



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE OVERVIEW AND SCRUTINY BOARD

MONDAY 13TH SEPTEMBER 2021, AT 6.00 P.M.

PARKSIDE SUITE - PARKSIDE

SUPPLEMENTARY DOCUMENTATION

The attached papers were specified as "to follow" on the Agenda previously distributed relating to the above mentioned meeting.

4. Adoption of land by Bromsgrove District Council and the management of Commuted Sums for off-site provision (Pages 1 - 8)

5. Bromsgrove Town Centre Management Strategy - 2021 Action Plan (Pages 9 - 32)

(Report to follow).

K. DICKS
Chief Executive

Parkside
Market Street
BROMSGROVE
Worcestershire
B61 8DA

7th September 2021

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Adoption of land by Bromsgrove District Council and the management of Commuted Sums for off-site provision.

Relevant Portfolio Holder	Councillor Adam Kent
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ruth Bamford
Report Author	Job Title: Ruth Bamford, HOS Planning, Regeneration and Leisure Services Contact email: r.bamford@bromsgroveandredditch.gov.uk Contact Tel: 01527 883219
Wards Affected	All
Ward Councillor(s) consulted	n/a
Relevant Strategic Purpose(s)	Communities which are safe, well-maintained & green
Non-Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	

1. RECOMMENDATIONS

The Cabinet RESOLVE that: -

- 1) **The Adoption of Land by Bromsgrove District Council and the management of Commuted Sums for off-site provision policy attached at Appendix A is used if the council is offered open space land for adoption.**

2. BACKGROUND

If a new development includes open space this needs to be managed in perpetuity so that the open space is attractive both visually and for the benefit of its users. The management can be undertaken via a plethora of mechanisms including by the developer, a management company, charity, co-operative, or district council. In terms of the council, the developer does not have to offer the open space to the council for adoption and maintenance. If the developer does offer the council the land for adoption, then two key matters need to be in place. Firstly, the land and any equipment thereon need to be constructed to the appropriate standards and any actual or potential snagging issues addressed. Secondly the cost of on-going maintenance, specific to the development, needs to be at the cost of the developer and not the council. Please note that the council cannot ask for maintenance beyond the 30-year period because adoption subjects the Council to increased

liabilities in perpetuity. The Council will assume ownership and responsibility for the future long-term maintenance of the public open space

3. FINANCIAL IMPLICATIONS

- 3.1 There should be no financial implications for the council for the initial 30-year period of adoption of open land as the developer will be expected to cover all anticipated costs for this period. After this 30-year period the council will have to maintain these open spaces at its own cost. This will require a budget to be in place and be a pressure on council resources. As such when each proposed open space adoption is proposed a report will be prepared which shows the potential future costs of the land. This will need to be modelled up in line with future council resources to ensure that in future years there are no unanticipated unfunded pressures and that the council will have enough resources to take this on.

4. LEGAL IMPLICATIONS

- 4.1 Adoption of open space subjects the Council to increased liabilities in perpetuity. The Council will assume ownership and responsibility for the future long-term maintenance of the public open space.

5. STRATEGIC PURPOSES - IMPLICATIONS

Relevant Strategic Purpose - Communities which are safe, well-maintained & green.

- 5.1 This policy sets out the requirements to be met should a developer offer the maintenance of open space in new developments to the council to own and manage in perpetuity. It could be argued that if the council is responsible for the management of the open space that acceptable standards can be achieved thereby assisting with achieving the strategic objective of communities which are safe, well-maintained and green.

Climate Change Implications

- 5.2 Land management is very important to both reducing carbon emissions and being resilient to the effects of climate change, so both carbon reduction and resilience should be maximised within any proposed adoption.

6. OTHER IMPLICATIONS

Equalities and Diversity Implications

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6.1 None.

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Operational Implications

6.2 The Environmental Services Team are co-authors of the attached appendix that includes all relevant operational details and information.

7. RISK MANAGEMENT

7.1 None

8. APPENDICES and BACKGROUND PAPERS

Appendix A - Adoption of land by Bromsgrove District Council and the management of Commuted Sums for off-site provision.

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Councillor Adam Kent	
Lead Director / Head of Service	Ruth Bamford, HOS Planning, Regeneration and Leisure Services	
Financial Services	Chris Forrester, HOS Finance and Customer Services	
Legal Services	Clare Flanagan, Principal Solicitor	
Climate Change Officer (if climate change implications apply)	Kath Manning, Climate Change and Energy Support Officer	

Appendix A

Adoption of land by Bromsgrove District Council and the management of Commuted Sums for off-site provision.

Purpose

The purpose of this policy is to set out a clear process for the transfer and adoption of open space land from a developer to Bromsgrove District Council. The provision of the land will have already been determined as part of the Planning process in accordance with all of the relevant Council policies i.e., Open Space Strategy, SUDS schemes, Play and Sport provision as well as any other relevant guidance or requirements within the Planning process.

The transfer of this land to the Council is exclusive of any Section 38 Agreements (including adoption of footpaths, highway, and associated lighting), Wayleaves and Easements etc. which may have been negotiated, managed and confirmed by the developer separately with appropriate organisations. The developer will inform the adopting Authority of any such agreements if they are pertinent to the adoption and may thereby impact on any future access or maintenance.

