



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE CABINET

WEDNESDAY 3RD NOVEMBER 2010, AT 6.00 P.M.

THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

SUPPLEMENTARY DOCUMENTATION

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

- 14. Bromsgrove Town Centre Regeneration (Pages 1 - 12)
- 16. Car Parking - Pay on Foot (Pages 13 - 18)

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

27th October 2010

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BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

BROMSGROVE HIGH STREET – RESURFACING & PUBLIC REALM UPGRADE

Relevant Portfolio Holder	Del Booth
Relevant Head of Service	John Staniland
Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The Bromsgrove Town Centre Regeneration Programme is looking to facilitate a high quality upgrade of the Public Realm in the Town Centre.
- 1.2 The purpose of this report is to update the Cabinet on progress with the Regeneration Programme and seek a commitment to provide funding to allow for the next phases of the Regeneration Programme: Specifically the funding for the resurfacing of the High Street and a high quality upgrade of the general Public Realm in the Primary Shopping Area.

2. RECOMMENDATIONS

2.1 Cabinet are asked to recommend to Full Council the approval of :

2.1.1 The addition of £1 million to the 2010/11 Capital Programme to fund the majority of the upgrade and resurfacing in the Town Centre. This is to be financed from:-

- (i) balance of capital receipts arising from the sale of the industrial units (£500k)**
- (ii) contribution from Worcestershire County Council from sale of capital receipts within the Town Centre (£500k).**

2.1.2 The addition of a further sum of £500k to the 2011/12 Capital Programme once a final assessment can be made of the monies available from the Section 106 agreement with Sainsbury's

2.1.3 That a revenue budget of £5k in relation to extending the Regeneration Programme into 2010/11 is allocated from balances.

2.2 Cabinet are asked to note that a further report will be presented to request approval for the final contribution of £500k arising from future asset disposals in the Town Centre.

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

3. BACKGROUND

- 3.1 Bromsgrove District Council Cabinet formally approved a proposal in November 2007 to initiate a Public Partnership led Regeneration Programme supported with £300k capital funding over 3 years to fund the management and operation of the project.
- 3.2 A Regeneration Manager, jointly funded by Worcestershire County Council, was subsequently appointed in May 2008. The Regeneration Programme was then constituted with common aims and objectives agreed across a Regeneration Partnership of Bromsgrove District Council, Worcestershire County Council, Worcestershire Primary Care Trust, West Mercia Police and Herefordshire and Worcestershire Fire and Rescue Service
- 3.3 This enabled a partnership working and integrated cross-functional approach to; the town centre environment and public realm; transport issues; economic development; and a 'Total Place' approach to the Public Estate: Partners agreed to collaborate in an overall Area Property Review to regenerate the declining town centre, draw out cost savings and improve services to the community
- 3.4 The Area Action Plan (AAP) is designed to deliver a vibrant, sustainable and attractive town centre. It is intended to do this by increasing the number of visitors and the number of people living and working in the town centre. The strategy to achieve this is to; upgrade the public realm; enhance the conservation area; effectively utilise Bromsgrove's natural assets to provide for open and green spaces in the town centre; improve accessibility and connectivity; reduce through traffic; create new larger and modern retail premises in an extended primary shopping area; extend the hours of activity in the town centre; create new employment sites; promote new housing developments and the use of vacant spaces above shops.
- 3.5 The Area Action Plan is due to be published for final public consultation at the end of this year. However, in advance of this strategic planning framework, it has been possible for the Regeneration Partnership to already make progress in an initial or first phase of the Public Property Rationalisation and Regeneration of the town:

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

- WCC made land available to facilitate a new PCT funded Health Centre, which is under construction and due to open in April 2011
- A development site has been identified and outline agreement reached to provide a new combined Police & Fire station within 3 years and this has helped Worcestershire to be one of only 6 fast-track 'Total Place' initiatives in the whole Country
- New award winning Public Conveniences have been completed by the District Council
- A collaborative project between County and District Councils provided an upgraded Bus Station which has resulted in a significant increase in passenger numbers
- The strategically important George House site at the southern most end of the High Street has been procured by the District Council to facilitate a landmark development
- A £70,000 shop-fronts scheme part funded by both County and District Councils has been launched and a further scheme has successfully converted empty spaces above shops into new homes
- The Market Hall has been demolished and the Street Market moved onto the High Street with a resulting increase in footfall to the Town Centre evidenced by its annual Health Check which also shows a drop in empty shops, which are now below the national average

