



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE OVERVIEW AND SCRUTINY BOARD

MONDAY 13TH JANUARY 2020, 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. North Worcestershire Economic Growth Strategy - pre-scrutiny (Pages 1 - 28)
5. Homelessness Grant and Flexible Homelessness Support Grant Awards - pre-scrutiny (Pages 29 - 34)
6. Market Hall Site - Meanwhile Use - pre-scrutiny (Pages 35 - 50)

K. DICKS
Chief Executive

Parkside
Market Street
BROMSGROVE
Worcestershire
B61 8DA

7th January 2020

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BROMSGROVE DISTRICT COUNCIL

CABINET

15th JANUARY 2020

NORTH WORCESTERSHIRE ECONOMIC GROWTH STRATEGY

Relevant Portfolio Holder	Cllr Karen May – Leader of the Council and Portfolio Holder for Economic Development, Town Centre and Strategic Partnerships
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ostap Paparega, Head of North Worcestershire Economic Development and Regeneration (NWedR)
Ward(s) affected	All
Ward Councillor(s) Consulted	N/a
Key Decision / Non-Key Decision	

1. PURPOSE OF REPORT

- 1.1 This report provides a summary of the North Worcestershire Economic Growth Strategy 2019-2024 and outlines its four pillars of growth, strategic priorities and supporting projects and interventions.

2. RECOMMENDATION

Cabinet is recommended to AGREE:

- 2.1 The report and its strategic priorities and interventions.

3. BACKGROUND

- 3.1 Since 2011, Bromsgrove DC has relied on the Worcestershire Local Enterprise Partnership and Greater Birmingham and Solihull LEP Strategic Economic Plans (SEPs) as its key economic strategy documents. This was considered appropriate at the time, as the Local Enterprise Partnerships (LEPs) had been set up to deliver local economic growth.
- 3.2 Since then, a series of political, economic, social, technological and legislative changes have taken place that would require a more specific place based strategy capable of responding to these challenges and embracing the growth opportunities arising from them.
- 3.3 Perhaps one of the most significant developments was the launch of the government's Industrial Strategy in 2017 followed by the request that all Local Enterprise Partnerships should develop their own Local Industrial Strategies.
- 3.4 In 2017 the government announced the creation of a UK Shared Prosperity Fund to replace the EU funding programmes in the UK after the UK had left the European Union and its intention to distribute the fund through LEPs on the basis of their Local Industrial Strategies. Although the Industrial Strategy promised consultation on the UK Shared Prosperity Fund by the end of 2018, this consultation is still awaited: the new fund is due to be fully operational for grants to be awarded from 1 January 2021 and time is now beginning to run short for the Government to consult adequately prior to the fund being opened for applications during 2020.
- 3.5 Also, in 2017 the government published its national review of Local Enterprise Partnerships – 'Strengthening Local Enterprise Partnerships'. One of the review's key outcomes was a request that LEPs come forward with 'proposals which best reflect real functional economic

areas, remove overlaps and, where appropriate, propose wider changes such as mergers.’ This request has a direct impact on Bromsgrove DC, as it and the other two North Worcestershire local authorities – Redditch BC and Wyre Forest DC – are members of two LEPs, Greater Birmingham & Solihull and Worcestershire respectively.

4 KEY ISSUES

- 4.1 The North Worcestershire Economic Strategy is attached in Appendix 1. It is intended to cover a five year period 2019-2024 and sets out some of the key economic indicators across the North Worcestershire geography as well as the attributes that make the area attractive for businesses and visitors supporting local economic growth.
- 4.2 The strategy is built on four pillars of economic growth – talent, infrastructure, technology and creativity – as these are common to all three North Worcestershire partners. The strategy then goes on to set out what the key growth priorities and interventions are and these reflect the collective geography’s potential as well as the individual identity that each of the partner district and borough has.
- 4.3 Taking a North Worcestershire wide approach, which covers the districts of Bromsgrove and Wyre Forest and the borough of Redditch, the strategy recognises the North Worcestershire functional economic geography and the principle that ‘the whole is greater than the sum of its parts.’
- 4.5 A North Worcestershire strategy provides stronger evidence of the North’s combined strengths and opportunities to generate economic growth. It also offers a coherent narrative that demonstrates alignment with the Local Industrial Strategies and provides the evidence base for investments from the UK Shared Prosperity Fund.
- 4.6 Key data**
 - 4.6.1 North Worcestershire’s GVA falls behind the average GVA for England, West Midlands Combined Authority (WMCA), WMCA Tri-Sep geography, GBSLEP and WLEP.
 - 4.6.2 Business survival rates across North Worcestershire are above the England average for every year. Compared to the West Midlands Metropolitan County rates are also far higher and this gap increases over time from 1.9% higher after one year in business to 3.6% higher after five. Survival rates are also higher than the Worcestershire average after year one, however from years two to five businesses in other districts in the county outperform those of North Worcestershire.
 - 4.6.3 North Worcestershire’s job market is dominated by Manufacturing, Wholesale and Retail Trade; Repair of Motor vehicles, Transportation and Storage, Admin and Support and the Health and Social Work sectors with each utilizing over 10% of the workforce. Compared to the West Midlands and Great Britain average, the Transportation and Storage, Construction and Admin and Support sectors provide a higher percentage of jobs in the area.
 - 4.6.4 Both resident and workplace earnings in all three districts, apart from Bromsgrove residents, fall below the UK median. In addition there is a large disparity between the resident and workplace earnings in Bromsgrove, indicating that people are emigrating out of the district for higher paid work. The same can be said of Wyre Forest although the difference is less pronounced. Both Redditch and Wyre Forest fall behind South Worcestershire on both fronts.

4.7 The Four Pillars of Growth

4.7.1 Talent

The workforce in North Worcestershire is relatively well skilled in relation to the rest of the West Midlands. However, compared to the rest of GB, education levels are similar apart from NVQ4+ where the districts fall behind. Within the geography, Redditch fares the poorest with only 21% of the population gaining NVQ4+ qualifications compared to 38.6% across GB. Wyre Forest also falls behind here at 30.7%, whereas Bromsgrove pulls North Worcestershire's average statistics up with 45% of 16-64 year olds gaining a NVQ4+ qualification.

4.7.2 Infrastructure

There is an overall need for a 'North Worcestershire Infrastructure' package that captures improved intra North Worcestershire connectivity and improved inter Worcestershire connectivity for North Worcestershire as well as significant interventions to address the severe lack of supply of employment land in the north of the county.

There is a severe shortage of top quality employment space in some parts of the geography, which is undoubtedly one of the biggest barriers to growth and future prosperity across North Worcestershire. This factor not only pushes up rents but also prevents investment and business relocation into the area.

4.7.3 Technology

Digital connectivity across the North Worcestershire is currently good, with over 95% of district households and businesses having access to superfast broadband. The coverage of ultrafast broadband (100mbps+) is especially good in Redditch, with Wyre Forest and Bromsgrove both failing below the English and West Midlands average in this category. Access to ultrafast broadband, as an enabling technology, is critical to business attraction, so improving the two districts' ultrafast broadband coverage must be an immediate priority.

4.7.4 Creativity

The creative industries in North Worcestershire have achieved significant growth in the past few years with Bromsgrove recording the fastest growth in creative industries jobs (25%) in the Greater Birmingham and Solihull LEP area (Greater Birmingham Creative Economy Mapping 2017). Combining expert music industry knowledge and experience with conventional training and education, Kidderminster College-based MAS Records, an award winning innovative non-profit music development programme has expanded since its 2001 launch to 16 centres nationally.

North Worcestershire has heritage of national and international significance and this is reflected in the RSA Heritage Index that shows the area performing well compared to the national average score of the 325 districts. Wyre Forest comes out ahead on most indicators, but most importantly the level of potential growth for all districts is high and the positive impact on the visitor economy significant.

4.8 Strategic priorities

This strategy outlines the key growth priorities in North Worcestershire under three main categories: places, businesses and people. These are underpinned by the four pillars of growth – talent, infrastructure, technology, culture – as described above.

The data analysis shows that North Worcestershire has key strengths and competitive advantages to build on and realise its growth opportunities on the one hand, but is facing

significant challenges and barriers in achieving its potential growth on the other hand. To strengthen its economic competitiveness and attraction to business investment, which would bring new employment and growth, the North Worcestershire economy needs to be supported by a range of targeted interventions that address these challenges and create the conditions for future growth.

