

Royals Business Park (Development Securities 2001); at Royal Albert Dock; wrote chapters on urban regeneration for Dev Secs submission to become preferred developers with LDA/LB Newham; manage community relations and construction training initiatives.

Chiswick Park (Stanhope, 2000-02); reprise; re-visit 10 year old planning consent to reconfigure and modernise S106 Agreements with LB Hounslow; established element of database of local suppliers of goods and services for community based website (enjoywork.com).

London Bridge City (Stanhope/CIT 2000/01); urban regeneration strategy and brochure to communicate developer aspirations for local people; support to establish the More London brand with neighbouring residents.

Paddington (12 developers, 1997-2002) established the Paddington Regeneration Partnership to oversee £1 billion scheme; devised Area Development Framework (ADF) for 8 million square feet of mixed use space; facilitated collective negotiation of approx £100 million S106 Agreements (with GOL) for all planning applications; lobbied and steered planning applications through two year process; devised coherent Public Realm Guidelines for all developments; co-ordinated all developer marketing/PR activity; supported the agents with inward investors with presentations, tours, data (Paddington now fully let); established a local recruitment brokerage (which has delivered nearly 4000 jobs into area of high social stress); underpinned the Education Action Zone with 27 schools; devised the Paddington Business Club, nurturing a thriving small business sector in the area, servicing the tenants in the completed scheme; established "Paddington Circle" a pilot Business Improvement District (SRB6).

White City (Chelsfield 1997 – to date); devised borough wide urban regeneration strategy maximising opportunities afforded by White City; including LBH&F SRB partnerships (rounds 3 and 5); schools liaison including GCSE modules; local employment strategy; town centre management support; environmental strategy; master-planning exercise to integrate new build with Shepherds Bush Green.

Tesco (Tesco/various sites 1996 – 1997); devised strategy to support site acquisition throughout S. E. England by deploying urban regeneration techniques – e.g. Tesco Metro and "Express" formats to support town centres, laid foundations for various partnerships (e.g. the Beckton Partnership) and two mixed use developments of food retail outlets with homes above (in partnership with housing associations).

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Public Lectures in Regeneration 2008

"Market-led Regeneration: the key to sustainable communities"

Jackie Sadek

Chair: British Urban Regeneration Association (BURA)

Thursday 27 November 2008

Ashley Building
Leek Road campus
Staffordshire University

Lecture series supported by



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Market-led Regeneration: the key to sustainable communities

Jackie Sadek



Jackie Sadek is Chair of the British Urban Regeneration Association (BURA) and Head of Regeneration for CB Richard Ellis and has a particular expertise in regeneration partnerships.

She joined the London Docklands Development Corporation in 1986 before switching to Stanhope, from where she went on to advise many large-scale developers before joining Tesco to work on retail-led projects. In 1997 Jackie became CE of the Paddington Regeneration Partnership overseeing a £2 billion, 80 acre, mixed-use project, and in 2002 she established the Brierley Hill Regeneration Partnership.

In late 2003 Jackie became CE of Kent Thameside and then went on to be CE of the Park Royal Partnership. She has been Head of Regeneration for CBRE (UK) for over a year. In addition to being Chair of BURA Jackie is also Co-Chair of the BCO Urban Group as well as a columnist in "New Start" and "Building".



BURA facilitates the exchange of ideas, experience and solutions within regeneration. BURA is the leading membership organisation championing regeneration.

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BURA strives to achieve its mission through its core businesses of:

- Leading the policy debate, influencing and shaping future policy
- Training regeneration practitioners
- Identifying and promoting excellence in regeneration
- Providing a knowledge, evidence and research base
- Building national and international networks of practitioners

See further at: <http://www.bura.org>

Jackie Sadek's involvement with large scale development schemes includes:

Park Royal Landscaping Strategy (Design for London/2007 to date); currently under development, a pilot flagship project for the newly formed Design for London agency as part of the "£500 million challenge" for Park Royal.

"Heart of Park Royal" (Asda-Walmart/2005 to date); stimulating Asda-Walmart to work with a third party developer and with the Central Middlesex Hospital to bring forward a "heart" for Park Royal or (in planning terms) a local centre in which amenities can be situated and an identity formed.

Northfields (Brixton plc /2006 to date); actively working with Brixton plc who have assembled a further 24 acres at Northfields to bring forward a mixed-use development with a large component of residential chiming with the aspiration of LB Brent in their "opportunity area" designation.

Guinness Brewery Site (Brixton plc /2006 to date); working with Diageo and the preferred developer to bring forward a 24 acre intensified employment zone, including inward investment strategy.

Dartford Town Centre (Tesco/2004-05); support for innovative mixed use development to underpin the regeneration of Dartford Town Centre.

Ebbfleet/Eastern Quarry (Land Securities/2004-05); masterplanning activity with SOM; established "place-making" strategy with LCR and Urban Catalyst.

Olympics Master Planning (LDA/2003); major consultation exercise to support LDA land assembly and planning activity in Lower Lea Valley.

Silvertown Quays (SQL/ 2003 to 2005); scheme; devising adequate support services (retail, health, education, play areas etc) to support intensive 50 acre, primarily residential mixed tenure scheme.

Brierley Hill (Chelsfield 2002 to 2006); established the Brierley Hill Regeneration Partnership, a public/community/private sector in the heart of Dudley, overseeing a mixed-use regeneration project covering 250 acres and totalling nearly £1 billion inward investment; retrospectively integrating Merry Hill shopping centre and the Waterfront Business Park with the residential community by sensitively building out on interstitial brown land; in receipt of £8 million ERDF (target is £50 million from government agencies for various socio-economic packages; agreed Heads on £140 million Midland Metro tram link with central Birmingham).

Ingress Park (Kent Thameside/Crest Nicholson/2004-05); facilitating Phase Two of award winning Thames side housing scheme.

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