

Assessment programme of *PM2.V* (Marshall Plan 2.Green, *Plan Marshall 2.Vert*)

Executive summary

THEMATIC ASSESSMENT 5 – LAND MADE AVAILABLE FOR ECONOMIC DEVELOPMENT

In the context of the assessment programme of *PM2.V* (Marshall Plan 2.Green, *Plan Marshall 2.Vert*) commissioned by the Government, this report involves the assessment of four measures of *PM1.0* (Marshall Plan 1.0, *Plan Marshall 1.0*) relating to land made available for economic development: **to cleanse derelict economic activity sites (DEAS)** (1) polluted or (2) not polluted and **to equip the host zones with economic activities** (3) in zones of economic activity (ZEA) and (4) in port areas. The common objective of these measures is to mobilise the available space and to help with the provision of land in order to contribute to economic development.

In a perspective of ex post assessment, it is a question of assessing the effectiveness of the policy through an analysis of the economic, social and environmental consequences, actual and potential, relating to the use of public spaces and infrastructures made available following *PM1.0* (Marshall Plan 1.0, *Plan Marshall 1.0*), from 2006 to mid-2013. Faced with the number of said repercussions, with the extent of the timetables concerned and the potential effects to come according to the degree of implementation of the measure, an analysis of the criterion of the repercussions' transversal durability has also been introduced into this exercise. This criterion includes a vision of the long-term reassignments/establishment as well as the long-term implications of the financial aspects.

The data enabling answers to be given to the assessment questions has been collected by combining several sources: on the one hand, information derived from quantitative databases, coming from the Central Companies Databank, the SPW, the DGSIE and the ONSS, and on the other hand surveys conducted by the IWEPS among operators of four measures and the installed beneficiaries or those having reserved land that has been (or will be) made available. For the assessment of the repercussions, criteria grids for analysis of the economic, social, environmental and durability/sustainability consequences, have been constructed and translated into indicators enabling us to structure the results achieved by the various measures.

The assessment work's conclusions are articulated in four points relating to the achievements, the actual repercussions, the potential repercussions and the importance of the durability criterion.

Firstly, the gathering of information in order to answer the assessment question initially resulted in highlighting the state of the achievements in terms of the land offered for economic development up to mid-2013 following the introduction of the *PM1.0* (Marshall Plan 1.0, *Plan Marshall 1.0*) measures, with effect from 2006.

At the level of the land intended for economic activity, the introduction of the measures has led to an increase in the supply of available surface areas of about 810 hectares net¹ in zones of economic activity; and of approximately 120 hectares following measures on the redeveloped areas (*SAR, sites à réaménager*).

¹ Net surface area = area put to use or to be put to use, from which commercially non-viable areas have been deducted (because reserved for equipment or unusable)

For the measure in the port areas, the estimate of the equipped surface area is 51 hectares net.

These surface areas constitute a response to a need identified in *PM1.0* (Marshall Plan 1.0, *Plan Marshall 1.0*). In the ZEA, a quarter of this supply has been tangibly made available to companies (213 ha), while three quarters of this surface area (598 ha net) are still available (have not yet been the subject of installation projects) or should be made available by the managers in the near future when the preparatory work has been completed (133 ha, i.e. 22% of the 598 ha).

Secondly, the work carried out shows the results achieved in economic, social and environmental terms by the land availability policy. These results lead to a confirmation of the policy's effectiveness.

At the level of the land intended for economic activity, the repercussions have therefore been analysed on approximately a quarter of the land that was finally offered following the decisions taken on the matter in *PM1.0* (Marshall Plan 1.0, *Plan Marshall 1.0*). Our survey has enabled a census of 195 economic activity establishments as at 31 January 2013 to be made. These new establishments are up and running or in the process of being installed on that land.

The most present branches of industry are the transport, industry, construction and wholesale trade sectors. Among the companies included in the land census in the ZEA and the port areas, there is stronger representation of medium-sized and big companies than the average of the Walloon productive facility as a whole.

In terms of housing, the analysis has highlighted a supply of at least 1,075 residential units created and made available to households on former redevelopment sites. For several other uses (sports, cultural, leisure centres and communal buildings for example), the analysis of the results and the repercussions show a dispersion of the reassignments, those not directly meeting the needs identified at the beginning of the intervention.

In terms of the effects on the local residents, the analysis had made it possible to highlight that very many homes ($\pm 58,000$), close to wasteland sites reassigned in the context of *PM1.0* (Marshall Plan 1.0, *Plan Marshall 1.0*) are benefiting from an improvement of their living environment, both from a point of view of their health and from the point of view of their landscape environment.

Thirdly, depending on the additional surface area of the land that will be made available in the future by a continued application of the *PM1.0* (Marshall Plan 1.0, *Plan Marshall 1.0*) measures, important repercussions can therefore be expected in the coming years (5 to 10 years).

Lastly, a reading of the results through the durability/perpetuity criterion as defined in this work highlights certain risks relating to the concretization of the estimated future repercussions. At the public finances level, the analysis of the evolution of the budgets reserved for the four measures during recent years underlines the important weight of the regional interventions relating to the alternative financings managed by SOWAFINAL 1 and 2 with regard in particular to the amounts assigned annually to those policies in the ordinary budgets. The weight of these financial commitments during the coming years constitutes a constraint that has to be taken into account in the future management of these policies.

At the conclusion of the assessment, some recommendations are made.

(1) The implementation of public mechanism relating to the regional management and planning should be enshrined within a long-term strategy (from 10 to 20 years), comprising a clear structuring of the pursued goals. The first recommendation advocates the development of such a strategy; important in the assessment of the policy's effectiveness.

(2) As regards a strategy seeking to intervene with regard to the inadequacy of the land supply in relation to the land demand, it should be based on a thorough knowledge of these two components, on the basis of which the redevelopment sites could be selected.

(3) Depending on the variety of the operators involved in these mechanisms, on the extent of their missions and on the complexity of the procedures, the communication with these operators during the measures' various implementation stages should be reinforced.

(4) The development, through specific plans, additional policies as important as the ones at issue here, especially in budgetary terms, should be formulated and implemented in coherence with the development of the ordinary policies which they are seeking to reinforce.