The strategy identifies the growth priorities and supporting interventions that, if materialised, have the potential to bring about significant economic, social and environmental benefits to North Worcestershire's residents, businesses and local communities.

Cumulatively, these interventions have the opportunity to deliver over 1,000 new homes, 500 new jobs, 500,000 sq ft of employment floorspace and £500m Gross Development Value (GDV).

4.8.1 Strategic priority – Places (town centres, premises and connectivity)

The investments in places will focus on strengthening the vibrancy and viability of our town centres, infrastructure that unlocks land for residential and employment development, estate regeneration, bringing unused / underutilised buildings back into commercial use and connecting people with jobs.

Our strategic priorities are:

- Unlocking strategic employment land to facilitate business growth and attract investment to North Worcestershire
- Accelerating development through the use of Local Development Orders (LDOs), enterprise zones and other delivery mechanisms
- Working with strategic partners to identify key 'growth corridors' to accelerate development of employment land, particularly
- Delivering major town centre projects that will bring more residential, employment and leisure uses to counterbalance the significant retail decline and address the significant structural challenges faced by our town centres
- Improving coverage for ultrafast internet (>100mbps), especially in Bromsgrove and Wyre Forest
- Creating the conditions for 5G roll-out in Bromsgrove, Kidderminster and Redditch

4.8.2 Strategic priority – Businesses (retention, expansion, relocation)

Our priorities will focus on retaining the existing business base, supporting local businesses to expand and encourage new business formation and relocation to the area by:

- Providing a comprehensive package of business support – including business grants and regulatory advice - to ensure business retention and expansion
- Developing incubator / innovation space to encourage investment and growth in new and emerging technologies
- Working with key partners to attract investment in the area
- Encouraging investment in knowledge intensive sectors
- Encouraging investment in the creative industries sector

4.8.3 Strategic priority – People (skills, apprenticeships, careers)

A talented, skilled, knowledgeable and competent workforce is key to a successful economy. Despite North Worcestershire's workforce achieving qualifications above the West Midlands average, more needs to be done to ensure that the workforce is equipped

with the relevant skills and knowledge to capitalise on the new employment opportunities that existing and emerging technologies will bring about.

Our key priorities are to:

- Reduce the mismatch between employers' skills needs (demand) and skills provision by education and training providers (supply)
- Motivate and inspire people to develop skills for the high growth key sectors and emerging technologies
- Use partnership and collaboration to tackle skills shortages and gaps that are barriers to long terms business growth and productivity
- Promote the wide spectrum of careers available in North Worcestershire to inspire the careers choices our young people make

4.9 The strategy lists the key projects and interventions proposed to be delivered against its priorities. The list will evolve as new development, investment and funding opportunities arise.

4.10 Stakeholders (partners, funders, supporters)

Our ability to deliver this ambitious growth programme is heavily dependent on the collaboration with and support of our key partners, funders and supporters, as illustrated below. We are grateful for all their support provided so far and will continue to foster deeper and closer working relationships with them to deliver the interventions needed to enable our places, businesses and people to develop, grow and prosper.

5. FINANCIAL IMPLICATIONS

5.1 To deliver the projects and interventions in the strategy will require significant resources, both in terms of capacity and funding. NWedR service monitors all external funding programmes available on an on-going basis and submits bids accordingly.

6. LEGAL AND POLICY IMPLICATIONS

6.1 There are no legal implications.

6.2 The key policy implication is in relation to the Local Plan Review. In particular, the outcomes of the Local Plan review would have a significant impact on two of the three strategic priorities namely places and businesses. The main implication in that respect is the supply of employment land, which would either enable or hinder business growth and inward investment in the district.

7. EQUALITY IMPACT NEEDS ASSESSMENT

7.1

8 RISK MANAGEMENT

8.1 There are development and investment risks associated with the delivery of the key interventions identified in the strategy. A risk register will be prepared for each of these interventions as and when they are considered for implementation.

9. CONCLUSION

9.1 This report provides a summary of the North Worcestershire Economic Growth Strategy 2019-2024 and outlines its four pillars of growth, strategic priorities and supporting projects and interventions.

9.2 The strategy identifies the growth priorities and supporting interventions that, if materialised, have the potential to bring about significant economic, social and environmental benefits to North Worcestershire's residents, businesses and local communities.

9.3 Cumulatively, these interventions have the opportunity to deliver over 1,000 new homes, 500 new jobs, 500,000 sq ft of employment floorspace and £500m Gross Development Value (GDV).

10. CONSULTEES

10.1 Greater Birmingham and Solihull Local Enterprise Partnership, Worcestershire Local Enterprise Partnership, Worcestershire County Council and Bromsgrove Economic Development Theme Group

11. APPENDICIES

11.1 North Worcestershire Economic Growth Strategy

NORTH WORCESTERSHIRE ECONOMIC GROWTH STRATEGY

PLACES | BUSINESSES | PEOPLE

2019-2024



Bromsgrove
District Council
www.bromsgrove.gov.uk



Wyre Forest
District Council



FOREWORD

Combining old and new urban settlements, rolling green landscapes and small villages with an eclectic mix of history and culture, North Worcestershire is a place of tremendous business innovation, pioneering spirit and distinguished heritage of national and international significance.

From Kidderminster-based Sir Rowland Hill, the originator of the penny postage system and developer of the modern postal service, which was adopted worldwide, to playing a major role in manufacturing and developing technologies around the world, such as helping to make the world's first jet engine (Redditch) and being home to one of the top ten and internationally renowned independent schools in the country (Bromsgrove), North Worcestershire is defined by a constant drive to innovate, progress and excel.

This entrepreneurial and innovating spirit is embraced today by many of the 17,500 businesses based in North Worcestershire, accounting for 52.5% of all businesses in Worcestershire. Our businesses continue to achieve phenomenal levels of growth with half of the top 50 fastest growing companies in the county coming from North Worcestershire and seven of them placed in the top 10, as reported in the Worcestershire Business Growth Barometer published by BDO in 2018.

Building on the area's current success and recognising that the public sector must do its share to enable North Worcestershire to retain and strengthen its competitive advantages, the local authorities of Bromsgrove, Redditch and Wyre Forest have prepared this strategy and its supporting interventions.

Access to enabling technologies, such as ultrafast broadband and 5G; adequate infrastructure that connects people with jobs and businesses with markets; supply of quality employment land and premises; thriving town centres that are home to creative industries, arts and culture; a skilled and highly knowledgeable workforce ready to embrace employment opportunities brought about by new and emerging technologies and a knowledge intensive economy are our combined priorities.

We are setting out these priorities and supporting interventions as a platform for future, smart growth that will deliver significant economic, social and environmental benefits for North Worcestershire's residents, businesses and communities and strengthen the area's attractiveness as a great place to live, work, do business and enjoy. We look forward to working with our key partners, stakeholders, developers and investors to make this strategy a success.

Cllr Karen May

Cllr Matt Dormer

Cllr Fran Oborski

Leader of Bromsgrove DC
Cabinet Member for Economic
Development, Town Centre and
Strategic Partnerships

Leader of Redditch BC
Cabinet Member for Planning, Economic
Development, Commercialism and
Partnerships

Deputy Leader of Wyre Forest DC
Cabinet Member for Economic Regeneration,
Planning and Capital Investments

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- Supporters

NORTH WORCESTERSHIRE – AT A GLANCE

World leading businesses

North Worcestershire is home to world leading companies and a significant advanced engineering and manufacturing sector

25 of the Top 50 fastest growing companies in Worcestershire are based in the north of the county (BDO Worcestershire Growth Barometer 2018)

The fastest growth in creative industries jobs (25%) in the Greater Birmingham and Solihull LEP area (Greater Birmingham Creative Economy Mapping 2017) - Bromsgrove

World's first Wi-Fi 6 and industrial IoT trial at Mettis Aerospace in Redditch

Over 17,500 companies based in North Worcestershire accounting for 52.5% of all businesses in the county

95% superfast broadband coverage across the area, 88% ultrafast (> 100mbps) broadband coverage in Redditch well above the West Midlands' 68% coverage

Well skilled workforce above West Midlands average

Heritage of national and international significance

Sir Rowland Hill, originator of the penny postage system and developer of the modern postal service (Kidderminster)

Museum of Carpet – over 300 years of Kidderminster's fascinating industrial heritage. Over 3,000 carpet designs, many by significant designers.