Objectives

It is the intention of the Council to accept the transfer of public open space land and associated assets from the developer in the form of a S106 agreement under normal circumstances subject to the open space being laid out to the appropriate standard and subject to agreeing an appropriate commuted sum for its maintenance.

The objective of the Policy is therefore to clarify for developers what is required of them in a clear and consistent manner early in the Planning process to secure the adoption by the Council of high quality and appropriate POS.

To achieve this relevant Service areas will be required to comment on the areas for proposed adoption to agree the intended layout and to set out requirements.

When the principle and extent of what is to be included has been agreed with the developer each Service area will determine and agree with the developer the relevant standards and specifications.

This will take the form of prescriptive requirements for all hard and soft landscaping and for example will include:

- type of grass areas – i.e. natural, semi-formal or formalised
- type, quality, size and number of all trees, shrubs and any other planting
- position and maintenance of features such as ditch lines, ponds, SUDS, and ecological/bio-diversity areas
- type, quality and number of fixtures and fittings such as fences, trip rails and litter /dog bins
- type, construction and quality of any play equipment, play area and sports pitch requirements
- type, construction and quality of any hard standing/surfaces

Agenda Item 4

- to agree in advance the future maintenance and longevity of what is to be transferred and to consider the future refurbishment and replacement costs
- along with any other such items that the developer may want to transfer via adoption
- to agree in advance an appropriate 30 year commuted sum to be transferred to the relevant Authority

Process

Each Service area will provide details of their requirements, via the allocated Planning Officer for the site, which must be agreed with the developer. This may require a level of negotiation.

If agreement cannot be reached or the developer is unable to provide what is required the Council will not agree to the adoption/transfer and the developer will have to make alternative arrangements i.e., a management/maintenance company, private service provider, charity, parish council management, etc.

If agreement is reached the developer will be subject to a defects/rectification period of 12 months from the date of practical completion (or an alternative date as agreed between all parties) when any failures, defects or incidental damage requires the items to be repaired or replaced at the developers cost or unless otherwise agreed by exception. Failure to do so will result in the adoption/transfer process being cancelled and the land/assets will remain with the developer.

The developer will supply electronic copies of final documents and scaled as built drawings depicting what is to be transferred along with the necessary electronic or paper documentation required by Legal Services to complete the transfer.

When agreement is reached the relevant Service area will provide a commuted sum calculation for all the assets that they will be accepting as part of the adoption/transfer. This sum will be calculated over a 30-year maintenance period with a year-on-year compound inflationary increase based on the national average CPI rate. There will also be an additional sum for any identified future refurbishment or replacement costs as well as a one-off management fee of 28% of the first year commuted sum value.

The commuted sums, refurbishment/replacement costs and management fees are to be paid upon the practical completion of the works when it is mutually agreed that all works have been done to the prescribed standard/specification. Practical completion of any tree/shrub planting and the germination of any newly seeded areas may be dependent on the season and may therefore differ from the completion of the construction and installation of any fixtures and fittings.

When practical completion has been achieved and, the relevant officers have agreed that all requirements and standards have been met, the final part of the process will be for the designated Heads of Service to agree that Legal Services can be instructed to commence the process of adoption/transfer. The transfer of open space must be free of any encumbrances and should be completed as soon as reasonably practicable and, the Council will not accept responsibility for any of the planned adoptions included in the S106 Agreement until the commuted sum has been received in full. A delay in payment may result in the areas for adoption not remaining in an acceptable condition and the adoption process will halt until such time as a new practical completion date has been agreed. If the new date is not agreed the transfer will not take place.

Agenda Item 4

In the event of POS, play and sports provision not being either achievable or required within the site the developer will negotiate an appropriate commuted sum contribution to off-site provision as part of the Planning process and, will be subject to the same conditions with regard to specifications, standards, commuted sums and timescales. The offsite provision requirements based on local needs, identified improvement requirements, etc to existing provision will be detailed for the developer by the relevant Service area via the allocated Planning Officer.

Upon receipt of the commuted sum, it should be held in a defined income code for each service area separate of any Capital or other income codes. This will allow the relevant Service to manage the sums appropriately and to ensure that the funding is spent correctly and in a timely manner so as not to contravene any constraints imposed by the developer for the claw back of monies not spent within an agreed timescale and/or as per the S106 Agreement.

The Council must also be made aware of all other relevant arrangements such as S38 Agreements which may impact on future maintenance or partnership arrangements.

Non-compliance by the developer to any of the above stipulations will also mean that the adoption/transfer will not be accepted unless all changes are mutually agreed in advance by all parties.

A checklist for comments and timelines for each part of the process is set out in Appendix 1.