4. KEY ISSUES

- 4.1 These initial developments have shown a tangible commitment to the regeneration of Bromsgrove, which has helped to attract private development funds into the town. These in turn will lead to obtaining mandatory private contributions (e.g. 'Section 106' or 'Section 278') to infrastructure improvements required to facilitate the public realm and transport upgrades required for the town.
- 4.2 Investment in the Public Realm was the catalyst for the rapid projection of Leicester into the top ten retail cities in the country. More locally, recent successful projects in Evesham and Pershore have also demonstrated the positive impact of public realm investment. An attractive public realm will:
- attract visitors and shoppers into town
 - increase the number of people living in town
 - support the investment proposition for leading retailers
 - tangibly demonstrate public investment in the town
 - prove the deliverability of the Area Action Plan

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

- 4.3 It is vital for the regeneration of the town that a seamless public realm is created throughout the primary shopping area with a consistency of design that will deliver a high quality redevelopment. This approach will enable a programme of works to be to deliver a consistent scheme over 4 phases: High Street Central, High Street North, Birmingham Road & The Strand, High Street South and Worcester Road.
- 4.4 The completion of the second phase of the property review in conjunction with the implementation of the Area Action Plan will require the procurement of Private Partner Developer(s). This will then enable a phased construction programme of the various redevelopment sites throughout Bromsgrove Town Centre to be prepared, together with commercial terms and planning obligations. This process will begin early in 2011 and be instrumental in finalising the detail of the funding for the various elements of the overall public realm development. As well, of course, as the integration of the overarching management of the public realm construction project into the overall Regeneration Programme.

5. FINANCIAL IMPLICATIONS

- 5.1 The initial £300k funding for the operation of the Regeneration Scheme has been well managed with sufficient money retained to allow for the continued funding of 50% the Regeneration Team costs into a fourth year in 2011/12. The County Council have agreed to match this.
- 5.2 A small revenue budget is required for the Regeneration Programme for the legal fees, public consultation and inward investment marketing purposes over the next 18 months.
- 5.3 The County Council is the Highways Authority for Bromsgrove High Street. Halcrow, the County Council's retained Highway Consultants, have estimated the total cost of a high quality refurbishment scheme at £2m.
- 5.4 At a meeting of the County Council Cabinet of the 21 October 2010 it was decided that £0.5million of their receipt from the release of land for the new Bromsgrove Health Centre be reinvested into the town to upgrade the High Street Central Section between the Housman Statue and the New Road crossing, to include Church Road.

6. LEGAL IMPLICATIONS

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

6.1 The Planning application by Sainsburys was considered by Members at Planning Committee on 28 June 2010 and Members resolved that it should be granted subject to conditions and a section 106 agreement. The 106 agreement provides for the following contributions to be paid by Sainsburys.:

- £347850 towards Bromsgrove Town Centre public realm improvement measures
- £100000 towards sustainable transport objectives
- £50000 towards walking and cycling schemes in Bromsgrove
- £10000 air quality monitoring on Birmingham Road Bromsgrove

Members should note that the 106 agreement has not yet been finalised and further negotiations are taking place. As a consequence of this the formal planning permission has not been issued. Members should further note that there may be a significant delay before the scheme is implemented; a five year permission has been approved and there is currently no fixed start date for the development.

6.2 As far as possible the 106 agreement will protect the Council's interests in securing the contributions from Sainsburys. However Members need to be aware that there is currently no certainty as to the timescale for those monies to be received. Further, as with any legal agreement that has not yet been finalised there is a risk, albeit a relatively low risk, that if Sainsburys decided not to proceed with the scheme then no section 106 monies would be received.