Witley Court – spectacular ruins of what once was one of the England's greatest country houses. An English Heritage estate.

Hagley Hall and Park, magnificent achievements of eighteenth century English architecture. The Hall is the last of the Great Palladian houses.

Harvington Hall, built in the 1300s and developed in the 1500s, has the largest surviving series of priest hides in the country and a rare collection of original Elizabethan wall paintings

Forge Mill Museum, one of the most unique museums in Worcestershire and the West Midlands. Redditch once produced 90% of the world's needles.

Bewdley – 'the most perfect small Georgian town in Worcestershire'

Stourport – 'the pioneer town of the canal age' and home to the award-winning Canal Basins

Great outdoors and attractions

Arley Arboretum – 'best place in Britain to see the autumn colours' (BBC Countryfile 2017), over 300 species dating back over 350 years

Bodenham Arboretum – over 3,000 species of trees and shrubs from all over the world spread over 134 acres

Arrow Valley Country Park – 900 acres of parkland, excellent wildlife, 29 acre lake, water sports activities

Wyre Forest – one of the largest, most ecologically significant oak woodlands in England. Great opportunities for walking, mountain biking, horse riding, learning and adventure play

Clent Hills – a National Trust estate to explore miles of footpaths, bridleways and trails offering breathtaking panoramic views over the Cotswolds, Shropshire Hills and Welsh borders

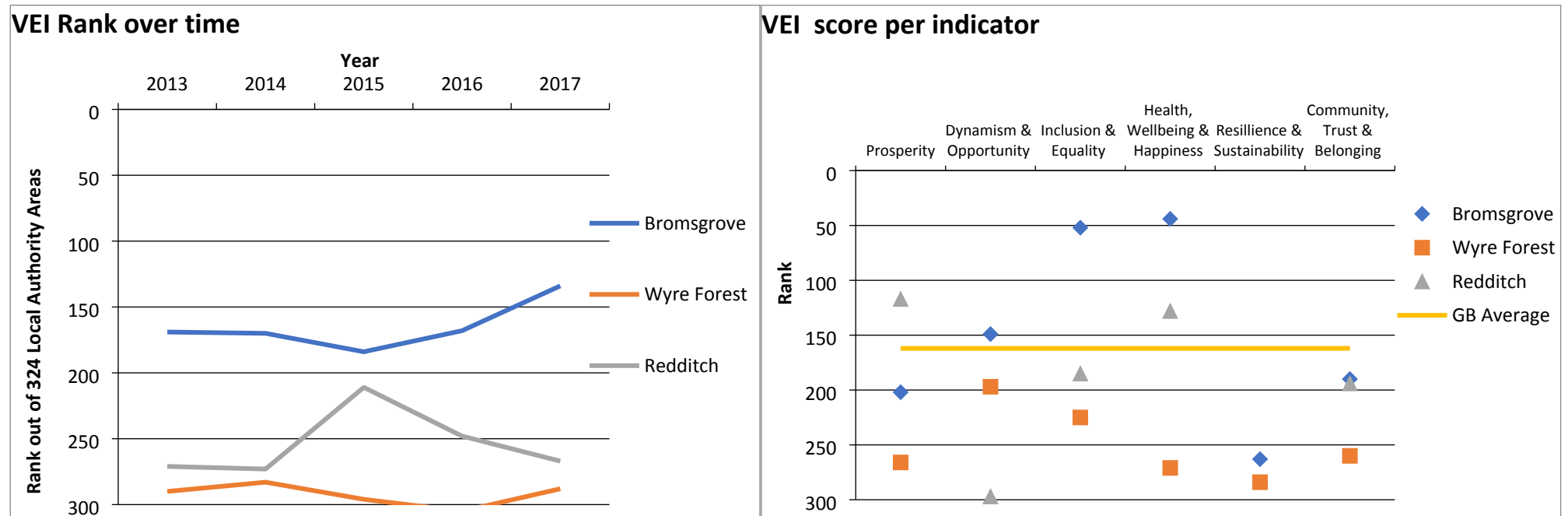
Severn Valley Railway – steam-hauled train along 16 miles of full-size standard-gauge railway line through the amazing scenery of the Severn Valley. Over 250,000 visitors a year.

Wet Midland Safari Park – award-winning visitor attraction (over 700,000 visitors a year) home to around 140 species including cheetah, lions, elephants giraffes and rhinos.

In order to assess the state of the North Worcestershire economy, a variety of quantitative and qualitative data has been assessed. The key findings are presented below, often with comparison to the wider West Midlands geography and that of Great Britain. In order to highlight spatial disparities between the three districts some figures are presented individually, though the strategy is designed to encompass the North Worcestershire area in its entirety.

The Vibrant Economy Index

The Vibrant Economy Index, created by Grant Thornton, scores districts based on a variety of socio-economic indicators to help reveal each economy's strengths and weaknesses. A breakdown of the comprehensive index can be found in Appendix A. Each local authority is ranked against 324 other areas.



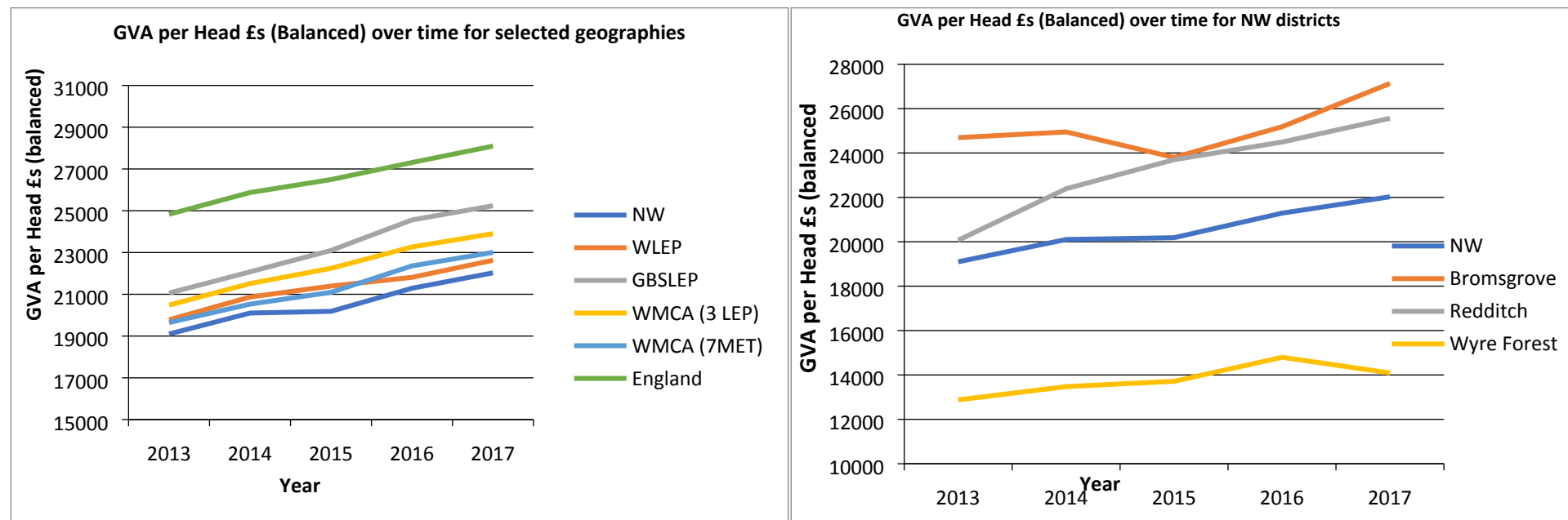
From this data the spatial diversion in economic performance across the districts becomes apparent. Bromsgrove outperforms Redditch and Wyre Forest in all but one basket of indicators (Prosperity). All of the districts have scored below the national average for both the Resilience & Sustainability measure and the Community, Trust & Belonging measure.

