

## Schedule of best practice examples

- It is easier to regenerate off the back of a destination located nearby that is experiencing a surge in investor confidence. It is therefore important to make a connection with that place either physically or through distinctive marketing practices
- Have the confidence to make your own future. What works for one place may not for another
- Complementary regeneration can create more overall added value for a given place than competitive regeneration where substitution will always be your enemy. Grow the size of the cake rather than cutting yourselves smaller slices
- Sometimes a regeneration problem can be addressed tangentially rather than directly
- Strategies not only allow for forward planning but set the tone for the ambition of an organisation's future intent
- Provide ready access to a site and investors' confidence will grow
- Concentrate development solutions into a smaller area and don't spread regeneration solutions too thinly
- Creating a reputation for excellence in a given area creates opportunities
- When a regeneration opportunity presents itself, act quickly and decisively – the competition is never far behind. Sometimes it's not the big that beats the small, it's the fast that beats the slow
- Convert the local people and the communities in which they live into being evangelists for change. Bring them with you, engender civic pride and they will help spread the word
- Strong unwavering leadership creates a clear direction and focus for regeneration achievement; complemented with dedicated professional officers working to a robust project methodology and you have a winning combination

*Ref. Passionate about gateshead quays: The transformation 2006  
[www.gateshead.gov.uk](http://www.gateshead.gov.uk)*