Agenda Item 4

Appendix 1 - S106 Checklist for use by Officers to track progress

	Comments/dates
Site location/name/Planning ref no.	
Designated Planning Officer	
Env Services Officer	
Leisure Services Officer	
Legal Services Officer	
Type and quality of all soft landscaping provided	
Type, construction and quality of all hard standing/surfaces provided	
Type, quality and number of all fixtures and fittings provided	
Type, construction and quality of all play equipment, play area and sports pitch requirements provided	
All necessary plans and documents detailing "as built" provided	
Future maintenance and replacement/refurbishment programme agreed	
25 year commuted sum for annual maintenance agreed	
One off 28% management fee agreed	
Practical completion date agreed	
S106 transfer date agreed	

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Bromsgrove Centres Management Action Plan (April 2021 – Mar 2022)

Relevant Portfolio Holder	Councillor Karen May
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ruth Bamford Head of Planning, Regeneration and Leisure Services
Report Author	Job Title: Ostap Paparega Contact email: Ostap.Paparega@nwedr.org.uk Contact Tel: 01562 732192 / 07580725167
Wards Affected	Bromsgrove Central, Sanders Park, Hagley West, Hagley East, Rubery North, Rubery South, Barnt Green, Alvechurch Village, Drakes Cross, Catshill North, Catshill South, Aston Fields
Ward Councillor(s) consulted	N/A
Relevant Strategic Purpose(s)	Interim Bromsgrove Centres Action Plan for 2021 focussing on Covid-19 recovery and revitalisation
Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	

1. RECOMMENDATIONS

The Cabinet RESOLVE that:-

The Bromsgrove Centres Management Action Plan (April 2021 – March 2022) attached at Appendix 1 be approved

2. BACKGROUND

- 2.1 More than ever town and village centres face challenging times due to the ongoing unprecedented Covid-19 pandemic.
- 2.2 With an already established track record of supporting businesses across North Worcestershire and encouraging the ongoing economic viability and growth of Bromsgrove's town and village centres the Bromsgrove Centres Manager's primary purpose is to develop and

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implement centre strategies and town centre management initiatives that aim to improve the vitality and viability of the various towns and centres within Bromsgrove district. An integral aspect of this will be to actively liaise and engage the town centre business community and to provide a voice for the traders in the various centres. The role also requires the Manager to lead on promotional activities relating to the centres including the co-ordination of some events in the local centres.

2.3 The Centres that the Bromsgrove Centres Manager looks after are as follows:

- Bromsgrove Town Centre
- Alvechurch Village
- Rubery Village
- Barnt Green Village
- Hagley Village
- Wythall
- Catshill
- New Addition – Aston Fields

2.4 The Action Plan, which identifies the work streams for each of the centres listed above, is attached at Appendix 1 to this report. The plan covers the period from April 2021 to April 2022 and has been used as a basis for the work that had been undertaken by the previous Bromsgrove Centres Manager over the past 5 months. This has focussed on supporting businesses during the pandemic and assisting them with re-opening safely following the easing of restrictions. The plan will also provide the work programme for the new Bromsgrove Centres Manager, once appointed, up until March 2022. Whilst there is a vacancy, we are working to continue to deliver the action plan using other resources.

2.5 The Action Plan was developed to respond to the impacts of the pandemic and has been developed as an interim measure based on recovery. The proposal is then to develop a longer-term strategy (c.3-4 years) which would be similar in nature to the previous strategy that was adopted in 2017 and will focus on further interventions and support within the Centres. The new Bromsgrove Centres Manager will be tasked with producing this longer-term strategy which will be developed through consultation with businesses and key stakeholders across all the Centres.

3. FINANCIAL IMPLICATIONS

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- 3.1 Implementation of the action plan is supported by the Bromsgrove Centres Manager budget, which forms part of the NwedR shared service arrangement. Larger and more significant projects are incorporated into existing revenue and capital budgets, such as the Rubery Public Realm Programme.
- 3.2 The Bromsgrove Centres Manager is also responsible for attracting external funding to support the aims and objectives of the action plan. Examples of where external funding has already been secured or sought to support priority projects are as follows:
- £50,000 awarded by GBS LEP for the 'recovery through creativity' project
 - £88,000 from the Returning to High Streets Safely Fund (RHSSF)
 - £88,000 from the Welcome Back Fund (WBF)
- 3.3 Some of this funding has already been spent and the remaining funding will be utilised by the new Centres Manager to support the delivery of the Action Plan. In addition, further funding will be explored from external sources to deliver future objectives.

4. LEGAL IMPLICATIONS

- 4.1 There are no legal implications arising out of the report.

5. STRATEGIC PURPOSES - IMPLICATIONS

Relevant Strategic Purpose

- 5.1 The Bromsgrove Centres Action Plan 2021-2022 is aligned with the Strategic Purpose 'Run and grow a successful business: strengthen the vibrancy & viability of our towns & district centres'.
- 5.2 More than ever town and village centres face challenging times due to the unprecedented Covid-19 pandemic, which has exacerbated the challenges faced by high streets and town centres pre-Covid.
- 5.3 2020 was an extremely difficult and challenging year for many individuals and businesses. The focus of this interim action plan is on the road to recovery for businesses across the district alongside encouraging the community to support and engage with the town and village centres. Small business can only survive with local community support and this must be facilitated safely and greatly encouraged. The action plan will also complement and support the work of the Parish Councils, Business

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and Trader Associations and other key stakeholders in each of the centres with a focus on recovery and developing shared ambitions.