Gross Value Added (GVA)

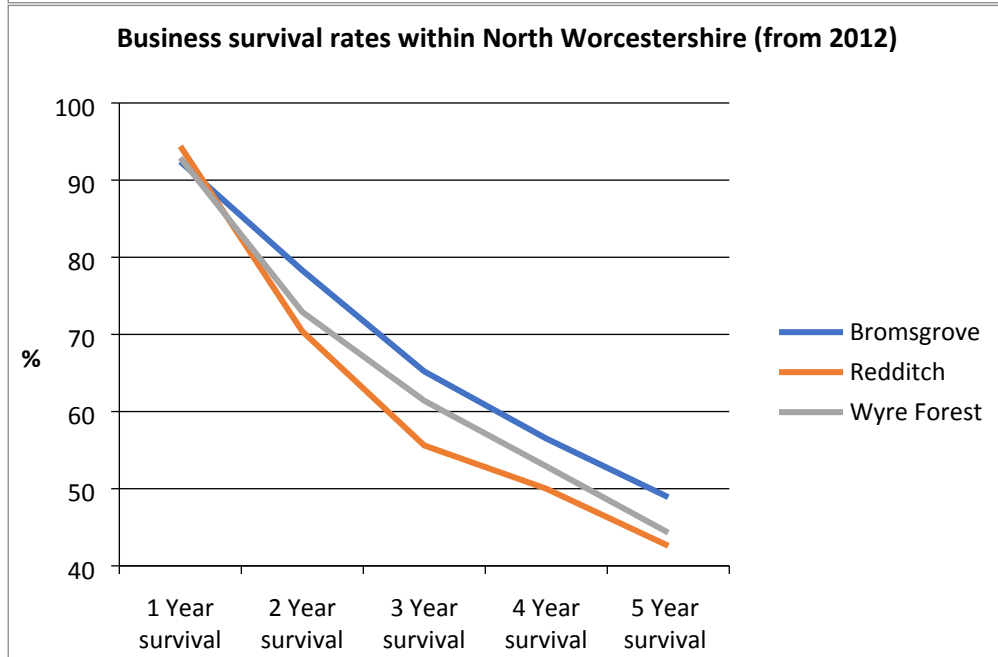
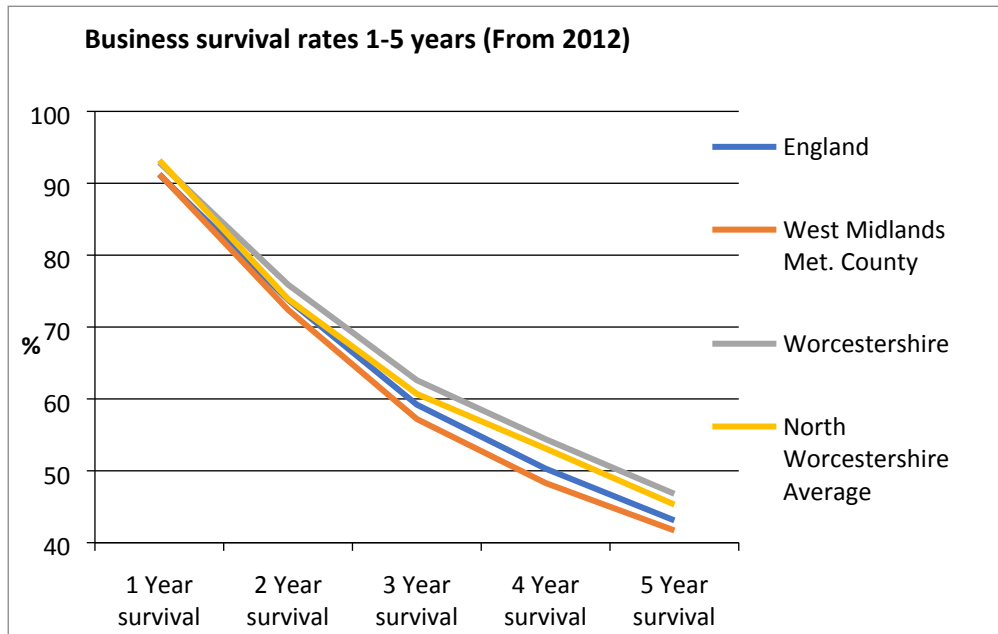
North Worcestershire's GVA falls behind all geographies shown in the graph below – England, West Midlands Combined Authority (WMCA), WMCA Tri-Sep geography, GBSLEP and WLEP.

In order to improve North Worcestershire's GVA, which is significantly below England's average, focus on knowledge intensive sectors such as tech, advanced engineering and manufacturing, finance, professional, scientific and technical activities need to be encouraged. In order for these sectors to thrive, further advances in the employment and skills agenda to promote a highly skilled workforce must be championed. Furthermore, building upon the area's historical success in advanced engineering manufacturing and supply chains whilst diversifying across high growth sectors will not only help protect our economy from shifting global trends and shocks, but raise our added value.

Continued work and support on regeneration and development projects must be advanced and supplemented as high quality infrastructure, public realm and business space will be vital to complement our geographies inherent advantages of high connectivity, proximity to pivotal urban centres and natural beauty.



The Business Environment



Business survival rates across North Worcestershire are above the England average for every year.

Compared to the West Midlands Metropolitan County rates are also far higher and this gap increases over time from 1.9% higher after one year in business to 3.6% higher after five.

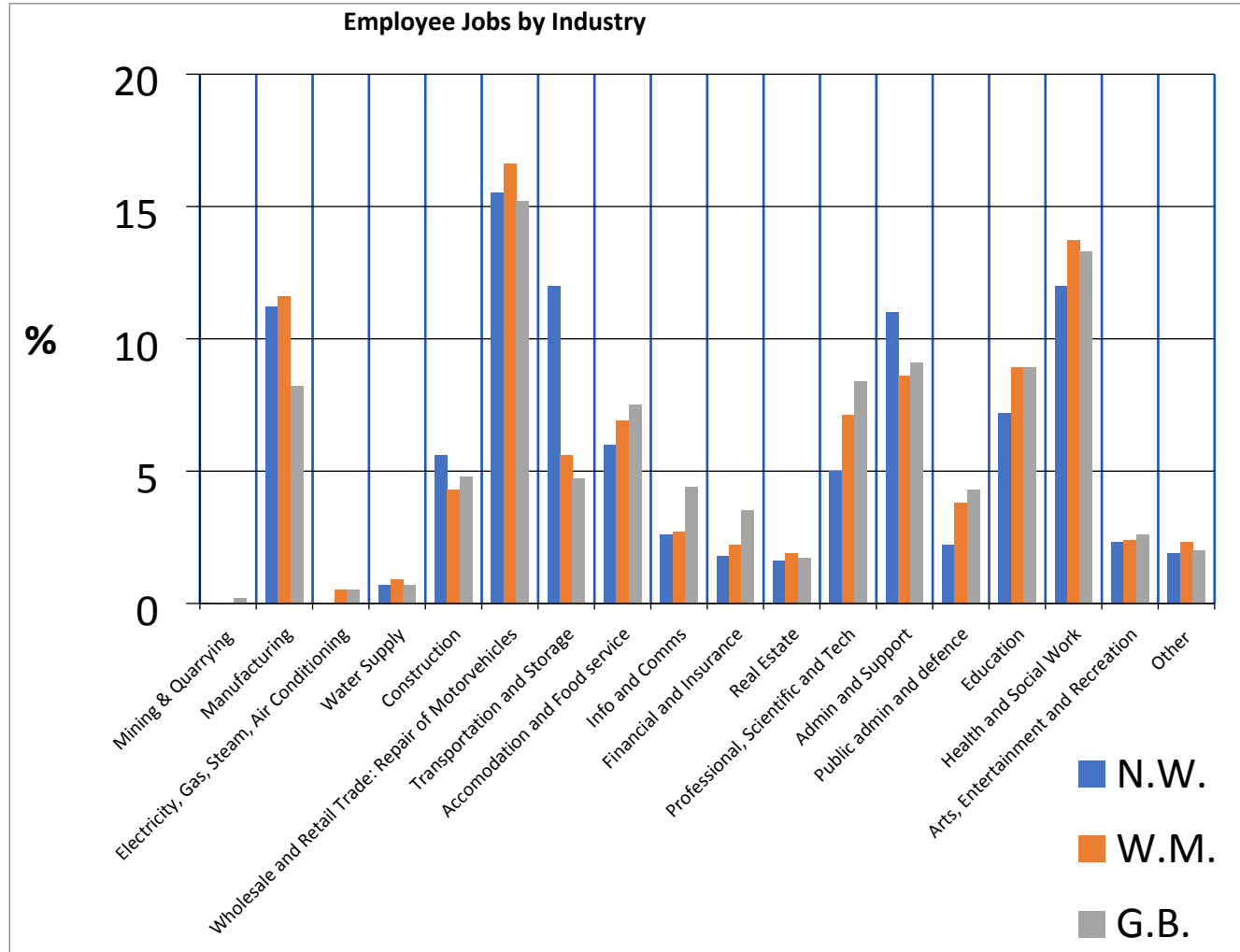
Survival rates are also higher than the Worcestershire average after year one, however from years 2 to 5 businesses in other districts in the county outperform those of North Worcestershire.

