

# Regeneration, business strategies and urban competitiveness

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WS 1 – Resurgent European Cities

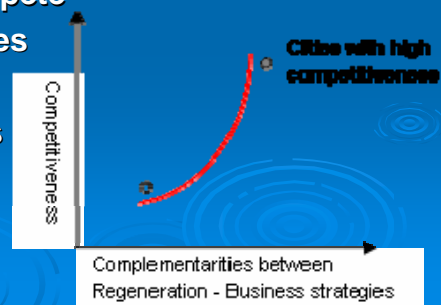
EURA conference – The Vital City  
12 – 14 September 2007, Glasgow

## Structure

- Research context
- Findings from literature
- Research methodology
- Constructing the framework
- Conclusion

## Context

- Certain cities have competitive advantage and capture opportunities for development
- Competitive cities attract the leading edge business
- Others cities are challenged needing more effective strategies to compete
- Strengthening the synergies between competitiveness, regeneration and business strategies



## Evaluating urban regeneration strategies

- Literature structured around 5 key themes:
  - Local economic development
  - Property-led regeneration
  - Retail-led regeneration
  - Cultural-led and event-based
  - Entertainment-led regeneration
- Emerging issues
  - Partnership, institutional capacity, investment
  - Innovation, quality of life, physical transformation

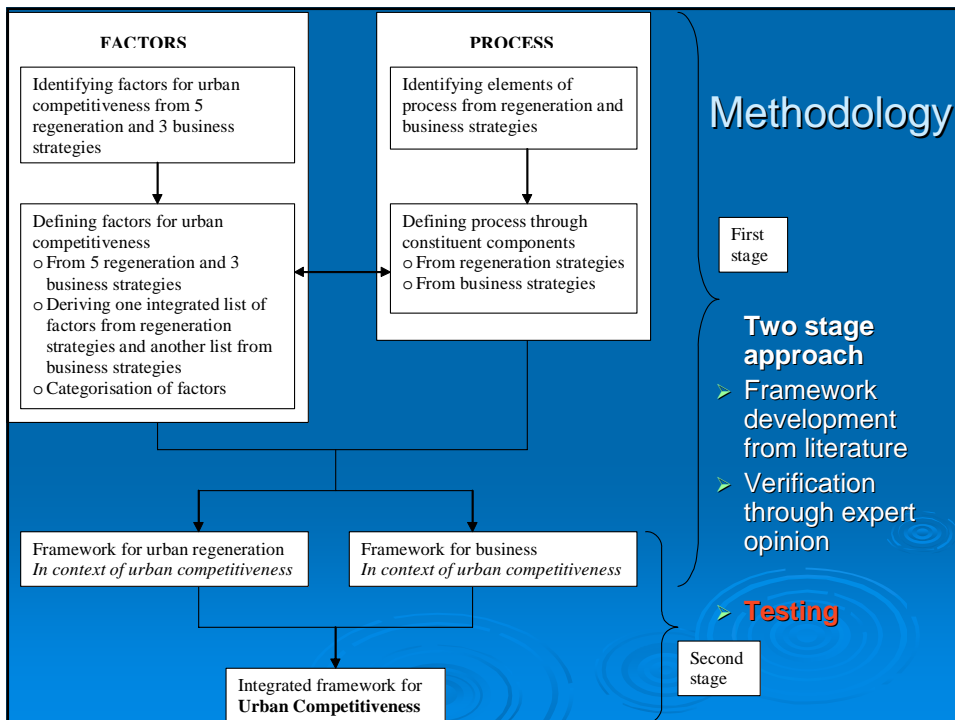
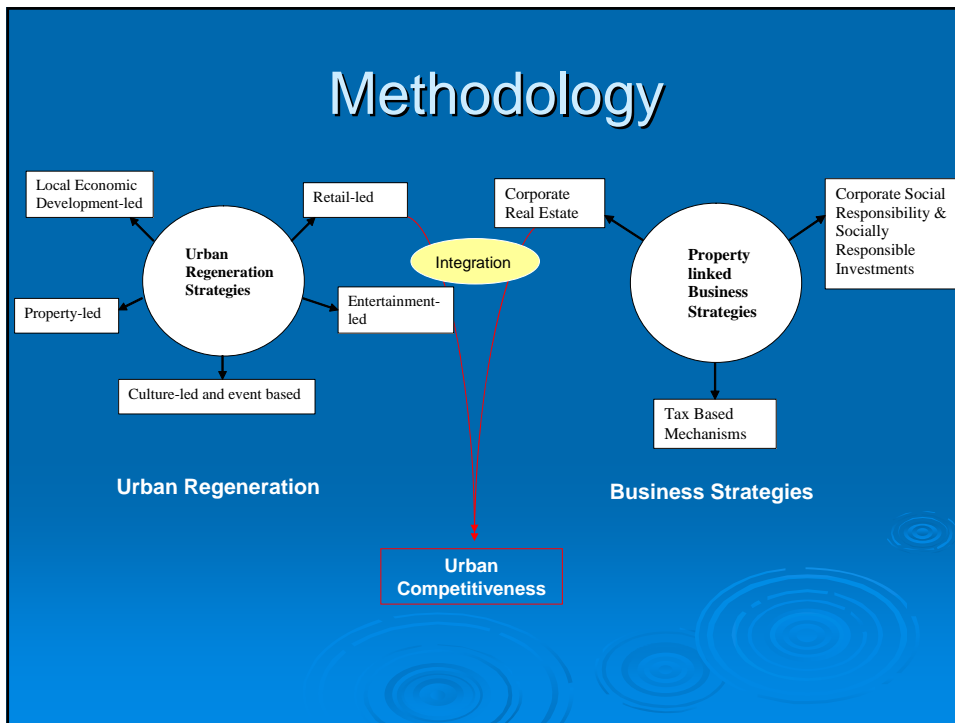
## Evaluating business strategies linked to property sector