Climate Change Implications

- 5.4 The Action Plan identifies a number of initiatives that will help to assist with addressing climate change such as reviewing car parking arrangements, connectivity to Bromsgrove town centre and working with the Place Team to review waste management arrangements and to promote recycling

6. OTHER IMPLICATIONS

Equalities and Diversity Implications

- 6.1 NWedR and the Bromsgrove Centres Manager will consider the impact of changes that might arise as a result of implementing the action plan on those with protected equality characteristics, in particular, where there is likely to be an impact on residents or service users from any changes of existing services.

Operational Implications

- 6.2 The Bromsgrove Centres Action Plan 2021 sets out Key Performance Indicators (KPIs) to monitor and evaluate the effectiveness and success of the plan. Monitoring and evaluation of the plan will be undertaken in partnership with Council colleagues, businesses, and key stakeholders.
- 6.3 The management of the Bromsgrove Centres Manager is encompassed within NWedR shared service collaboration agreement. Priorities and activities are added to the NWedR Work Programme as and when they are identified and are regularly reviewed. The post is also integrated within the NWedR structure, with direct reporting line to the Head of Service and additional support around delivery of complex regeneration projects across Bromsgrove would be provided by Bromsgrove District Council and NWedR.

7. RISK MANAGEMENT

- 7.1 Risks associated with the delivery of individual projects and activities will be overseen by the Bromsgrove Centres Manager and will also be monitored and managed by the Head of Service.

8. APPENDICES and BACKGROUND PAPERS

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APPENDICES

- Appendix 1 - Bromsgrove Centres Management Action Plan (April 2021 – March 2022)
- Appendix 2 – Infographic for 2021 Action Plan

KEY AUTHOR OF REPORT

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9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Leader and Portfolio Holder for Economic Development, the Town Centre and Strategic Partnerships	August 2021
Lead Director / Head of Service	Head of Planning, Regeneration and Leisure Services	August 2021
Financial Services	Executive Director of Finance and Resources	August 2021
Legal Services	Head Legal, Democratic & Property Services (Monitoring Officer)	August 2021
Policy Team (if equalities implications apply)	N/a	
Climate Change Officer (if climate change implications apply)	N/a	

APPENDIX 1 - Bromsgrove Centres Management Action Plan (April 2021 – March 2022)

More than ever town and village centres face challenging times due to the ongoing unprecedented Covid-19 pandemic. With an already established track record of supporting businesses across North Worcestershire and encouraging the ongoing economic viability and growth of Bromsgrove's town and village centres the Bromsgrove Centres Manager's primary purpose is to develop and implement centre strategies and town centre management initiatives that aim to improve the vitality and viability of the various towns and centres within Bromsgrove district. An integral aspect of this will be to actively liaise and engage the town centre business community and to provide a voice for the traders in the various centres. Another exciting element of the role will be to lead on some promotional activities relating to the centres including the co-ordination of some events in the local centres.

2020 was an extremely difficult and challenging year for many individuals and businesses. The focus of this action plan must be the road to recovery for businesses across the district alongside encouraging the community to support and engage with the town and village centres. Small business can only survive with local community support and this must be facilitated safely and greatly encouraged. The action plan will also complement and support the work of the Parish Councils, Business and Trader Associations and other key stakeholders in each of the centres with a focus on recovery and developing shared ambitions.

Local Centres:

- Bromsgrove Town Centre
- Alvechurch Village
- Rubery Village
- Barnt Green Village
- Hagley Village
- Wythall
- Catshill
- **New addition – Aston Fields**

The key focus for all centres is the strength and diversity of the independent sector. Some priorities were re-aligned to focus on the cultural and leisure offer of our centres following evidence of the change in behaviour of consumers and recommendations made by reports such as the Grimsey review. <http://www.vanishinghighstreet.com/>

Primarily due to the Covid-19 pandemic 2020 has been an unprecedented and extremely challenging year for many business sectors. Bromsgrove town centre and the other local centres are facing a difficult road to recovery over the next 12 to 24 months.

The Institute of Place Management's (IPM) Recovery Framework has been backed by the Government's High Street Task Force as part of its guidance on responding to COVID-19. The IPM's Post-COVID 19 Recovery Framework has much in common with the original Forward Framework approach. Essentially both frameworks place a strong emphasis on evidence-based planning and delivery whilst focusing on shaping the 'how' (partnership development) and 'what' (action planning & delivery) of recovery and transformation/revitalisation.

Recovery

- The delivery of initial actions to create safe and welcoming town and local centres whilst COVID-19 is still prevalent and social distancing remains necessary. Wherever possible these actions should offer the ability to test or transition into potential long-term improvements to revitalise the town and local centres. Investments should be primarily aimed at delivering long-term transformation with partnership development and local centre action planning in place. The focus should be on successful delivery through using data dashboards in monitoring progress; ensuring effective community engagement and coordination across the town / local centres; and managing the necessary finances and fund raising.
 - Bromsgrove Town Centre
 - Additional Hand sanitiser stations
 - Installation of footfall monitoring or utilising footfall data capture technologies
 - Mobilisation of COVID Marshalls
 - Improved signage where appropriate
 - Digital signage (quick & efficient to update information)
 - Encourage 'Shop Local' and the utilisation of platforms such as ShopAppy.com
- We have already seen the enormous creativity and ingenuity of individuals and businesses – and we must ensure this is nurtured during the recovery stage, and not side-lined to go back to how things were. However, there will be an immediate need to react quickly in order to revise plans that do not work.
- Data collected regarding day-to-day indicators such as footfall, sentiment and spend will be crucial to establishing what the 'new normal' for town and local centres is looking like, and how to best manage social distancing in public spaces.