Within the district Bromsgrove consistently outperforms Redditch and Wyre Forest in terms of business survival, except for year one where both supersede it.

Here, Redditch has the highest survival rate at 94.4%, though in the following years it falls below Wyre Forest for survival rates.

Sector Strengths

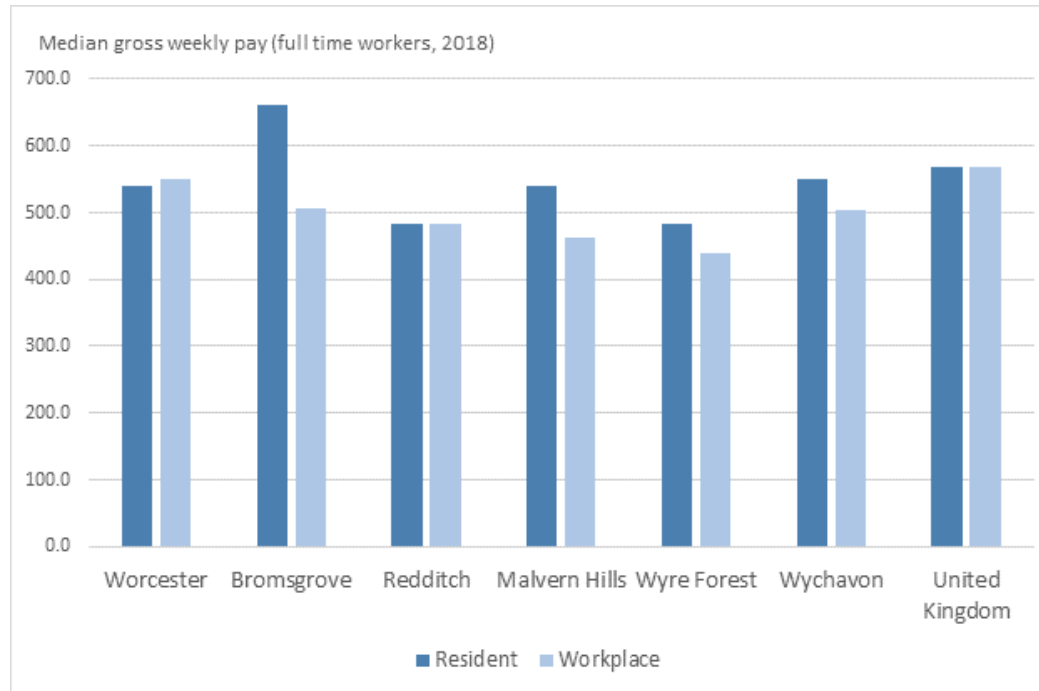
As is shown in the graph below, North Worcestershire’s job market is dominated by Manufacturing, Wholesale and Retail Trade; Repair of Motor vehicles, Transportation and Storage, Admin and Support and the Health and Social Work sectors with each utilizing over 10% of the workforce. Compared to the West Midlands and Great Britain average, the Transportation and Storage, Construction and Admin and Support sectors provide a higher percentage of jobs in the area.



Source: NOMIS, Official Labour Market Statistics

Resident vs workplace earnings

The graph below shows that both resident and workplace earnings in all three districts, apart from Bromsgrove residents, fall below the UK median. In addition there is a large disparity between the resident and workplace earnings in Bromsgrove, indicating that people are emigrating out of the district for higher paid work. The same can be said of Wyre Forest although the difference is less pronounced. Both Redditch and Wyre Forest fall behind South Worcestershire on both fronts.



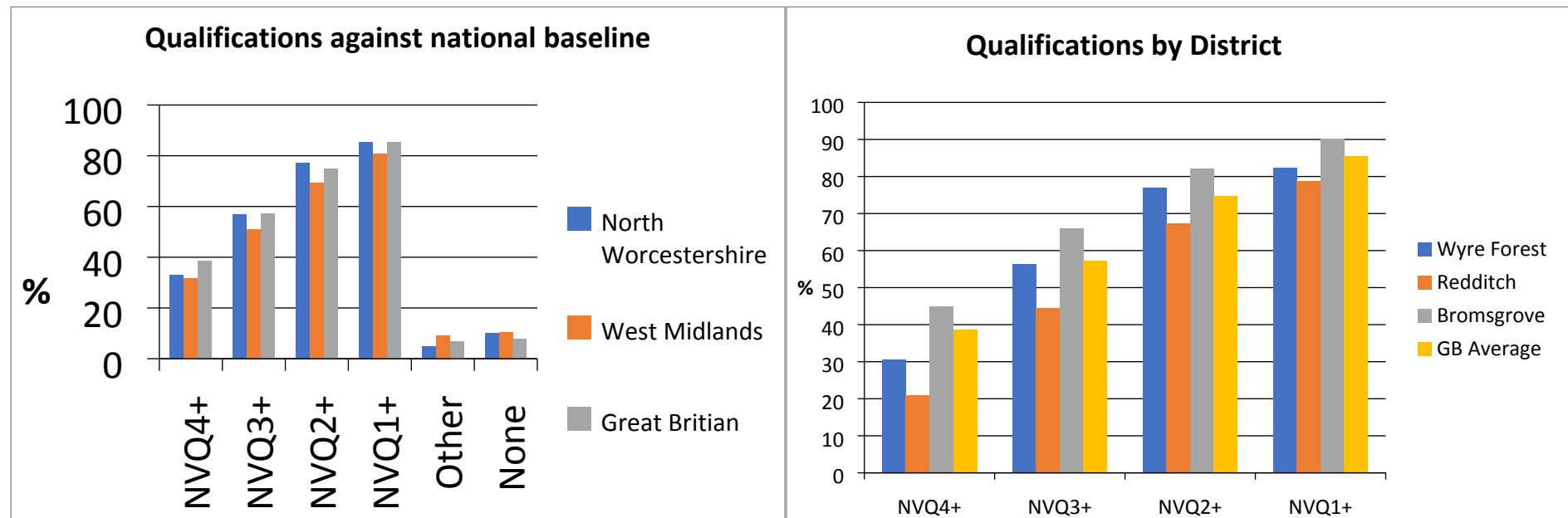
PILLARS OF GROWTH

Talent | Infrastructure | Technology | Creativity

TALENT

A key pillar of growth is the human capital of the area, and as such, raising its levels of skills, qualifications and knowledge will help drive productivity and growth in the future.

The workforce in North Worcestershire is relatively well skilled in relation to the rest of the West Midlands. However, compared to the rest of GB, education levels are similar apart from NVQ4+ where the districts fall behind. Within the geography, Redditch fares the poorest with only 21% of the population gaining NVQ4+ qualifications compared to 38.6% across GB. Wyre Forest also falls behind here at 30.7%, whereas Bromsgrove pulls North Worcestershire's average statistics up with 45% of 16-64 year olds gaining a NVQ4+ qualification.



INFRASTRUCTURE

Land | Premises | Rail | Road

There is an overall need for a 'North Worcestershire Infrastructure' package that captures improved intra North Worcestershire connectivity and improved inter Worcestershire connectivity for North Worcestershire as well as significant interventions to address the severe lack of supply of employment land in the north of the county.

Key issues:

Rail

- Rail connectivity – investment in rail is needed to stimulate and realise the economic growth potential of the area – connectivity is poor within North Worcestershire and also to the south of the county. There is a need for the county to work collectively to realise the potential of the economic growth set out in the County Rail Strategy.
- Redditch Railway station – currently very poor – there is need for investment in the station and more express services to Birmingham;
- Bromsgrove Railway Station – a new station has been built but there is a need for more services; also, connectivity to the town centre is a key issue that needs addressing.