- Literature structured around 3 key themes:
  - Corporate real estate
  - Fiscal based mechanisms
  - Corporate social responsibility & socially responsible investment
- Emerging issues
  - Place appeal, image building, fiscal incentives
  - Knowledge and technology, community investment

## Urban Competitiveness

### **Overarching issue**

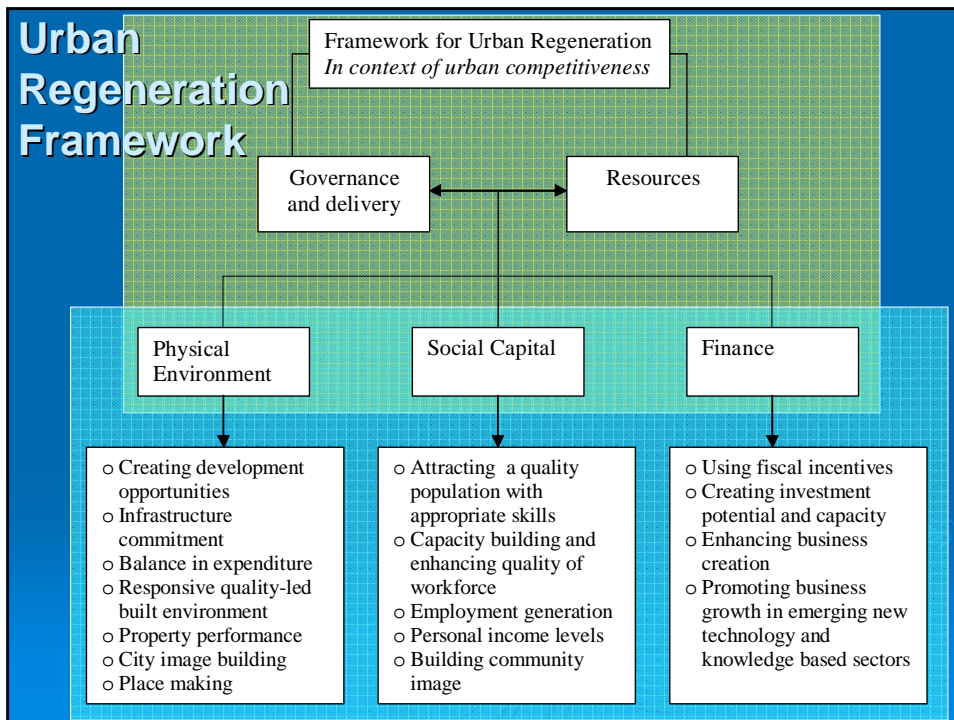
A phenomenon that relates to cities striving to improve their performance by exploiting new opportunities for growth and development while counteracting their inherited problems in a sustainable manner

