

4A.7a: Infrastructure investment (high speed rail, airport development) in order to maintain growth and improve accessibility to regenerate regions.	4A.8b: Local interest groups (Chambers of Commerce, local preservation societies, trade unions) play a key role in decision-making about regeneration; there are often tensions between groups that wish to preserve environments and those seeking change.	4A.8c: Urban and rural regeneration strategies include retail-led plans, tourism, leisure and sport, public / private rural diversification.
How is regeneration managed? Battersea Power Station as an example		
4A.9a: Rebranding involves re-imaging places using a variety of media to improve the image of both urban and rural locations and make them more attractive for potential investors.		