4A.8c: Urban and rural regeneration strategies include retail-led plans, tourism, leisure and sport, public / private rural diversification.

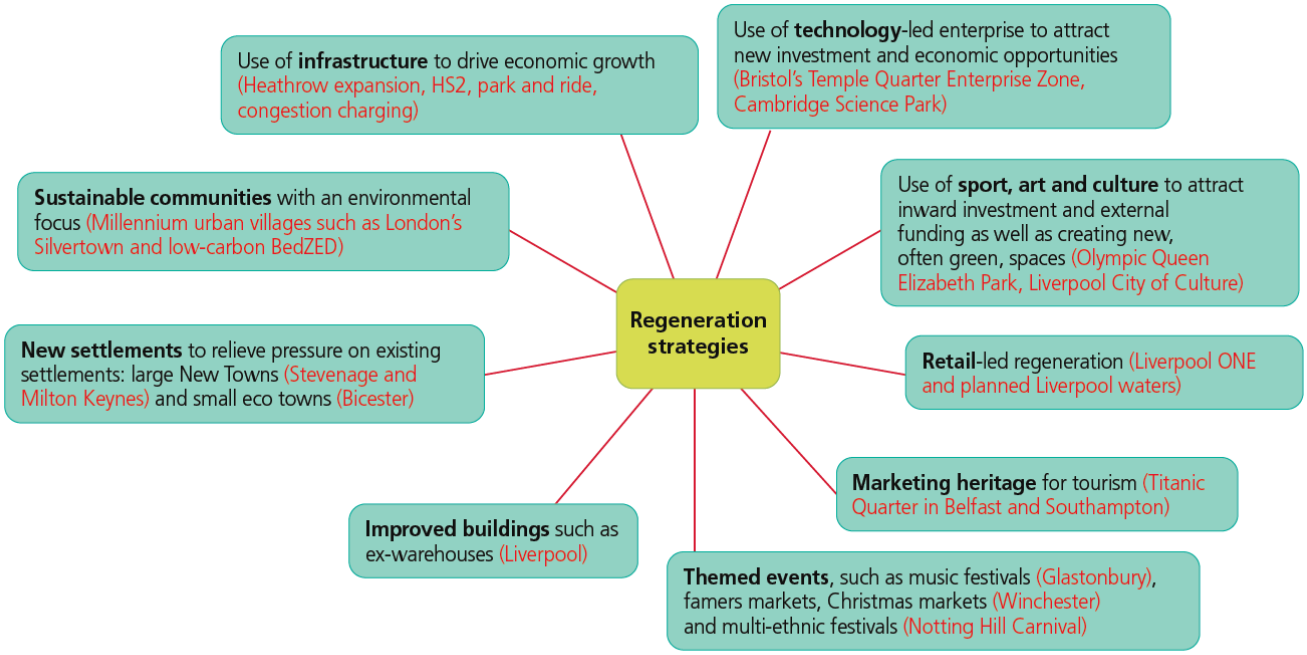


Figure 4.6 Regeneration strategies

Different sources of investment for regeneration projects

Public- or private-sector investment?

Figure 3 assesses the pros and cons of receiving investment from the public and private sectors (as well as both of them working together in partnership).

Figure 3 *An analysis of public- and private-sector investment*

	Public sector Policy led		Mixed public and private sector	Private sector Investment and profit led	
	National	Local		Multiple partners	Single company
Players	MPs, government officials, regional (e.g. London Assembly) or local councils		Both sets of players	Company directors, shareholders, employees	
When?	Used for any infrastructure or public-service projects that the private sector views as being too costly or risky, or where the expected income will be lower than the costs (projects like this can be used to kick-start a depressed economy)		Where the cost is high, but it can still be shared with the private sector	Where the project will lead to benefits for more than one company or partner	New investment by a single company, to expand its product range and increase its profits
What?	• **Infrastructure** national transport (e.g. HS2, Elizabeth line), water or energy projects, all based on public need • **Major national events** e.g. the 2012 Olympic and Paralympic Games • **Health services** where there are clear public benefits		**Housing**, e.g. private housing developments, as part of which the government subsidises the construction of lower-cost (affordable) housing	• **Technology** e.g. car companies sharing research into new engine technology • **Supply chains** e.g. Intel chips made for a variety of computers	Expansion of individual companies and their range of products, e.g. Apple, Microsoft
Benefits	It provides services and infrastructure where they are needed – not where they will make profit		Often works well in the UK, e.g. NHS	Energetic, often creative, and competitive (which can bring costs down)	
Costs	Sometimes seen as slow, with inaccurate budgeting and delivery times (though the 2012 Games were delivered under budget and a year early)		The different sectors need to understand each other	It serves the company's interests, which may not be those of the public (e.g. the VW scandal about the falsification of fuel consumption data for its cars)	