

## **E5 RESOURCE MANAGEMENT**

- E5.1 The report from Graham Chase & Partners (Chase, 2006) indicates that the management, image and environment of certain Black Country centres can be a major disincentive to new investment and as a consequence success of the strategy.
- E5.2 The risk is greatest in respect of centres but the issue also applies to other key strategy areas. The attractiveness of centres for investors, customers and employees relates not only to quality of buildings, vitality and identity, but also to key issues of personal and property security, cleanliness, continuing maintenance, management of vacant property awaiting clearance or re-occupation and the mix of land and building uses.
- E5.3 Again there is dependency on long-term multi-agency action by public and private sectors.
- E5.4 Newly transformed housing areas will rely upon local area maintenance. Reclaimed land for open space equally requires commitment to maintenance, in the absence of which land can quickly become degraded and unkempt, almost to the point of returning to its former derelict appearance.
- E5.5 Likewise, multi-agency commitment is required to programmes of infrastructure renewal and upkeep. This becomes of greater significance in the context of the scale of growth in the strategy.
- E5.6 The risks inherent in falling short of resources for management and maintenance are reinforced by the community consultation response that the quality of Black Country environment is of central importance to people living and working in the area.
- E5.7 Ecotec research (Ecotec, 2006) also revealed that poverty of environment is a major push factor amongst Black Country residents and amongst those who would wish to leave the area if they had choice and resources to do so.