7. POLICY IMPLICATIONS

7.1 Meets the Council priority of improving the Town Centre viability.

8. COUNCIL OBJECTIVES

8.1 Town Centre Regeneration

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

- 9.1 Failure to resurface the pedestrianised High Street in question could adversely affect the investment proposition being created in Bromsgrove town centre in order to lever private funds for infrastructure improvements
- 9.2 Failure to refurbish the High Street North and High Street South to the same standard as Birmingham Road, the Strand and High Street Central could result in a disjointed and 'two-tier' town centre and threaten the ability to attract retailers and lever private investment in other parts of the public realm scheme.
- 9.5 Omitting a section of pedestrianised High Street will leave the area looking unattractive, potentially reducing footfall and spend in the area.
- 9.4 Poor retail performance due to an unfinished or poor quality High Street renovation scheme may close existing shops and prevent new ones opening.
- 9.5 These risks are being controlled within the overall Risk and Issues Register of the Town Centre Regeneration Programme, which is managed by the Regeneration Programme Manager and overseen by The Town Centre Steering Group, the Portfolio Holder and the Head of Service.

10. CUSTOMER IMPLICATIONS

- 10.1 External Customers will benefit from an improved and more accessible town centre and modern more efficient public service facilities.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

- 11.1 The existing public realm is difficult to navigate for the disabled because of surplus street furniture, uniform paving design and uneven surfaces. The new public realm will make the town centre equally accessibly for all.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

- 12.1 A minimum of 50% of the funds of the refurbishment of the High Street have been raised from 3rd party sources, with the prospect of further private sector funds being secured.

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

- 12.2 The funds committed can also be used as match for a bid for Heritage Lottery Funding Townscape Heritage Initiative, which matches 3:1. This may give a further £1million towards Town Centre Regeneration in terms of Historic Buildings in the Conservation Area.
- 12.3 Procurement of the Design will be via appointment of an Urban Design/ Landscape / Planning Architect by Bromsgrove District Council as the main individual funder.
- 12.4 Procurement of the Works themselves will be via negotiation with the County Council, either in respect of a 278 Agreement for Bromsgrove District Council to appoint a contractor and carry out the works, or via agreement to pass the funding package to Worcestershire County Council for addition to their Capital Works Programme.
- 12.5 Town Centre Assets for potential redevelopment will be identified by the Area Action Plan, together with the disposal mechanism. This may be by individual disposal or by part of an overall agreement with a Partner Developer(s) to develop a package of public sector sites to deliver the Area Action Plan. This mechanism will be brought to Cabinet for approval prior to implementation.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

- 13.1 The Area Action Plan contains measures in respect of climate change, carbon reduction and biodiversity and the public realm design and the redevelopment of Bromsgrove District Council sites will conform with these policies.

14. HUMAN RESOURCES IMPLICATIONS

- 14.1 The funding of the Regeneration Programme Manager, Regeneration Programme Projects Assistant and the Bromsgrove District Council Partnerships and Projects Manager will continue for up to another 24 months.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

- 15.1 The Governance and Performance Management of the Regeneration Programme is managed by the Regeneration Programme Manager and

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

overseen by The Town Centre Steering Group, the Portfolio Holder and the Head of Service. Provision for continued funding of this approach for the duration of the proposed works are contained in the recommendations.

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 The New Public Realm will be designed with Community Safety and Crime Reduction in mind. A technical report on this matter has been produced which will form part of the design parameters for the Architects appointed.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 The Public Realm upgrade will provide a healthier and cleaner environment, especially in terms of additional green spaces and hence improved air quality.

18. LESSONS LEARNT

18.1 Extensive benchmarking has been carried out of other public realms schemes so as to identify best practice and avoid costly design errors.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 The Area Action Plan Issues and Options Consultation resulted in over 1200 responses with the state of the Public Realm identified as the primary issue and priority for action by the Community.

19.2 Further consultation with the Regeneration Programme Stakeholder Forum and Disabled User Group has reached similar conclusions.

19.3 A public consultation will take place on the proposed design.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	Yes
Executive Director (S151 Officer)	Yes

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

Executive Director – Leisure, Cultural, Environmental and Community Services	No
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes
Director of Policy, Performance and Partnerships	No
Head of Service	Yes
Head of Resources	No
Head of Legal, Equalities & Democratic Services	Yes
Corporate Procurement Team	No

21. WARDS AFFECTED

21.1 All Wards affected

22. APPENDICES

Plan – Development Phases

23. BACKGROUND PAPERS

23.1 Bromsgrove District Council Cabinet Report November 2007

24. KEY

Section 106 – payments to the planning authority in order to discharge planning obligations/conditions

Section 278 – a mechanism by which works to the highway are carried out or funded by third party developers to discharge planning obligations/conditions