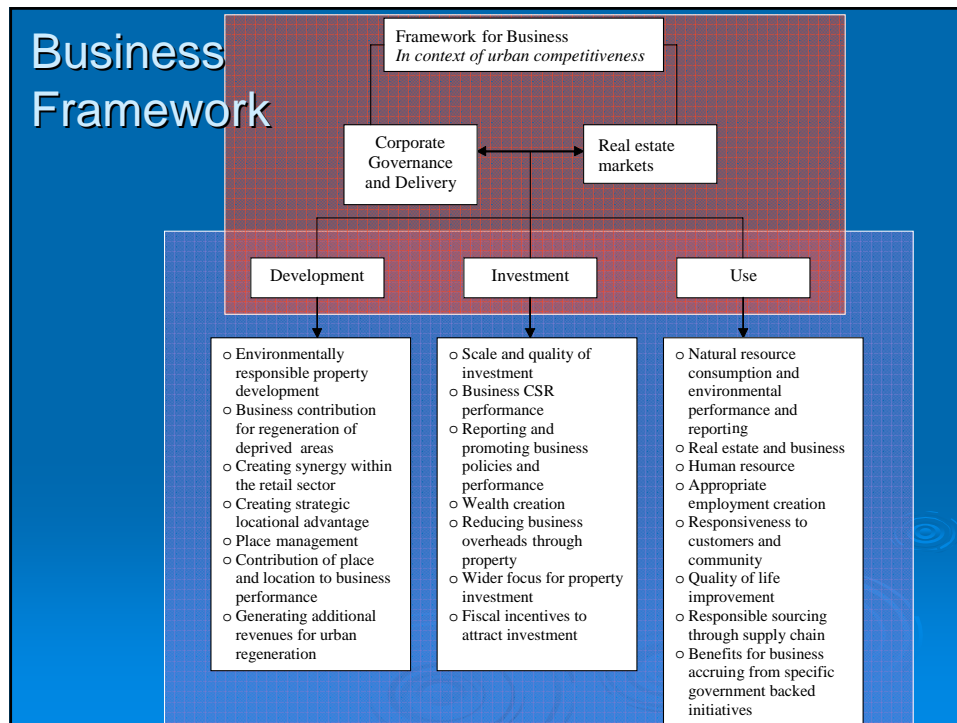


# What and how?

- What makes regeneration and business strategies work?
- How?

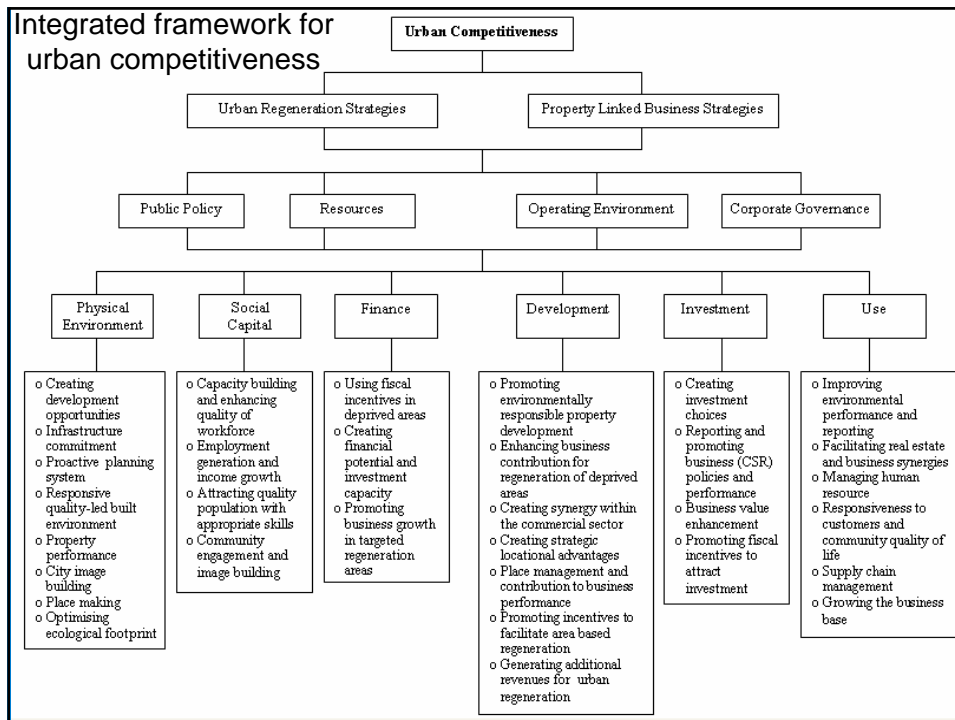
	Elements Urban Regeneration	Elements Business
What?	Governance and delivery Resources	Corporate governance and delivery Real Estate Markets
How?	Physical Environment Social Capital Finance	Development Investment Use





## Expert opinion – verification

- Feedback on two frameworks
  - Coverage
  - Terminology
- Pilot scale scoring of factors
- Integration



## Research to date

- A few common factors emerging across regeneration and business strategies
- A framework is proposed as plan for cities to enhance urban competitiveness through regeneration and business strategies
- Testing and verification of the framework

Some cities are more exposed to competitive environment and flows than others.... (Clark, 12 Sept., 2007)

A holistic, inclusive, integrative and imaginative approach is necessary to construct the vital city.

Thank you for attention