Telling the story

Sharing positive stories about the Bromsgrove centres and their recovery. This will encourage confidence and stimulate pride in what is being achieved and planned in the future. Some prominent local businesses have kindly shared their stories.

- Decanter Spirit
- Bayleys of Bromsgrove
- Flowers of Hagley

Data

Gather any information that can be used to monitor and evaluate the impact of the Bromsgrove centres recovery strategy and identify where (and when) it may need to change. Understand how the function and attractiveness of Bromsgrove and the local centres may have changed and use this to plan for the future.

Monitoring footfall

Monitoring of activity in Bromsgrove town centre and using the recovery action plan and networks to encourage people to return safely.

Managing social distancing

Effective management of the space outside of stores, businesses, public spaces, pavements etc. to allow safe social distancing.

Cleaning

An efficient and effective cleaning regime by the Bromsgrove District Council street cleaning team to reduce risk of transmission of COVID-19. Local businesses and traders should also be encouraged and helped (when required) to be COVID secure.

Kindness & Consideration

Being friendly, generous and considerate should be encouraged and applauded. The unusual and unprecedented situation of physical distancing in town centres will be challenging. Bromsgrove District Council will be proactive in their approach and local businesses will have a major role to play in this engagement with customers and other local centre users.

Transformation or revitalisation

- Transformation or revitalisation requires a conscious attempt to improve the town and local centres for the long-term. The focus will be on maintaining a high standard of joint working and outcomes-focused actions through maintaining strong partnerships, secure funding and effective coordination in delivering a vision and plan whilst demonstrating success.
- The transformation will point at the conscious attempt to improve Bromsgrove and the local centres – to do more than recover but to innovate and address new challenges, such as climate change, economic inequality and the repurposing of town and local centres.
- Hopefully, we will witness new and strong public-private partnerships attracting investment and funding. The emergence of more grassroots projects can also be expected as a result of the pandemic. At this stage, transforming the town and local centres must deliver a good range of goods and services for visitors, a good trading environment for businesses and a good quality of life for their residents.
- The Covid-19 pandemic has prompted a wave of critical reflection – and more demands for our town and local centres to be better places – safer to walk, with better air to breathe, with more community uses and local businesses.
- In many ways, the transformation stage will be about creating a ‘new normal’, which will reflect both the economic and social impact of Covid-19 in our town and local centres, mitigating measures and the aspirations of people for their high streets, towns and local centres to be better places.

Strong partnerships

Creating, maintaining and refreshing stakeholder and partner relationships to meet the management and development needs of Bromsgrove town and the local centres.

Funding / Investment

Building on the successes to secure internal and external support for Bromsgrove and the local centres.

Delivering the vision

Deliver the vision for Bromsgrove and the local centres - using joined-up strategic partnerships of local stakeholders, to deliver long term transformation and improvement.

Key priorities April 2021-March 2022

- Support town centre and local centre businesses to re-start, recover and potentially diversify.
- Strengthen town centre and local centres viability and vitality.
- ‘Welcome Back’ the community and visitors to the local centres.

Key objectives:

Objectives	Measurability

Increase consumer and community confidence	<ul style="list-style-type: none"> • Footfall data (primarily Bromsgrove Town Centre) • Feedback from local businesses • Feedback from members of the public • Social Media engagement
Increase footfall	<ul style="list-style-type: none"> • Utilisation of footfall monitoring • Feedback from local businesses
Increase business resilience	<ul style="list-style-type: none"> • Percentage of vacant units on the high street • Footfall data • Feedback from local businesses • Number of businesses with a strong online presence • Number of businesses utilising ShopAppy.com
Increase consumer spend in local shops	<ul style="list-style-type: none"> • Feedback from local businesses • Feedback from members of the public • Social Media engagement


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Activity / Projects April 2021- March 2022

Bromsgrove Town Centre		
Project / Activity	Outcomes / Outputs	Status / Project update
Town Centre Car Park, access and servicing review.		

