

Employment Land Investment Strategies

ANCER SPA has significant experience in identifying and prioritising employment sites for the investment programmes of Regional Development Agencies, local authorities and other agencies.

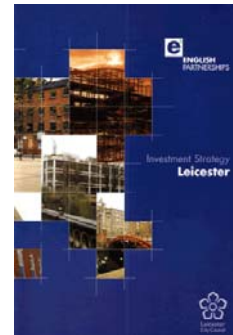
East & West Birmingham Regeneration Zones - Developing Employment Land Strategic Investment Plans



ANCER SPA was appointed in 2006 by East Birmingham North Solihull Regeneration Zone in association with Birmingham City Council and Advantage West Midlands to prepare a Strategic Investment Plan for Employment. The success of this Plan was followed in 2008 by an extension to cover the West Birmingham area of the Regeneration Zone. The study reviewed the socio-economic baseline context and provided analysis of property market conditions. It categorized employment areas into those where development is viable in normal market conditions and those where there is market failure and intervention by the public sector is justified. These latter Priority Investment Areas were then the subject of a detailed audit to understand their economic role and prospects, with a view to recommending appropriate policies and projects to secure their economic regeneration. This led to acquisition of key sites by AWM.

English Partnerships Area Investment Strategies

ANCER SPA was commissioned by English Partnerships to provide area investment strategies for a number of towns and cities including Luton & Dunstable, Burton upon Trent, Mansfield, Lowestoft, Ipswich, Leicester and the former coalfields area of North East Derbyshire. This included understanding the economic regeneration needs of each town, identifying, appraising and prioritising projects according to outputs, value for money and deliverability. In the Coalfields Alliance area of North East Derbyshire and North Nottinghamshire this led to further property market 'gaps' supply and demand research to provide further evidence for specific employment projects.



Craven Arms Site Investment Strategy, South Shropshire



ANCER SPA was commissioned by South Shropshire District Council to formulate an investment strategy for sites to be developed for employment and mixed use purposes as part of a Market Towns Action Plan. Particular attention was paid to finding new uses for sites abandoned as a result of the decline of agricultural functions, including the principal cattle auction yard. Feasibility studies were undertaken into the conversion of redundant buildings for other employment generating uses.