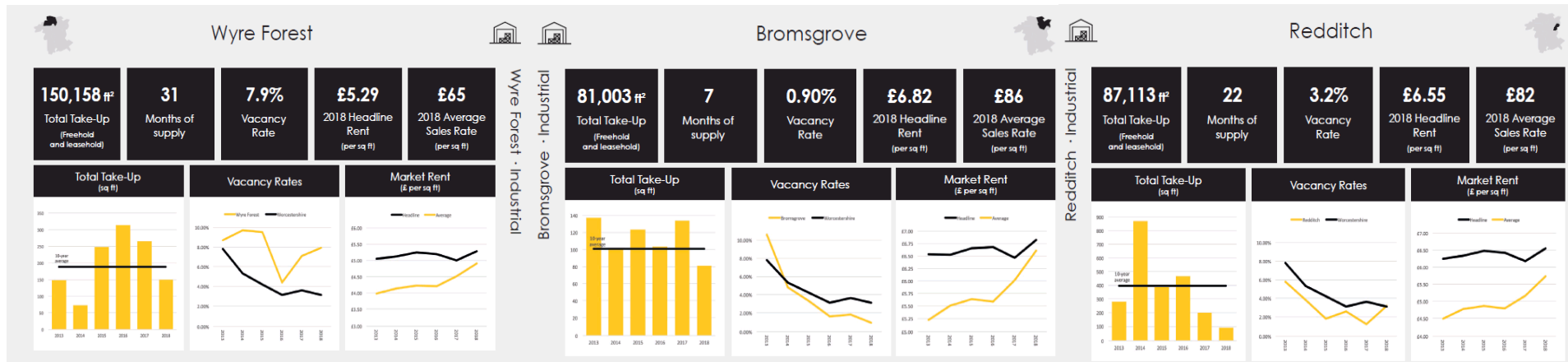
Road

- Redditch and Kidderminster – need for improved connectivity into Worcester;
- Bromsgrove – continued investment in the A38 to service existing growth; need for longer term infrastructure solutions to create capacity for future growth;
- Wyre Forest – need for infrastructure to support growth to the east of Kidderminster;
- Realising the economic potential of 'growth corridors'

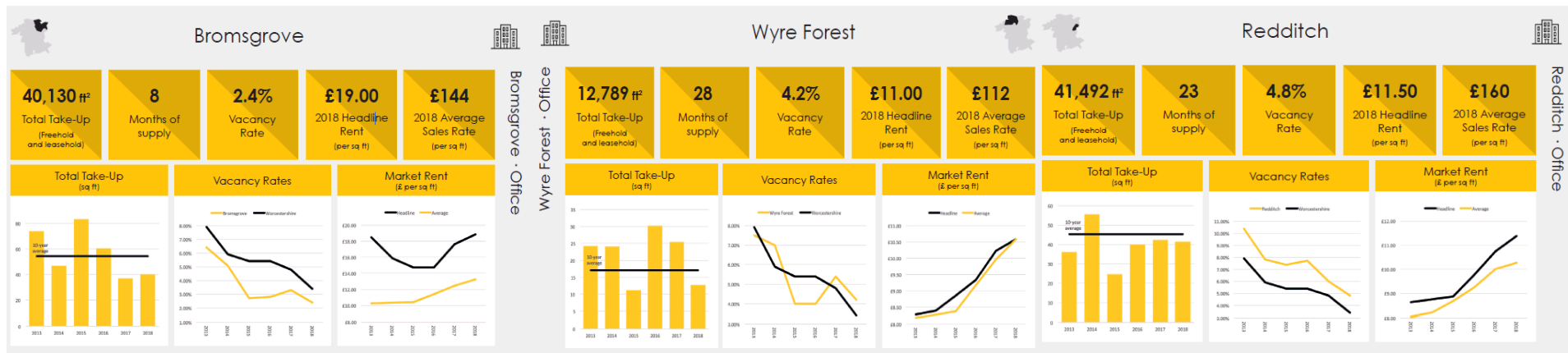
Land & premises

There is a severe shortage of top quality employment space in some parts of the geography, which is undoubtedly one of the biggest barriers to growth and future prosperity across North Worcestershire. This factor not only pushes up rents but also prevents investment and business relocation into the area.

With respects to *industrial premises*, the 2018/19 GJS Dillon Market Report notes high levels of demand for sub 10,000 sq/ft premises in Bromsgrove coinciding with a severe stock shortage. This is reflected in their low vacancy rate and high rents. As such newly developed land for the purpose of commercial use must be prioritised over residential use. The outlook in Redditch is more positive, with recent developments at Crescent Trade Park and Velocity42 and the forthcoming one at Redditch Eastern Gateway providing a wide choice for investors in size of property. Yet, Redditch's close proximity to other alternative spots means that ease of expansion for local businesses must be a priority. Wyre Forest houses the largest unused supply of industrial premises, largely linked to its historical past as a manufacturing hub. These brownfield sites offer exciting opportunities to investors with huge potential.



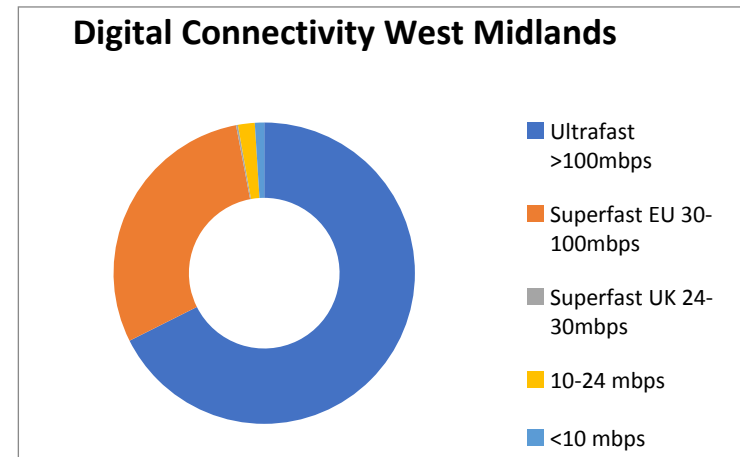
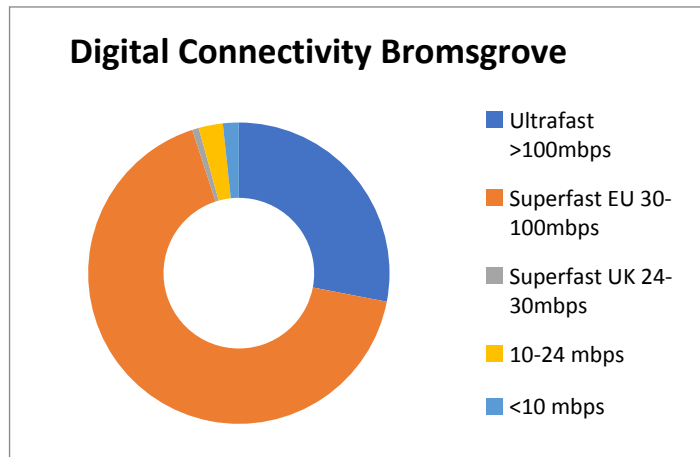
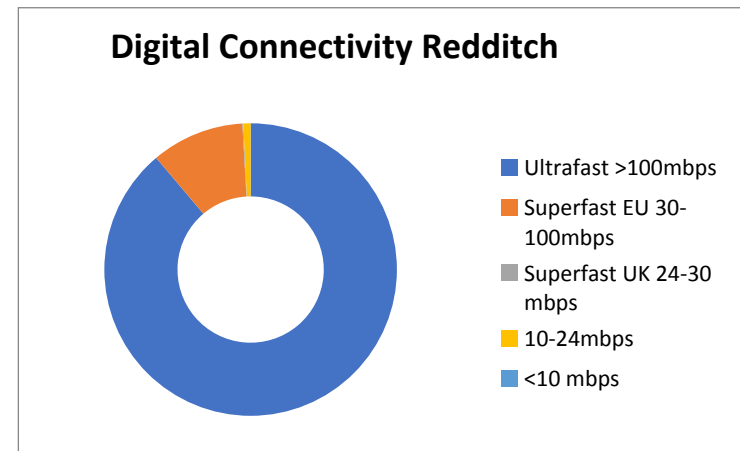
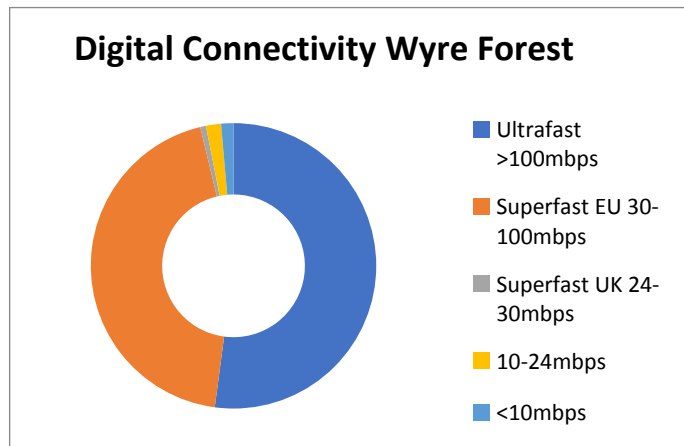
Office space faces a major challenge in Bromsgrove, with the lowest amount of supply across Worcestershire. This will increase rents (currently by far the highest across North Worcestershire) and capital values upwards and may prove a barrier to increasing local growth. In both Redditch and Wyre Forest the main challenges are due to a lack of Grade A stock. Wyre Forest represents the areas greatest opportunity to expand due to the vast manufacturing land which is dormant. In Redditch there is a need for large stock to meet current demand, meaning that small and mid-range stock has become more readily available.



