

# News Release



16 July 2001

## Integrated Development Plans for Urban Centres and Strategic Economic Zones Approved

The Objective 1 Programme has announced that the Integrated Development Plans (IDPs) for the four main urban centres in South Yorkshire and the three Strategic Economic Zones (SEZs) have been approved. These plans provide the detailed strategic framework for the targeting and delivery of Objective 1 investment to prepare land, build new factories, business premises and associated developments through Priority 5 of the Programme.

Priority 5 seeks to support business investment through strategic spatial development with £153m of European Structural Funds that will be matched by private capital and further public funds to provide an £386m boost to the South Yorkshire economy by assisting business expansion, inward investment and helping to create jobs.

Priority 5 investment is targeted in order to maximise the impact of the Objective 1 Programme's limited resources and help produce a step change in the economic prospects for the county's businesses and people. Target areas are Sheffield city centre, Barnsley, Doncaster and Rotherham urban centres, and the three Strategic Economic Zones: in the Dearne Valley, the M1 corridor from Barnsley to the south of Rotherham and the M18 corridor from the A1 to Thorne/ Moorends.

Each local authority developed its urban centre plan while Yorkshire Forward, the Regional Development Agency, developed the plans for the SEZs. Each was prepared following extensive consultation with businesses, community interests, environmental interest groups and public sector partners.

The four local authorities and Yorkshire Forward are currently prioritising the potential schemes within their areas and it is planned that those priorities will be reported shortly with the first wave of project approvals made before the end of the year.

Phil Coppard, chair of the Priority 5 Driver partnership said: "Formal agreement of the Integrated Development Plans represents an important milestone in rolling out the Objective 1 programme in South Yorkshire. Attention will now focus on opening up land and getting development moving in accordance with the plans to create new economic opportunities."

Sylvia Yates, Objective 1 Programme Director said: "These plans will ensure that the investment funds available through Objective 1 for spatial development will have a significant impact on the South Yorkshire economy. Though Priority 5 aims to support spatial developments, these plans integrate all the activities associated with any development that can be supported through other priorities. Not only are the building and site development activities considered, but also, for example, the impact on local public transport, business support activities and any training issues for prospective employees."

Bob Kerslake, Chief Executive of Sheffield City Council said: "Publishing the IDPs is a key milestone in the development of our plans to regenerate Sheffield – the city centre and those areas of Sheffield in the M1 corridor. Not only is the City very serious about confronting the challenges involved in transforming our economic fortunes head on, but we, along with our partners, are driving the process forward for the benefit of the whole South Yorkshire region. We're actively putting in place the foundations for economic renewal based on attracting and supporting a new high tech economy that will create jobs, investment and prosperity for us all."

Continued...

Richard Holmes, Communications Manager  
Objective 1 Programme Directorate  
Silkstone House, Pioneer Close, Manvers Way  
Wath Upon Dearne ROTHERHAM S63 7JZ  
Tel: 01709 763 618

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## Integrated Development Plans for Urban Centres and Strategic Economic Zones Approved continued...

Heather Hancock, Yorkshire Forward's Executive Director, Environment said 'The Objective 1 programme represents a unique opportunity to attract businesses in high growth sectors that will be the catalyst in the economic transformation of the South Yorkshire economy. Yorkshire Forward is working with partners to maximise the impact of new investment into the Strategic Economic Zones and the Urban Centres and integration across the economic, social and environmental agendas.'

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### Notes to Editors:

1. Priority 5 aims to develop three strategic economic zones to maximise opportunities for employment and investment; create business districts in the centres of Barnsley, Doncaster and Rotherham and build on the assets of Sheffield City Centre; and strengthen or create supply chain links between local SMEs and new companies relocating in the zones and urban centres.
2. Priority 5 will be delivered through the following measures:
  - Seizing the opportunities of strategic economic zones (Measure 27) - £71m Objective 1 funds available\*
  - Developing Sheffield City Centre (Measure 28) - £35m Objective 1 funds available\*
  - Realising economic opportunities in urban centres (Measure 29) - £35m Objective 1 funds available\*
  - Embedding the benefits of new business investment (Measure 30) - £12m Objective 1 funds available\*

\* These are approximate figures as Objective 1 funds are allocated in Euros. The exact amount will depend on the prevailing exchange rate