AUTHOR OF REPORT

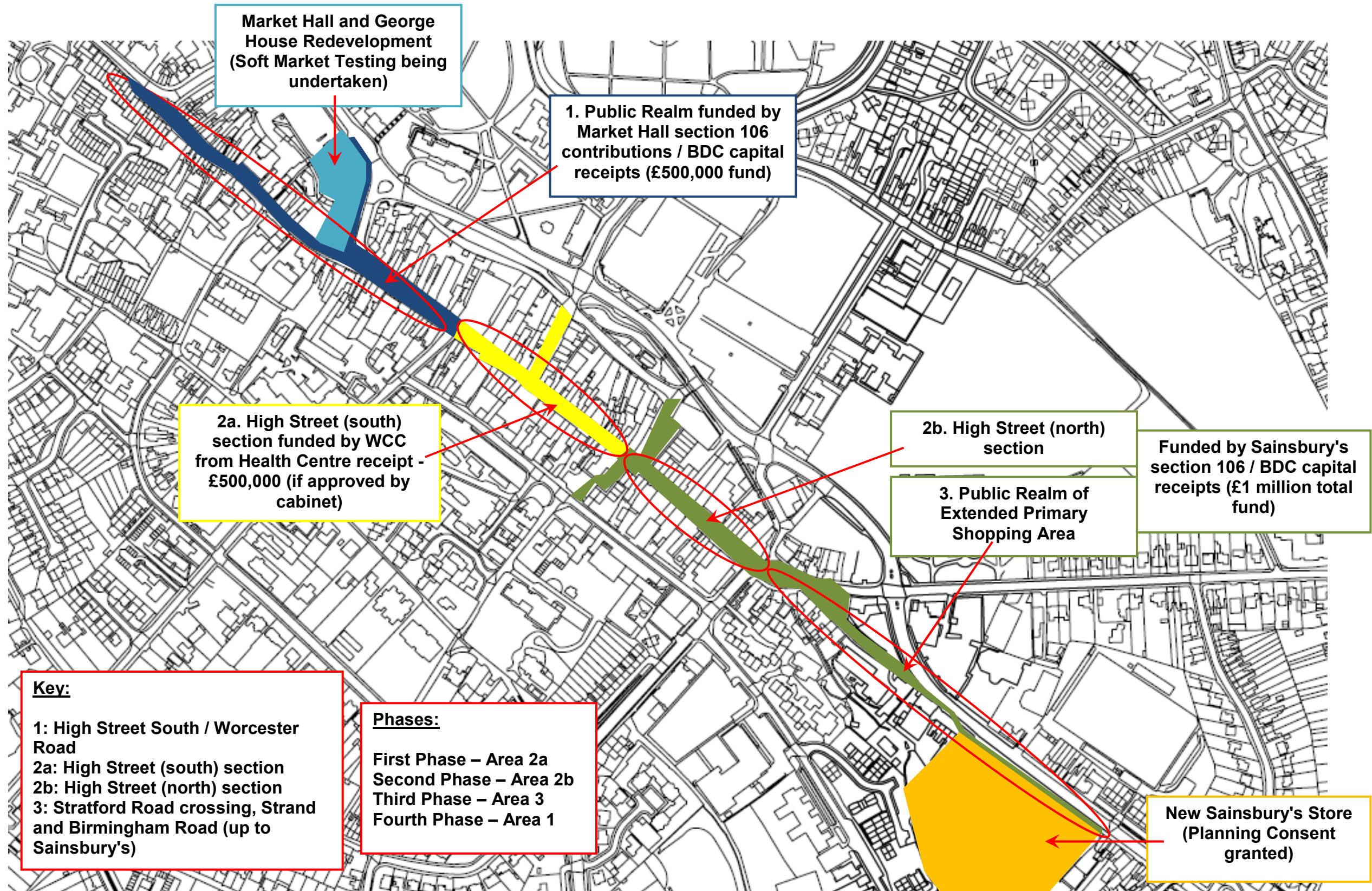
BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

Name: Richard Savory, Regeneration Programme Manager
E Mail: rsavory@worcestershire.gov.uk
Tel: (01905) 728622

Bromsgrove High Street / Primary Shopping Area – Development phases



Total fund = outcome of section 106 negotiations on development sites plus balancing contribution from Bromsgrove District Council (BDC) capital receipts following property or site rationalisation / redevelopment / disposal

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BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

CAR PARKING – PAY ON FOOT

Relevant Portfolio Holder	Councillor Michael Webb
Relevant Head of Service	Guy Revans
Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 This report proposes the re-introduction of the incremented tariff on the Council pay on foot car parks.

