

# Central Region Seminar

## Regeneration- Reviving our city and town centres



APSE Central Region **FREE** Seminar

**Wednesday 6 November 2019**

**Birmingham City Football Club, Andrew's Trillion Trophy Stadium, Cattell Road, Birmingham, B9 4RL**



# Programme

10:00 Coffee and Registration

10:30 **Session one**

## Welcome by the APSE National and Central Region Chair Cllr. Mark Pengelly

### Key factors to successful regeneration

- The importance of vision and the impact of the Big City Plan and Birmingham development plan in defining the growth of the city.
- The schemes which are now transforming the city including HS2, Birmingham Smithfield and Commonwealth Games.
- The value of partnerships and collaboration in securing successful regeneration

**Speaker:** Richard Cowell, Assistant Director Development, Birmingham City Council

### The role of markets in town centre regeneration

- Town centres and the national context
- The influence of markets to help create vital and vibrant centres
- NABMA and promoting professional markets

**Speaker:** David Preston, Chief Executive, NABMA

### *Audience question and answer session*

11:15 Coffee break

11:35 **Session two**

### Derby City Centre Masterplan

- What is the future role of our City & Town centres?
- Derby's City centre Masterplan
- Case studies – delivering successful city centre regeneration

**Speaker:** Greg Jennings, Director of City Development & Growth, Derby City Council

### The role of the workforce in town centre regeneration

- A clear skills strategy, that delivers customer service and digital skills, across business and Government
- Improving staff retention through higher pay, secure contracts and tackling underemployment.
- The value of retail employment and listen to retail workers.

**Speaker:** Darren Matthews, Area Organiser, USDAW, Midlands Division

### APSE Update

- Overview of the current APSE activity
- Future Events

**Speaker:** Vickie Hacking, Principal Advisor, APSE

### *Audience question and answer session*

13.15pm Close and Networking Lunch

## Seminar Objectives

This APSE Central Region event aims to provide delegates with up to date information and innovation in the areas relating to regeneration, including partnership working, project management and the historic environment. Expert speakers will be looking at how innovative approaches are helping services across the Central Region achieve more effective outcomes.

The event will bring together elected members, officers and other key stakeholders from across the wide range of services featured in this event to share thoughts and views on how they are regenerating their local areas and creating lasting legacies

## Who should attend?

- Service Directors and Heads of Service
- Managers and officers
- Policy advisors, accountants and lawyers
- Performance Management officers
- Sustainability and environmental officers
- Trade Union representatives
- Contractors and suppliers
- Voluntary organisations
- Elected Members
- Officers with a role in Regeneration

Reserve your place now by completing the booking form and emailing it to Vicky Starmer at APSE on [vstarmer@apse.org.uk](mailto:vstarmer@apse.org.uk)

## The venue

### Birmingham City Football Club

Andrew's Trillion Trophy Stadium  
Cattell Road  
Birmingham  
B9 4RL

## Contact details

Contact name \_\_\_\_\_ Authority \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Please detail any special dietary or access requirements for the delegates listed below (including vegetarian/vegan)

## Delegate Packages

This event is FREE to attend to APSE central region members. Non-APSE members may attend at a cost of £139.00. The seminar includes a full delegate place and delegate pack, arrival coffee and registration, mid-morning break and a hot lunch. The seminar will allow delegates to network over lunch before the event closes at 2:00 pm.

### APSE central members: Free to attend

APSE members (not central Region) **£125 + VAT**

Non-members delegate fee: **£139 + VAT**

Commercial organisations: **£239 + VAT**

## Payment details

- Please find enclosed cheque made payable to APSE
- Please invoice me (if required please include purchase order number) \_\_\_\_\_
- VAT registration number 519 286 915

## Delegate details

Delegate name	Position	Email

- Please confirm that you are happy for APSE to retain your details so that we can send you information relevant to your area of interest. Your data will be used for sign in sheets, delegate lists and hotel lists (where relevant). If you are making a booking on behalf of other delegates please confirm that you have their permission to be included on our database. Our GDPR policy is available on our website: [www.apse.org.uk](http://www.apse.org.uk).

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to [vstarmer@apse.org.uk](mailto:vstarmer@apse.org.uk) or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for non-attendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Register for the seminar:

1

**Online form:**  
[www.apse.org.uk](http://www.apse.org.uk)

2

**Email this form to:**  
[vstarmer@apse.org.uk](mailto:vstarmer@apse.org.uk)