TECHNOLOGY

The possibility of generating high levels of productivity and GDP growth, addressing key societal challenges and enabling *smart* living through technological advancements is of particular interest at this time. The expected roll out of 5G technology has the opportunity to transform the world as we know it, allowing high capacity, high reliability and low latency internet connections. This will lead to major economic advantages for the economy even creating new industries, products and services, touching every aspect of daily life.

Digital connectivity across the North Worcestershire is currently good, with over 95% of district households and businesses having access to superfast broadband. The coverage of ultrafast broadband (100mbps+) is especially good in Redditch, with Wyre Forest and Bromsgrove both failing below the English and West Midlands average in this category. Access to ultrafast broadband, as an enabling technology, is critical to business attraction, so improving the two districts' ultrafast broadband coverage must be an immediate priority.



CREATIVITY

The creative industries in North Worcestershire have achieved significant growth in the past few years with Bromsgrove recording the fastest growth in creative industries jobs (25%) in the Greater Birmingham and Solihull LEP area (Greater Birmingham Creative Economy Mapping 2017). Combining expert music industry knowledge and experience with conventional training and education, Kidderminster College-based MAS Records, an award winning innovative non-profit music development programme has expanded since its 2001 launch to 16 centres nationally.



Cultural heritage

North Worcestershire has heritage of national and international significance and this is reflected in the RSA Heritage Index that shows the area performing well compared to the national average score of 325 districts. Wyre Forest comes out ahead on most indicators, but most importantly the level of potential growth for all districts is high and the positive impact on the visitor economy significant.

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	Total score	Historic built environment	Museums, activities and artefacts	Industrial heritage	Parks and Open space	Landscape and natural heritage	Culture and memories	General/ Infrastructure
Bromsgrove	128	161	166	133	44	239	82	200
Malvern Hills	32	80	239	176	4	195	27	66
Redditch	85	198	157	18	19	189	246	254
Worcester	10	22	9	1	122	113	86	82
Wychavon	79	110	255	200	15	166	112	53
Wyre Forest	37	107	64	7	23	82	166	83

Source: RSA Heritage Index (www.thersa.org/heritage)

Note: The rankings are for 325 English Local authorities. Traffic lights: green (top third, 1-108); amber (middle third, 109-217); red (bottom third, 218-325)

GROWTH PRIORITIES

PLACES | BUSINESSES | PEOPLE

This strategy outlines the key growth priorities in North Worcestershire under three main categories: places, businesses and people. These are underpinned by the four pillars of growth – talent, infrastructure, technology, culture – as described above.

The analysis in previous sections shows that North Worcestershire has key strengths and competitive advantages to build on and realise its growth opportunities on the one hand, but is facing significant challenges and barriers in achieving its potential growth on the other hand. To strengthen its economic competitiveness and attraction to business investment, which would bring new employment and growth, the North Worcestershire economy needs to be supported by a range of targeted interventions that address these challenges and create the conditions for future growth.

The section below outlines the growth priorities and supporting interventions that, if materialised, have the potential to bring about significant economic, social and environmental benefits to North Worcestershire’s residents, businesses and local communities.

Cumulatively, these interventions have the opportunity to deliver over:

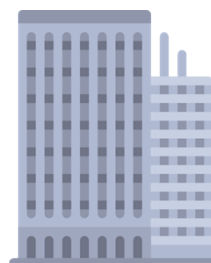
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1,000
homes



500
jobs



500,000sqft
floorspace



£500m
GDV

This is an ambitious growth programme with a transformational potential that requires a comprehensive and coordinated approach. North Worcestershire Economic Development and Regeneration (NWedR) – the shared service between Bromsgrove DC, Redditch BC and Wyre Forest DC – will lead on the programme implementation under the leadership of the three councils and work with key partners, stakeholders, developers and investors to ensure its successful delivery.

PLACES

Town Centres | Land & Premises | Connectivity

The investments in places will focus on strengthening the vibrancy and viability of our town centres, infrastructure that unlocks land for residential and employment development, estate regeneration, bringing unused / underutilised buildings back into commercial use and connecting people with jobs.

Key priorities:

- Unlocking strategic employment land to facilitate business growth and attract investment to North Worcestershire
- Accelerating development through the use of Local Development Orders (LDOs), enterprise zones, development corporations and other delivery mechanisms
- Working with strategic partners to identify key ‘growth corridors’ to accelerate development of employment land, including a North Worcestershire infrastructure package to ensure capacity at key transport nodes such as motorway junctions and railway stations
- Delivering major town centre projects that will bring more residential, employment and leisure uses to counterbalance the significant retail decline and address the significant structural challenges faced by our town centres
- Improving coverage for ultrafast internet (>100mbps), especially in Bromsgrove and Wyre Forest
- Creating the conditions for 5G roll-out in Bromsgrove, Kidderminster and Redditch

To deliver against these priorities, a number of projects and interventions are currently planned or at various stages of delivery – these are captured in the table below.

PROJECT / INTERVENTION	OUTPUTS / OUTCOMES	KEY PARTNERS
Bromsgrove Market Hall site	Mixed used development Public realm improvements	Bromsgrove District Council Worcestershire County Council
Bromsgrove Dolphin Centre site	Residential / mixed used development	Bromsgrove District Council
Bromsgrove Town Centre Vision 2040	Visioning document setting out long term priorities for the town centre	Bromsgrove District Council Worcestershire County Council
Bromsgrove Local Centres Strategy 2020-2024	Strategy and implementation plans for key local centres in the Bromsgrove district	Bromsgrove District Council Worcestershire County Council
Redditch Town Deal	The Town Deal with the government to secure investment in the regeneration of Redditch New Town	Redditch Borough Council Worcestershire County Council Worcestershire LEP GBS LEP West Midlands Combined Authority

		WM5G Company
Redditch Railway Quarter	380 new homes 5,000 sqm of commercial space Public realm improvements	Redditch Borough Council West Midlands Railways Worcestershire County Council Homes England
Redditch Community Hub	10,000 sqm of new office space	Redditch Borough Council Worcestershire County Council NHS Trust CCG Department for Work and Pensions
Redditch Education & Enterprise Quarter	2,000-2,500 sqm of incubation / innovation space	Redditch Borough Council Worcestershire County Council Worcestershire LEP Betaden GBSLEP Heart of Worcestershire College WMCA
Redditch Matchborough & Winyates Regeneration	300-400 New homes 1,000 sqm of new commercial space Improved public realm	Redditch Borough Council Worcestershire County Council Homes England West Midlands Combined Authority RSA Academy
Kidderminster Town Centre Regeneration – Crown House and Lion Fields Parcel 4	Mixed use development – residential, workspace, food & beverage, leisure, public realm works	Wyre Forest District Council Worcestershire County Council
Kidderminster - former Magistrates Court regeneration	4,000 sqm of new incubator / innovation space (creative industries)	Wyre Forest District Council Kidderminster College MAS Records
Kidderminster Lion Fields Parcel 1	Leisure-led mixed use development (cinema, food & beverage), gym, other leisure	Wyre Forest District Council Worcestershire County Council
A38 improvements	Improvements in capacity at Junction 4 of the M5 Improvements in capacity at the M42/A38 roundabout Introduction of a right turn lane for southbound traffic waiting to turn into Barley Mow Lane	Bromsgrove District Council Worcestershire County Council GBSLEP Worcestershire LEP Highways England
Growth Corridors Study	Unlocking of employment land to enable business growth and job creation	Bromsgrove District Council GBSLEP and Worcestershire LEP

BUSINESSES

Retention | Expansion | Relocation

Key priorities

Our priorities will focus on retaining the existing business base, supporting local businesses to expand and encourage new business formation and relocation to the area by:

- Providing a comprehensive package of business support – including business grants and regulatory advice - to ensure business retention and expansion
- Developing incubator / innovation space to encourage investment and growth in new and emerging technologies
- Working with key partners to attract investment in the area
- Encouraging investment in knowledge intensive sectors
- Encouraging investment in the creative industries sector

The table below summaries the projects and interventions being implemented or planned to support the delivery against the above priorities.