2. RECOMMENDATIONS

That Cabinet recommend to Full Council that:

- 2.1 That the incremented tariff is reintroduced as soon as possible.**
- 2.2 That the anticipated losses from the initial introduction and the proposed reintroduction of the incremented tariff are met from balances for 2010/2011.**

3. BACKGROUND

- 3.1 The Council has converted two car parks to the pay on foot system. During the introduction of this system a new type of tariff was trialled which broke the hourly fee into 10 minute segments and allowed customers to pay to the nearest available fee. This tariff was discontinued due to the lower than anticipated revenue generated by the scheme.
- 3.2 The use of incremented tariffs is unusual, and is seen as customer friendly. A driver who is one minute over an hourly fee of 70p would normally be required to pay £1.40. Using the incremented tariff the fee would be 90p.
- 3.3 Using the incremented tariff would allow the Council to publicise the fact that the Council treats its parking customers differently by using a customer friendly system with a customer friendly tariff. It should be noted that officers are not aware of any other operator using such a tariff.

4. KEY ISSUES

- 4.1 The incremental tariff has shown that there is a significant detriment to the Council finances and has not generated the income as initially anticipated. To introduce the original incremental tariff would result in a further reduction

to income generated in a period when revenue from car parking is substantially below the target set for 2010/11.

5. FINANCIAL IMPLICATIONS

- 5.1 The incremented tariff was introduced when the new system went live on March 2010. This tariff initially cost up to £3k per week in lost revenue to the service.
- 5.2 The tariff operated for a number of weeks before it was removed. This has allowed officers to predict the effects of reintroducing the incremented tariff. Based on the current spend and revenue patterns, including the reintroduction of the incremented tariffs, the Council will be faced with a further £60k shortfall in income in addition to the £180k predicted on the car parking service.
- 5.3 This shortfall is primarily composed of the failure to attain the expected increase in revenue from pay on foot, the loss from the incremented tariff, and the increase in VAT from 2011.
- 5.4 It is proposed that the £60k shortfall to fund the incremental tariff is met from balances as officers are unable to identify other areas of savings that could meet this shortfall.
- 5.5 Officers will prepare options for 2011/2012 and report back to Members as part of the medium term financial plan review.

6. LEGAL IMPLICATIONS

- 6.1 The provision of the incremented tariff is discretionary and does not require any changes to the parking Order to implement.

7. POLICY IMPLICATIONS

- 7.1 None.

8. COUNCIL OBJECTIVES

- 8.1 The town centre is one of the Council objectives. The provision of affordable, safe, and well maintained car parking supports the economy in the town centre.

CABINET

3rd November 2010

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

9.1 None.

10. CUSTOMER IMPLICATIONS

10.1 The customers will pay less when using the Council pay on foot car parks. Although not directly comparable, this does reflect the incremented tariffs for overpayments on pay and display car parks.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 None.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 None.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

13.1 None.

14. HUMAN RESOURCES IMPLICATIONS

14.1 None.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

15.1 None.

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 This will reduce levels of aggression between Council staff and customers.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 None.

18. LESSONS LEARNT

18.1 None.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 During the six month review of the new system, there were 36 comments out of 402 questionnaires stating that the removal of the tariffs was unfair and that they should be reintroduced. This was the second most popular comment made with long queues at the paystations being the most common.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	Yes
Executive Director (S151 Officer)	Yes
Executive Director – Leisure, Cultural, Environmental and Community Services	Yes
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes
Director of Policy, Performance and Partnerships	Yes
Head of Service	Yes
Head of Resources	Yes
Head of Legal, Equalities & Democratic Services	Yes
Corporate Procurement Team	Yes

21. WARDS AFFECTED

All.

22. APPENDICES

None.

BROMSGROVE DISTRICT COUNCIL

CABINET

3rd November 2010

23. **BACKGROUND PAPERS**

None.

24. **KEY**

AUTHOR OF REPORT

Name: Steve Martin
E Mail: steve.martin@bromsgrove.gov.uk
Tel: 01527 881493

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