

# **Housing Market Renewal**

## **Search for Joint Venture Partners**

### **Roger Kelly, Chief Executive of Gateshead Council**

Thank you Mick – and can I also thank you all for coming today and taking time out of your busy schedules to be here.

As you have just heard, Gateshead has some fantastic and distinctive assets and environments with stunning examples of high quality architecture and urban design.

Gateshead is now very attractive to investors, especially those with bold ideas. The NewcastleGateshead city partnership is going from strength to strength and Gateshead is now a place with BIG ambitions with a proven track record for turning ideas into reality.

Our BIG vision for the future of Gateshead revolves around taking positive steps to regenerate our communities both urban and rural, making the most of our existing natural and historic environment, encouraging new investment and improving the quality of life in our neighbourhoods.

The whole economy now faces challenges and opportunities arising from an increasingly competitive and knowledge-driven economy. So we need to be able to respond quickly to global markets yet derive sustainable local benefits.

For me there are four key aspects to achieving this – our people, our transport infrastructure, our ability to innovate and the strength of our places and institutions.

Sustainable communities are places where people want to live and work, both now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

Good design must be an essential ingredient for all future development if Gateshead is to meet the aspirations of our 20 year plan 'Vision 2030'. To continue to build on the good reputation Gateshead now has for delivering high quality, innovation and distinctiveness – seen through the transformation of Gateshead Quays - future development within Gateshead needs to demonstrate certain key features. There needs to be high quality in both design and workmanship, reflecting the positive aspirations of the local environment,

aiming to create safe, clean, attractive buildings, streets and spaces that are accessible for all users.

Good design is not just about aesthetic quality or attractiveness. Good design is also about finding an achievable and appropriate solution to a complex set of issues. It is important to create places that are not just attractive but also functional, durable, viable, accessible and safe for all. At the same time we need to reinforce the importance of local character and distinctiveness.

I'm sure this is something Wayne Hemingway will elaborate upon shortly ... especially with his fabulous work at the Staiths housing area on the banks of the Tyne.

It's amazing to see how much Gateshead has been transformed in the last decade alone. Our main driver has been to create opportunities for local people in Gateshead and for people coming into the area.

But it's not all about shiny new buildings and modernity. It may appear that Gateshead's approach to regeneration has been concentrated on major projects – projects that succeed because they're physically large and memorable. But our approach has always been underpinned by the need to invest

in development that makes a real and lasting impact on people's lives.

We've achieved so much in Gateshead and the wider region in restructuring a post-industrial economy. We know that it's creativity and our ability to apply creativity that helps drive the success of the region.

We want to help make Gateshead an even better place to live. Places where people want to live, work, learn and invest now and in the future.

We're a council that's not afraid to take risks and push boundaries. We've already built a successful reputation on our imaginative and groundbreaking approach to regeneration.

**INSERT: (introduce film of 3 talking heads)**

**And don't just take our word for it ... see what others have to say about Gateshead ...**

But we're only part of the way through our journey. The future for our communities and our people looks set to be even more exciting and especially more creative.

And that's why we're here today. Gateshead Council is about to embark on one of its BIGGEST housing renewal projects – probably the biggest of its kind outside London.

We are looking for joint venture partners to work with us and deliver new housing for Gateshead residents. This once in a lifetime deal will transform and revitalise areas of Gateshead for the future.

At a difficult time for the economy, not just in the UK but across the whole world, Gateshead Council is taking the long view and looking to invest in our future.

It's a BIG deal for us, for our communities and for the partner who works with us.

This opportunity features around 70 hectares of land, encompassing at least 19 sites across Gateshead. This is a BIG opportunity and we want you to get involved.

I will hand you over to Derek Quinn, who will give you greater detail about Gateshead's BIG opportunity.