<p>Investigation into the feasibility of a permanent coach parking solution for the town centre.</p>	<p>2020 Consulting first stage report completed. Members agreed that a more detailed study should be undertaken to form the basis of a car parking strategy.</p> <p>This would encourage coach tours to stop in the town centre and it would enhance the growth of Bromsgrove Sporting FC.</p>	<p>Will form part of the 2040 “visioning” commission brief, however there may still be a requirement to do further work following the visioning work.</p> <p>Ongoing – looking at various options and gauging opinions.</p>
<p>Signage and Way marking</p>	<ul style="list-style-type: none"> • A full public realm audit undertaken. • Report produced and circulated to District and County colleagues to determine ownership and resources. 	<p>Follow up with colleagues to understand potential to implement changes and available budgets</p>
<p>Bromsgrove Rail Station Connectivity to Town Centre</p>	<p>Conversations have taken place via the Economic Priorities group. No firm plans confirmed to date.</p> <p>To metaphorically bring the railway station closer to the town centre and to engage fully with local businesses in Aston Fields.</p>	<p>Ongoing - BCM working with Peter Chapman (Community Rail Officer - Worcestershire Community Rail Partnership) and the West Midlands Rail Executive.</p>
<p>Bromsgrove Town Centre Management Group</p>	<p>Meets regularly to pro-actively determine priorities, address issues and works closely with Bromsgrove Pub watch. Reports to Safer Bromsgrove</p>	<p>Will remain a key group to work on the town centre plans.</p>
<p>Refill</p>	<p>National campaign to enable visitors to fill up their drinking bottles with free tap water from businesses.</p>	<p>Launched with independent businesses. The Business displays a sticker in their window and feature on the national app. Extremely difficult to do during the Covid-19 pandemic with the social distancing guidelines. Review in 2021.</p>

Bromsgrove Pub watch Scheme	A very successful group that has received continued and intensive support from us. The group will play a pivotal role in supporting the licensed sector during the post Covid-19 recovery.	BCM in continued communication with the committee and the meetings will continue virtually until restrictions are eased.
DISC	On-line platform to share information with the licensed sector members.	We continue to fund the yearly licence fee to support the DISC app.
Taxi Review	<p>Conversations have taken place with the taxi drivers and WRS with regards to the taxi service in the town centre.</p> <p>Electric Vehicle charging points installed.</p>	<p>We need to determine what the service currently looks like, positioning of taxi ranks, how the changing landscape and night-time sector will affect provision, customer behaviour.</p> <p>As part of the ENGIE EV Solutions GeniePoint Network scheme Bromsgrove registered taxi drivers will be able to use the EV chargers free of charge for the first year, with substantial discounts being offered for the subsequent 9 years.</p>
Taxi Marshall Scheme	Operated for 3-years; very successful and welcomed by taxi drivers and the licensed sector venues. Funding secured for the continued scheme.	The bid application to Safer Bromsgrove to access the approved PCC funding will ask for a flexible and adaptable scheme that will react to the changing measures and operation of the licensed sector.
Bromsgrove Street Pastors	Continues to support and help the night-time economy.	Regular catch up meetings and an integral part of the pub watch forum.
Business Training	Prior to Covid-19 the Police offered to undertake a menu of training with Pub watch members (conflict management, drug awareness, licensing etc.)	Revisit in 2021
Exclusion scheme		

	<p>Banned from one, banned from all in operation with the Pub watch members and has been successful in banning persons for anti-social behaviour and criminal activity.</p>	<p>The Pub watch will continue to operate their banning scheme as previous</p>
<p>Branding and marketing</p>	<p>The Better Bromsgrove branding is now 4 years old and with the launch of the Welcome Back Fund 'Welcome Back' will be the key message in all local centres. See 'Welcome Back Banner' image.</p> 	<p>There is an opportunity to rethink the branding for the town. As part of the recovery and transformation we could incorporate the visioning exercise to establish a clear and strong brand for the town centre.</p>
<p>Events</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 22</p>	<p>Most events scheduled for 2020 were cancelled or postponed.</p> <p>Events in the town and local centres will be vital in the road to recovery once they are safe and allowed to happen.</p> <p>We must build on the brand to create an attractive and engaging cultural and events programme at BirdBox.</p> <p>Events could include</p> <ul style="list-style-type: none"> • Food, drink and music festivals / events • Outdoor cinema / screenings • Pop up gaming events • Bromsgrove Festival events • Street theatre performances • Halloween event • Christmas Lights switch on (main stage) • Christmas Market (& events) 	<p>A close working relationship with the events team is vital to ensure all events complement each other.</p> <p>The BDC events team will manage the event booking process.</p> <p>Social Media communication must be utilised creatively for all town centre and BirdBox Events – website will be functional for promotion and event booking etc. BDC communications team to work closely with BCM and events team.</p> <p>BirdBox had a difficult opening period in 2020 due to Covid-19. Summer 2021 could be a good time for the second launch of BirdBox with an engaging programme of events.</p> <p>BCM, NWedR, events and arts development team meet regularly to discuss programme of events and activities.</p> <p>BCM has engaged with the Bromsgrove Indie Club to assist with the creation and management of some events – this will ensure that the space is promoting and encouraging local businesses.</p>

