

Project Profile

Darlaston Strategic Development Area

Client	Walsall Regeneration Company
Client Sector	Regeneration
Project Value	£215 – 325m
Services Provided	Delivery strategy
Project Size	
Architect	
Contractors	



Walsall Regeneration Company is spearheading and managing ambitious plans to rejuvenate 780 ha within the borough of Walsall, creating a revitalised town centre, new canalside communities and the transformation of many acres of derelict land, generating employment opportunities and a better way of life for the people of Walsall.

Darlaston is a major strategic site comprising some 55 developable acres with the potential to create between 2,500 and 4,500 jobs over the life of the project through the establishment of new 21st Century industries, including high quality, 4th generation logistics operations, 'state-of-the-art' distribution centres and other innovative and transformational uses.

Located at the heart of the country, straddling the M6, Darlaston's existing and proposed links with the national motorway network have established the site as one of the West Midlands' prime regeneration opportunities. This combined with the creation of serviced sites to accommodate new logistics and distribution hubs, will provide attractive locations for major national and international companies looking to establish a regional West Midlands base.

Rider Levett Bucknall was appointed as lead consultant for a multi-disciplinary team of specialists to work closely with the client to analyse various options and recommend a robust 'Delivery Strategy' (DS) for the long term remediation, servicing and regeneration of the area.

The Rider Levett Bucknall led team will carry out in-depth interrogation and interpretation of all current site data, creating a fully auditable appraisal model to fulfil government 'Green Book' funding criteria and deliver a proposed strategic route acceptable to all parties.

A key challenge facing the project is the creation of a proactive and viable DS that will attract the substantial public/private sector investment required to bring the land back into productive economic use. As such, a core element of Rider Levett Bucknall's role will be to identify, evaluate and target potential funding sources to establish early market interest and contacts.

The delivery strategy concept and Rider Levett Bucknall's role was introduced to the business community in March 2006 at the MIPIM trade fair, Cannes, with the strategy due for completion and launch in November 2006.

"The Darlaston Strategic Development Area is an extremely exciting, multi-faceted regeneration opportunity. Bucknall Austin's knowledge and understanding of the complexities of regeneration, combined with their astute interpretation of public/private sector investment criteria and requirements made them our obvious choice as lead consultant for this project."

Will Evans, Development Director, Walsall Regeneration Company

Key services:

- To act as the prime point of contact between the implementation and remediation consultancy team and the client
- Management and selection of the consultant team charged with the generation of the DS
- Coordination and analysis of all available site data
- Creation of a fully auditable option analysis and appraisal model to ensure full compliance with the government 'Green Book' criteria, enabling the final preferred option(s) to be fast-tracked through public sector approval procedures, ensuring rapid delivery
- To provide technical support to the client during their on-going, in-depth liaison with existing land-owners, proposed and potential occupiers and key stakeholders
- To work closely with the client to identify and deliver an innovative, viable DS for the area that both generates maximum site value and initiates a positive change in the wider perception of the site, Walsall and the Black Country.