

By: Adam Wilkinson, Managing Director – Environment and Regeneration

To: Environment & Regeneration Policy Overview Committee – 4th April 2008

Subject: KCC Regeneration Strategy

Classification: Unrestricted

Purpose of Report: To provide an update on progress being made towards the KCC Regeneration Strategy

Recommendation: That Members note the progress made and continue to support the continued work towards production of the KCC Regeneration Strategy

1. Introduction

- 1.1 Cabinet approved work to commence at the meeting of 21st January 2008. This report provides an update on progress to date.
- 1.2 A core team and working brief had been in place from early January 2008 and began work during the week commencing 7th January with the objective of providing the KCC Regeneration Strategy for Cabinet on the 12th May 2008.

2. Regeneration Strategy Scope & Approach

- 2.1 The proposed Strategy for KCC's role in Kent's regeneration is the continuation of a long-term corporate commitment to regeneration through the activities of Education, Social Services, Arts, Culture, Environment & Transport, and above all, a commitment to tackle deprivation at its root causes.
- 2.2 The strategy will be a living, dynamic document, updated every three years and with an annual action plan. It will set out KCC's regeneration priorities and how these relate to existing overarching Kent documents including Community Strategy, Kent Prospects and strategies for local transport, health, environment, skills, culture and other relevant areas. It will also make explicit how KCC's *Towards 2010* targets contribute to achieving KCC's corporate regeneration ambitions.

3. Project Team

- 3.1 Working directly to Adam Wilkinson, a Regeneration Strategy team was set up with Peter Welsh (Head of Analysis and Information Team) as project manager.
- 3.2 The team is made up of experienced officers from across the range of regeneration disciplines and includes representatives from CFE, KASS and CMY directorates.

4. Approach and Methodology

- 4.1 The strategy is being based upon a wide range of evidence and the first wave of analysis of core indicators, existing projects and priorities on a district by district basis is now complete.
- 4.2 National, Regional and Local strategy context analyses have been completed, including *Towards 2010*, V4K and the range of core strategies.
- 4.3 The current phase of analysis is focussing on identifying cross-Kent themes and priorities for the Strategic Action Plan section of the document

5. Engagement Process

- 5.1 Although not a statutory document, the KCC Regeneration Strategy is following best practice and engaging with partners through a series of meetings between Chief Executives and the Project Manager. These took place during w/c 28th January and w/c 4th February 2008 and prepared the ground for further substantive workshops with Districts/Boroughs and other partners organisations.
- 5.2 During the week commencing 25th February a series of workshops were held, hosted by Adam Wilkinson and Roger Gough with District Leaders, CEOs and Directors of Regeneration. The purpose of these meetings was to provide a clear opportunity to work with District partners on the key issues facing them and sought to explore opportunities for better working practices and continued project development.
- 5.3 The workshops focused on a review of the quantitative evidence compiled during the first part of the KCC Regeneration Strategy project and stimulated debate around the implications of using this intelligence-led approach, which was universally supported.
- 5.4 The findings of the workshops make up part of the evidence base of the KCC Regeneration Strategy and have confirmed or revealed issues central to its focus and delivery.

6. Drafting and Peer Review

- 6.1 The week commencing 4th March saw work on drafting the strategy begin, pulling together all of the information gathering phases, the district and comparative analysis, findings from the engagement workshop phase and the strategic context.
- 6.2 Throughout, the KCC Regeneration Strategy is being benchmarked against Equalities, Health, Environment, Transport and Rural impact assessments.
- 6.3 On 7th March, a workshop hosted by PASCAL International Observatory experts was held in Kent to provide external challenge to the strategy findings and direction. This relationship will continue beyond the project timescale and be used as a critical friend to developments.
- 6.4 The Strategic Action Plan information has been compiled across all KCC directorates and will be analysed and presented as a final stage of the work.

7. Recommendations

- 7.1 Environment & Regeneration Policy Overview Committee Members are asked to note this report, and support the continued work towards production of the KCC Regeneration Strategy.

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