	<p>With the help of the Welcome Back Fund we should be able to enhance the space with additional furniture and facilities (including toilets). We will also be looking to commission local artists to create and perform in the space.</p>	
<p>Digitise the High Street</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 23</p>	<p>Consider options such as Wifi and other digital opportunities to implement on the high street</p> <p>Digital signage would be a good way of providing vital information to the community as well as generating advertising income for Bromsgrove District Council.</p>	<p>Previously had some work undertaken by a WiFi company and this needs to be revisited to understand feasibility and viability of implementation</p> <p>The Welcome Back Fund could be utilised to enable this.</p>
<p>Social media</p>	<p>Increasing capacity of businesses to engage on social media and present their businesses both during lockdown and in the re-opening of the High Street post April 2021. Developing the knowledge and skills, particularly for Small businesses which do not have the support structures of national businesses. The Maybe* platform will enable businesses to track their social engagement against local, regional and UK wide businesses.</p>	<p>Social media engagement will be essential for the post Covid-19 recovery. The BCM will work closely with the communications teams at BDC and NWedR to ensure that the messages are consistent, effective and engaging.</p> <p>Data from company Maybe* shows that across the authority area, less than 34% of businesses use social media and only 16.7% of those are active on social media each day. Together, they create 4000 posts per day and generate around 250K engagements.</p>
<p>Shop Local and Independent Campaigns</p>	<ul style="list-style-type: none"> • Small Business Saturday • Refill 	

	<ul style="list-style-type: none"> • Great British High Street • Love Your Market • One Worcestershire • Bird Box opportunities 	We have an opportunity to develop a strong local independent scheme to drive the sector and encourage visitors back to the High Street.
Accessibility for All	Introduced a scheme with independent businesses that gives visitors and customers with hearing impairment or who are deaf to access, free of charge, live interpreters on screens and devices in the business.	<p>First town centre in the UK to install the system.</p> <p>Investigate the potential to roll out to other larger local centres (Rubery & Hagley).</p>
Markets	<p>Under the management of Bromsgrove District Council</p> <p>Visitor Experience ‘Special Event’ markets to complement events in the centres will encourage visitors and footfall.</p>	<p>Opportunity in 2021-22 to develop a cohesive strategy to introduce key entrepreneurial markets in the town centre and on the Bird Box site.</p> <p>Bromsgrove is a market town, and this should be celebrated.</p>
Bromsgrove Festival of Light (or similar style of event)	The festival of light was a great success in 2017 & 2018 and a similar event in 2021 would be appreciated by the community and should be encouraged.	<p>Alongside the Christmas light switch on this could be a key event for 2021.</p> <p>The format of the event will need to be changed to encourage more engagement after the parade – this could include more street food / drink and entertainment.</p>
Business Support	Signposting and assistance to continue by NWedR.	<p>Bromsgrove Centres Manager to engage fully following Covid-19 restrictions.</p> <p>2021 will bring new Bromsgrove Business Advisors to the District (Business & Skills).</p>

Public Realm	<p>Full town centre audit has been undertaken; however, it is on hold until post Covid-19.</p> <p>Resources and budget to support the audit to be identified by District, NWedR and County.</p>	Review 21-22
Bromsgrove in Bloom	Some community interest to install planters within the town centre and managed by volunteers. Older Person's Forum representatives progressing ideas.	As with many town centre and urban setting planting and floral schemes there will need to be a budget identified to sustain the scheme in the first 3 years. This will be reviewed in 2021-22.
Biodiversity	Improvements to Spadesbourne Brook are being routed through the Better Environment Group.	
Business Waste	Working with the Place Team to review waste management collection points in the town centre; some collection points have been changed to reduce the amount of bin bags being left on the visible highway prior to collection.	Continue to undertake walkabout visits with the Place Team to pro-actively deal with any existing or emerging issues linked to the public realm and environment, and to help promote recycling.

Rubery Village

Public Enhancement Scheme	Near completion and working towards delivering the final elements of the scheme. Work includes the Public Toilet renovation in the village.	<p>Near completion and working towards delivering the final elements of the scheme.</p> <p>Covid-19 has made this difficult to conclude and will hopefully be finalised in 2021-22.</p>
Radio Link Scheme	To enable businesses in Rubery to communicate to CCTV monitoring and businesses in Bromsgrove	Ongoing – BCM to review the proposal in 2021 and consult with local business leaders and St Chad's Church.

Rubery Village Association	<p>Support the RVA with funding and resources.</p> <ul style="list-style-type: none"> • Rubery Village Christmas Light Switch On • Love Rubery summer event • ‘Welcome Back’ events 	<p>Continue to develop the relationship with RVA and BCM.</p> <p>BCM continues to work closely with the events and arts development teams.</p>
Barnt Green Village		
Events	<ul style="list-style-type: none"> • Christmas Light Switch On • Buskers in the Park • Classic Car Event • ‘Welcome Back’ events 	<p>Post Covid-19 will resume partnership working to develop a cultural and events plan for the centre with Barnt Green Parish Council and businesses.</p>
Communication	<p>WhatsApp group established and used by Parish Council and businesses</p>	<p>Ongoing and supported by BCM.</p>
Public Realm	<p>Led by Parish Council and in partnership with BCM</p>	<p>Ongoing and supported by BCM.</p>
Barnt Green Village Team	<p>Businesses and Parish Council hold meetings to discuss issues, planning of events etc.</p>	<p>Continued support from BCM.</p>
Business Support	<p>Signposting and assistance to continue by NWedR.</p>	<p>To be undertaken by Bromsgrove Business Advisor</p>

