

# Greenwich's Regeneration Strategy

**Mark Baigent**  
**Regeneration, Enterprise and Skills**  
**London Borough of Greenwich**



Greenwich  
Council

# Outline

- **Introduction to Greenwich**
- **The Regeneration Challenge**
- **Our Regeneration Objectives**
- **Our Approach in Practice**
- **Delivery Challenges**



Greenwich  
Council



Greenwich  
Council



Greenwich  
Council



Greenwich  
Council



Greenwich  
Council

# The Regeneration Challenge

- Collapse of local industries
- Unemployment and poverty
- Contaminated land and riverfront sites
- Homelessness and housing need
- Potential for widespread major physical, social and economic restructuring
- Public sector land assembly and preparation role (LDA, EP, Council)
- Housing development as key driver of wider economic regeneration



Greenwich  
Council

# Our Regeneration Objectives

- Provision of affordable housing in mixed use areas
- Creation of new jobs and training opportunities
- Provision of accessible health, community, education and recreation facilities
- Sustainable transport network, including new links across the river
- New physical and social infrastructure must go hand in hand with new housing supply



Greenwich  
Council



Greenwich  
Council

# Our Approach in Practice

- **Strong political leadership as place-shaper**
- **Long term partnerships with developers and RSLs**
- **Relationship between planning and housing**
- **Early engagement between RSLs and developers**
- **Clear requirements e.g. tenure and size mix**
- **Design solutions to service charge affordability**
- **Quality of housing development and impact on wider public realm and urban design standards**
- **Impact of the home on wider social outcomes**



Greenwich  
Council

# Delivery Challenges

- Tenure neutral design
- Integration versus affordability
- The real cost of environmental sustainability
- Public realm and facilities management
- From Planning consents to completions
- Market confidence and industry capacity
- Buy To Let and estate management options
- Community cohesion – linking new and existing



Greenwich  
Council

# Contact us

**Mark Baigent**

**Project Director**

**Tel 020 8921 6489**

**E Mail [mark.baigent@greenwich.gov.uk](mailto:mark.baigent@greenwich.gov.uk)**



**Greenwich  
Council**