services also contributed to the development of the Vision Statement at the workshop stage.
- 2.2 The Regeneration Board considered the draft at its meeting of 27th July.
- 2.3 The Lead Member for Regeneration, Councillor Kallar, was consulted and is content.

3. Financial implications

- 3.1 David Waller (Interim Head of Regeneration Finance) was consulted on the draft report. There are no financial implications for the Council.

Background papers

Regenerating the Local Economy: Cross-cutting Best Value Review

Regeneration in Barking and Dagenham

Our Vision

Building Sustainable Communities, Transforming Lives

Our vision is for a well educated, highly skilled population, able to access new jobs easily from the varied opportunities available within the Borough and elsewhere. People will choose to live, work and invest here because Barking & Dagenham provides excellence and choice in the big things in life - work, education, health, housing and recreation - for individuals and for the family.

- *A vibrant local economy,*
- *A diverse and cohesive community*
- *A safe and attractive public realm and environment*
- *Excellent retail, leisure, cultural, community and social facilities,*
- *A full range of housing choices,*
- *Accessible and affordable public transport, and*
- *First class education and lifelong learning services,*

will provide the basis for greater personal wealth and a better quality of life for all our residents, including those who are not economically active.

Barking and Dagenham will realise its unique potential for growth in London's Thames Gateway, to become the first choice for the future in delivering Sustainable Communities, supporting diversity and creating opportunity for all.

Our pledge to partners

The Way We Will Work

To achieve our vision we will create a climate of confidence and certainty for residents, partners and investors around our aims and delivery.

We will respond flexibly and intelligently within our overall strategy to both opportunities and challenges.

We will listen to all the borough's communities, working with them to deliver the vision for the borough and raising and meeting their expectations of what regeneration can achieve.

We will support and encourage each other as colleagues and partners.

Our Aims and Objectives

Our aim is to encourage the development of a well-educated and skilled workforce, support existing businesses to grow and attract new investment. To achieve this aim we will:

- provide leadership and coordination to economic development activity in Barking and Dagenham;
- help build the enabling environment for business growth – transport, the built environment and information and communication technologies (ICTs);
- make Barking and Dagenham a business-friendly council, so that our policies take into account the needs of businesses;
- support business growth, retention and competitiveness, working with our partners to ensure that businesses are able to find the sites, training and advice that they need to thrive within our borough;
- promote social inclusion by encouraging the growth of social enterprise, intermediate labour markets and local entrepreneurship, so that all communities and neighbourhoods benefit;
- help local people into employment and into more rewarding, better paid jobs, by increasing their access to employment opportunities and improving their skills, mobility and employability;
- use the Council's power as a major local employer and purchaser of goods and services to foster economic development;
- create a climate of certainty for investors, particularly in London Riverside and Barking Town Centre.

Our aim is to work in partnership to ensure that any new development creates genuinely sustainable communities. To achieve this aim we will:

- ensure that new and existing communities are knitted together and that every effort is made to promote social inclusion and community cohesion;
- provide new social and leisure infrastructure in accessible locations, particularly within existing communities;
- improve public transport to increase local people's access to jobs, leisure, waterways, local parks and community facilities, through the East London Transit scheme, the DLR extension to Dagenham Dock, a metro service on the c2c line, a new station at Renwick Road and improved north-south bus links
- create beautiful and inspiring architecture, exemplary public parks and open spaces and the very best in public art;
- ensure that new developments are undertaken in an environmentally responsible way, including by building at higher densities;
- create places which people aspire to live in and attract and retain a more diverse mix of residents;
- inform, consult and engage with the borough's existing and new communities, building capacity within the local community where this is needed to support meaningful engagement.

Our aim is to lead the promotion of Barking Town Centre and work with partners to ensure the implementation of the Barking Town Centre Strategy. To achieve this aim we will:

- build a more sustainable economy for Barking Town Centre and its hinterland, developing capacity in the retail, office and public sectors particularly;
- improve local people's skills to enable them to widen their employment opportunities and increase their incomes;
- improve the image and raise the profile of Barking Town Centre, so as to increase investment and attract new residents and visitors;
- encourage cultural development and the growth of a creative industries cluster in the Town Centre;
- maximise the potential of Barking Town Centre's excellent transport links, particularly Barking Station;
- improve the quality of the environment and the linkages between key destinations in the Town Centre;
- increase the quality and range of housing within Barking Town Centre and its hinterland;
- ensure that suitable and good public service facilities are provided.