Hagley Village

Hagley Village		
Car parking review	Following concerns by businesses regarding the 1-hour parking regulations it is changed to 3-hour waiting.	The 1-hour parking was not supporting businesses such as Bridal Suite, hairdressers, cafe. Many parts of the village have been changed to 3-hour parking (free).
Marketing and promotion	Part of the Better Bromsgrove promotions.	
Events	<p>Hagley Christmas Light Switch On has been extremely successful over the years. A full road closure had to be implemented previously to ensure the safety of the high visitor numbers the event attracts. Sadly, Covid-19 restrictions prevented the event in 2020.</p> <p>‘Welcome Back’ events and activities.</p>	<p>2021 - Monthly meetings held with businesses and community organisations to develop and deliver the annual Christmas event.</p> <p>BCM will engage with Parish Council and continues to work closely with the events and arts development teams.</p>
Communication	WhatsApp group launched	The WhatsApp group has proved extremely successful as businesses use it for the main communication platform during Covid-19. Hagley Village businesses exchanged information and support regarding business grants, lit up their business frontages with blue lights and signs to support the NHS, jointly procuring signage.
Business support	Signposting and assistance to continue by NWedR.	To be undertaken by Bromsgrove Business Advisor

Alvechurch

Public Realm	Full audit undertaken by BCM and passed to Alvechurch Parish Council. Council progressing the plan as part of their Neighbourhood Village Plan.	Has been delayed by Covid-19. Will re-visit in 2021.
Events	Support with the Christmas Light Switch On event and now led by Parish Council. Sadly, Covid-19 restrictions prevented the event in 2020. 'Welcome Back' events and activities.	BCM will engage with Parish Council and continues to work closely with the events and arts development teams.
Business support	Signposting and assistance to continue by NWedR.	To be undertaken by Bromsgrove Business Advisor

Catshill

Catshill in Bloom	<ul style="list-style-type: none"> • Campaign launched and lead organisation is the Catshill Village Hall. • Public realm improvements made. • Singletons are the main sponsor. • Installation of hanging baskets in 2019. 	Re-visit in 2021-22
Events	<ul style="list-style-type: none"> • Christmas Light Switch On • Catshill Seed Swap • 'Welcome Back' events and activities 	BCM will engage with Parish Council and continues to work closely with the events and arts development teams.

Promotion	<ul style="list-style-type: none"> WhatsApp Group established to strengthen business communication and involvement. 	Continued support from BCM.
Business support	Signposting and assistance to continue by NWedR.	To be undertaken by Bromsgrove Business Advisor
Wythall		
Overall support	BCM acts as a contact for businesses	<p>The area does not lend itself for public realm improvements or events.</p> <p>BCM ongoing engagement with Parish Council</p>
Business support	Signposting and assistance to continue by NWedR.	To be undertaken by Bromsgrove Business Advisor
Aston Fields		
Public Realm	<p>Additional local centre for the BCM role.</p> <p>Good local centre with numerous businesses and proximity to railway station.</p>	<p>BCM to engage with local business owners.</p> <p>Continue to develop the Bromsgrove Station as Places scheme with partners.</p>
Business Support	Signposting and assistance to continue by NWedR.	To be undertaken by Bromsgrove Business Advisor
Events	'Welcome Back' events and activities.	

		BCM will engage with local business owners and continues to work closely with the events and arts development teams.
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RECOVERY

Getting businesses operational and people back to the Bromsgrove centres, safely



Tell The Story

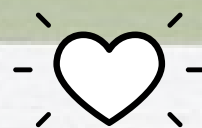


Data

Manage Footfall



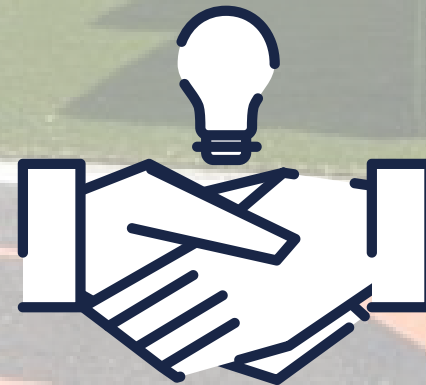
Cleaning



Kindness

TRANSFORMATION

Supporting businesses, stakeholders and partners to transform Bromsgrove and the local centres



Strong Partnerships



Funding / Investment



Delivering The Vision



Bromsgrove District Council

www.bromsgrove.gov.uk

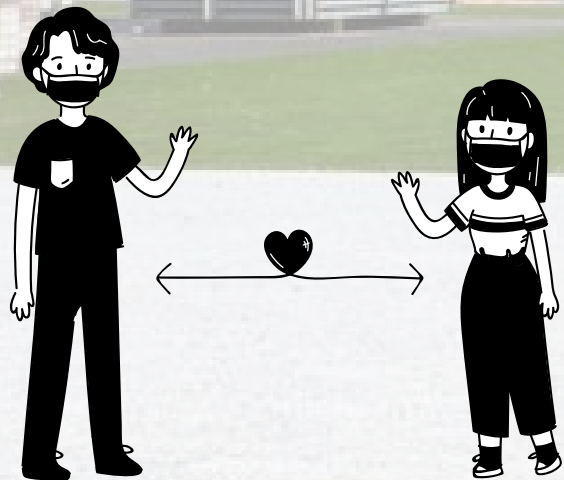


Better Bromsgrove

North Worcestershire



Manage Social Distancing



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