

SUMMER  
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# Rubicon News [www.rubiconregen.com](http://www.rubiconregen.com)

## Creating positive and practical solutions

**WELCOME** to Rubicon News, the first in a series of e-newsletters to update colleagues and partners on recent work we've done. We continue to design and deliver a range of practical services to both public and private sectors, to support regeneration, enterprise growth and development. Through all our services, we are committed to delivering value

and positive impact

This is a challenging time for regeneration practitioners: a new government framework for regeneration; a changing policy, funding and commissioning landscape and the deepest economic recession for 50 years.

All this has focused the need for effective partnership and collaborative

working. We all need to be creative and innovative: doing more with less, building on local intelligence and opportunities and importantly, providing clarity and leadership.

► For more information, contact **David Howells, Director, on [david@rubiconregen.com](mailto:david@rubiconregen.com) or telephone 01273 726342.**

### Employment and Skills in Brighton & Hove

We have worked with a number of clients, designing and developing ways to equip people with the education and skills to meet existing and future employment needs

#### CASE STUDY ONE

**A framework for coordinating employment skills delivery: City Employment and Skills Plan - Mid-term evaluation**

**CLIENT: Brighton & Hove City Council**  
**PARTNERS: Arad Consulting**

We have been working with partners in Brighton and Hove to review and evaluate the City Employment and Skills Plan (CESP). The focus of our work has been to measure progress to date, and assess future employment and skills priorities in light of a number of future challenges facing the city. The work highlighted the need to tighten coordination and delivery between agencies. A revised Action Plan has been designed to respond to the new economic conditions facing the city as well



as policy and structural changes. In addition, Rubicon devised an evaluation framework to track and measure future performance.

*"The work undertaken by Rubicon met all the required timescales and fulfilled the purpose of the brief; it was concise and written in a style that was appropriate for a wide range of stakeholders. Its content was honest and practical, making recommendations that partners were able to act upon."*

**Cheryl Finella, Lead Officer Economic Development, Brighton & Hove City Council**

## CASE STUDY TWO

### Skills Centre for East Brighton

CLIENT: **City College Brighton and Hove**

PARTNERS: **MacKellor Schwerdt's Architects/FT Allen**



As part of their future investment plans, City College Brighton & Hove commissioned Rubicon Regeneration to investigate the feasibility of developing additional education and community facilities in East

Brighton. Our work set out a clear rationale for additional provision and, with architectural input, provided a detailed assessment of site options. An important component of the study was a comprehensive programme of engagement and consultation, including speaking with the local community and young people

*"The team led by Rubicon provided the college with a clear rationale for future investment in additional educational provision for East Brighton, as well as a practical assessment of site options."*

John Evans, Vice-Principal CCBH

### Creating opportunities in tourism, leisure and regeneration

We continue to provide up-to-date analysis of trends and issues in tourism, planning and development including destination management, sustainability, strategic planning and forecasting from the macro to the micro level.

## CASE STUDY THREE

### Littlehampton Seafront Strategy

CLIENT: **Arun District Council**

PARTNERS: **BDP/Donaldsons/PSCL**



Rubicon led a multi-disciplinary team to assess the nature of the tourism potential of Littlehampton seafront, with the objective of assessing and recommending development opportunities, and investigating the viability of future proposals. The study included a review of tourism trends and the current product mix, and an assessment of the property market and commercial interest. The study made detailed recommendations on creating four activity areas with associated developments including new cafes, leisure facilities, water feature and a new central hub of visitor activity to draw visitors, specifically high spending visitors, to the seafront.

## CASE STUDY FOUR

### Snibston Mining Lives

CLIENT: **Leicestershire County Council**



Rubicon has been working with Leicestershire County Council to support a major re-development plan of Snibston, a multi-award winning visitor attraction in North-West Leicestershire. In addition to a market review and analysis of the proposed development, we have designed a robust mechanism for monitoring progress and

evaluating the effect and outcomes associated with the Mining Lives project. The technical work has fed into a major funding application through the Heritage Lottery Fund (HLF).

## CASE STUDY FIVE

### South Shields Pier Parade

CLIENT: **South Tyneside Council**

PARTNERS: **PSCL**

Our work for South Tyneside Council investigated future development opportunities on Pier Parade, a key site along the the seafront South Shields. Our approach was to conduct a practical review and assessment of the development potential of Pier Parade through robust, evidence-based research and targeted consultations. Our work provided a firm foundation for the preparation of an Area Action Plan to guide the future development of the site and attract a development partner to take forward the comprehensive development.



Rubicon Regeneration is a leading economic development and regeneration consultancy, with a strong track record in delivering independent and objective consultancy services. VISIT: [www.rubiconregen.com](http://www.rubiconregen.com) TELEPHONE: 01273 726342

