

Keith Webster BSc, Dip TP, MRTPI, MBA

Principal Consultant



Professional Qualifications and Training

- BSc Environmental Sciences*
- Dip TP Diploma in Town Planning*
- MRTPI Member of the Royal Town Planning Institute*
- MBA Masters in Business Administration*

PRINCE2 Foundation and Practitioner Certificate in Project Management (2006)

Profile & Career Summary

Keith has over thirty experience of the planning and implementation of development and regeneration strategies and projects. Since 1997 Keith has worked for the development, regeneration and planning consultants ANCER SPA (Midlands) Ltd on a number of significant projects, including the following:

Advantage West Midlands – Town planning and project development support for strategic employment areas at Chatterley Valley in North Staffordshire and i54, the combined Major Investment and Regional Investment Site (MIS & RIS) near Wolverhampton, Junction 2, M54. This included the submission and negotiation of complex outline and detailed planning applications for site preparation, commercial development and on and off-site highway works. The work has been successful in that both major projects, each extending to some 100 hectares of development have received outline planning permission and in many cases approval of subsequent reserved matters. This has involved working with private sector developers such as Gazeley (UK) Ltd, Northern Trust and Stoford Developments Ltd on project development and making planning submissions on their behalf for major schemes such as the ‘Blue Planet’ warehouse at Chatterley Valley and the Moog Aircraft manufacturing facility at i54. Other projects for AWM include the Rural Regeneration Zone Enterprise Network with a food enterprise park at Shrewsbury and also a research study of the case for economic interventions in various major towns throughout the region.

East Midlands Development Agency (EMDA) – Project appraisals including Innovation and Enterprise Centres at Silverstone, Loughborough University, Sherwood Energy Village and Markham Employment Growth Zone. Co-ordination of Northamptonshire Sustainable Communities Plan bid. Master Plan and development options appraisal for mixed-use



development of a 20ha brownfield site close to Chesterfield town centre. Work has recently included producing a Regional Assets Development Strategy related to transfer of assets to the 3rd Sector to provide economic service centres/community anchors.

English Partnerships – Area Investment Strategies for Burton upon Trent, Mansfield, Leicester, Ipswich, Luton, Dunstable and Lowestoft. Advice on site specific development projects.

RENEW North Staffordshire - Regeneration project development and associated ERDF Objective 2 and Single Pot funding applications in and around Stoke on a variety of economic development projects. This has included securing a gap funding grant towards a new manufacturing plant to enable the relocation of Olympus Engineering and a feasibility study to find a site for a major waste transfer/recycling facility for Stoke on Trent City Council.

Birmingham City Council - Employment Land Strategic Investment Plan for East and West Birmingham Regeneration Zone. Client support on site development briefs, feasibility studies and project appraisals for Regeneration Zone schemes. Strategic regeneration frameworks for the A34/41 Stratford Road and Washwood Heath corridors and development constraints study for the Birmingham Wheels Park area. Study of the potential for a Resource Recovery/Environmental Enterprise Park at Tyseley with subsequent project development at the Tyseley Wharf site owned by British Waterways. Viability and deliverability appraisal of the Aston Newtown Lozells Area Action Plan and a study of boundary options for the Aston East Regional Investment Site.

Dudley Metropolitan Borough Council – Identification of potential employment sites for inward investment marketing purposes. Enterprise centre demand and feasibility study.

Leicester and Nottingham – Study of the potential impact of out-of-centre business parks on the economy and urban regeneration of the cities of Leicester and Nottingham. This included analysis of proposed major development near junction 24 of the M1.

Calthorpe Estates – Submission of representations and evidence to the Birmingham UDP in relation to the Estate's land holdings in Edgbaston

West Midlands to East Midlands Multi-Modal Study - Provision of land use and development input including development scenarios, employment and household projections and project impact assessment.



Dagenham, Thames Gateway – Formulation of bid and delivery plan for a £20m SRB5 scheme for the regeneration of the industrial area of Dagenham around the Ford Motor Company plant.

Newham Arc of Opportunity, Lower Lea Valley - Part-time Sites Development Manager for the Access to Excellence SRB 6 Delivery Team. Co-ordination of technical feasibility studies and site acquisition programmes.

Prior to working for ANCER SPA, Keith held the following posts:

1986 -1997: Director of Development Services at Corby Borough Council.

He played a key role in the town's economic recovery from the closure of its steel works, formulating overall strategy, leading development initiatives, managing land resources and attracting inward investment. This included being project leader for the £20m Corby Urban Village Regeneration scheme that included £6m of SRB funding. He also played a key role in a partnership scheme between CBC, British Steel and a private developer to create a major rail served storage and distribution development on some 100ha of land. He promoted the project through a Local Plan Inquiry and co-ordinated the planning of the release of land for phases 1 and 2 of Eurohub.

1978-86: Principal Planner at the London Borough of Hackney

As a member of a project implementation team he assisted housing renewal programmes, particularly through planning support to Compulsory Purchase Orders. He was given responsibility for the Hackney Road Commercial Improvement Area Project and became project leader for the regeneration of the Broadway Market Area, a former GLC Comprehensive Redevelopment Area which had been aborted leaving much dereliction of housing and commercial property. He set up a local project office and managed a multi-disciplinary team, which achieved numerous construction and environmental projects, including 1000 new homes, community centres, shop and industrial units, new roads, traffic management schemes and pedestrian priority areas.

1974-78 Planning Assistant at the London Borough of Havering

He was part of the Romford Town Centre Project Team, particularly working on the design and implementation of pedestrianisation and environmental improvement schemes e.g. South Street, and the provision of car parking and public transport facilities. He also became involved in environmental assessment of the M25 motorway.



Clients Include:

Regional Development Agencies: Advantage West Midlands (AWM), RENEW North Staffordshire, East Birmingham & North Solihull Regeneration Zone (EBNSRZ), East Midlands (EMDA), East of England Development Agency (EEDA), London Development Agency (LDA) and English Partnerships

Local Authorities: Birmingham City Council, Sandwell and Dudley Councils, Leicester City Council, Mansfield Borough Council, Chesterfield Borough Council, North East Derbyshire District Council, Nottinghamshire County Council, Warwickshire County Council

Private Sector Clients: Alfred McAlpine Developments Ltd, Buckminster Trust, Calthorpe Estates Ltd (Edgbaston), Deeley Group, Gazeley UK Ltd, Renaisi Ltd, Pritchard Holdings plc, Aeron Engine Controls, Olympus Engineering.

Contact Information:

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