PROJECT / INTERVENTION	OUTPUTS / OUTCOMES	KEY PARTNERS
Growth support	Number of businesses benefiting from Growth Hubs supports	GBSLEP Growth Hub Worcestershire Business Central
Booster grants	Number of businesses applying for grants Number of business grants issued	GBSLEP Growth Hub Worcestershire Business Central
Invest in North Worcestershire	Number of inward investment enquiries generated Number of inward investment enquiries responded to	Department for International Trade West Midlands Growth Company Worcestershire LEP (Invest in Worcestershire) GBSLEP
Business aftercare programme	Number of key accounts (businesses) developed and managed Number of businesses receiving support	Department for International Trade West Midlands Growth Company Worcestershire LEP Herefordshire and Worcestershire Chamber of Commerce
North Worcestershire Business Ambassadors	Number of ambassadors	NWedR North Worcestershire Businesses
North Worcestershire Business Awards	Number or entries	North Worcestershire Business Leaders NWedR

Redditch Business Centres	Occupancy level	NWedR
Develop a Creative Hub in Kidderminster (former Magistrates Court building)	Number of businesses incubated and supported / Number of jobs created	GBSLEP WLEP National Lottery Heritage Fund Arts Council MAS Records Kidderminster College
Develop a Digital Innovation Centre in Redditch	Number of businesses incubated and supported / Number of jobs created	GBSLEP WLEP WM5G Company West Midlands Growth Company
Develop a Business Incubator Centre in Bromsgrove	Number of businesses incubated and supported / Number of jobs created	GBSLEP WLEP
Explore the possibility of setting up Cultural Action Zones	Number of businesses supported in the creative industries sector	GBSLEP

PEOPLE

Skills | Apprenticeships | Careers |

A talented, skilled, knowledgeable and competent workforce is key to a successful economy. Despite North Worcestershire’s workforce achieving qualifications above the West Midlands average, more needs to be done to ensure that the workforce is equipped with the relevant skills and knowledge to capitalise on the new employment opportunities that existing and emerging technologies will bring about.

Key priorities:

- Reduce the mismatch between employers’ skills needs (demand) and skills provision by education and training providers (supply)
- Motivate and inspire people to develop skills for the high growth key sectors and emerging technologies
- Use partnership and collaboration to tackle skills shortages and gaps that are barriers to long terms business growth and productivity
- Promote the wide spectrum of careers available in North Worcestershire to inspire the careers choices our young people make

PROJECT / INTERVENTION	OUTPUTS / OUTCOMES	KEY PARTNERS
Apprenticeships	Number of businesses offering apprenticeships	Worcestershire Apprenticeships Heart of Worcestershire College Kidderminster College Re-Wyre North Worcestershire businesses
Opening Doors to Business	Number of pupils visiting businesses participating in the project	Continu Trust RE-Wyre OGL Computers Redditch Business Leaders Group (skills) Worcestershire Apprenticeships
Learn to Earn programme	Programme designed to connect pupils’ career aspirations with studying STEM subjects. 300 pupils in North Worcestershire expected to take part	GBS LEP Young Enterprise
High Skills Level Match	Paid and unpaid internships for graduates	Birmingham City University Newham University Re-Wyre
WMCA Mayor’s Mentors programme	Number of pupils / schools participating Number of mentors recruited	Redditch Borough Council WMCA Redditch Business Leaders Group (skills) Trinity High School Redditch St Augustine
Connecting Communities Programme	Skills programme the focuses on Batchley / Brockhill Ward in Redditch	WMCA Heart of Worcestershire College

Adult Information and Guidance	IAG, career review, skills health check, bespoke and tailored workshops, retraining, up-skilling	National Careers Service WMCA Heart of Worcestershire College
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FUNDING INSTRUMENTS

The delivery of the above projects and interventions will require significant external funding contributions. There are several funding instruments currently available:

- Future High Streets Fund
- Towns Fund (Towns Deal)
- Greater Birmingham and Solihull (GBS) LEP and Worcestershire LEP Local Growth Fund
- GBSLEP SEP Enabling Fund
- National Lottery Heritage Fund - Heritage Enterprise
- UK Shared Prosperity Fund (total budget, allocation method, eligibility and administrative arrangements to be confirmed; envisaged to be operational from 2021)

MEASURES OF SUCCESS

We will measure the success of our strategy and its supporting projects and interventions by the performance of the following indicators:

- Number of VAT / PAYE registered businesses within the District
- Number / type/ size of businesses within District
- Affordability of houses v income
- Wage levels for people who live and work in the district
- Number of people who live and work in the district (also expressed as a % of the working age population)
- Number of vacancies on existing employment sites and length of vacancy/turn around. This will show demand and if broken down into location/size it will give extra info on company demand profile in the local area to measure regional and national assumptions against
- Number of enquiries received by the Council and the NWEDR team from prospective inward investors
- Number of existing businesses supported to grow and develop
- Number of new business start-ups
- Skills attainment rates
- Town centre measures such as progression of key development sites / footfall
 - o Number of car parking spaces sold (as this would show the total number of people coming to the area)
 - o Average time bought in car parks (as this would show town centre dwell times or at least give an indication of how long people intend to stay for)
 - o % occupancy of market spaces (would show how attractive the town centre offer is to traders)
 - o Progression of key development sites
- Footfall
- Number of self-employed within District (as a % of businesses)
- Number of employment related applications

KEY STAKEHOLDERS

Partners | Funders | Supporters

Our ability to deliver this ambitious growth programme is heavily dependent on the collaboration with and support of our key partners, funders and supporters, as illustrated below. We are grateful for all their support provided so far and will continue to foster deeper and closer working relationships with them to deliver the interventions needed to enable our places, businesses and people to develop, grow and prosper.



CABINET

15th January 2020

Homelessness Grant and Flexible Homelessness Support Grant Allocation for 2020/21

Relevant Portfolio Holder	Cllr Shirley Webb
Portfolio Holder Consulted	Yes
Relevant Head of Service	Judith Willis –Head of Community Services
Wards Affected	All
Ward Councillor Consulted	No
Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 This report seeks Members approval to award Homelessness Grant, Flexible Homelessness Support Grant and Homelessness Reduction Act 2017 New Burdens Funding to specific schemes recommended by the Strategic Housing Manager. It also seeks to delegate authority to the Head of Community Services in consultation with the Portfolio Holder to allocate any underspend of Homelessness Grant and Flexible Homelessness Support Grant during 20120/21 towards dealing with and preventing homelessness.

2. RECOMMENDATIONS

That Cabinet RESOLVE as follows:-

- 2.1 That the initiatives in 3.8, 3.11 and 3.12 be approved to receive allocation of funding 2020/21.
- 2.2 That delegated authority be granted to the Head of Community Services following consultation with the Portfolio Holder for Strategic Housing to use any unallocated Grant during the year or make further adjustments as necessary to ensure full utilisation of the Grants for 2020/21 in support of existing or new schemes.

3. KEY ISSUES

Financial Implications

- 3.1 In addition to the annual MHCLG Homelessness Grant, the Council is awarded two more allocations, the first is Flexible Homelessness Support Grant and the second is Homelessness Reduction Act 2017 New Burdens funding. This report sets out how the Council intends to utilise this funding to create a package of support and services to prevent homelessness and support those who become homeless.

CABINET

15th January 2020

3.2 The annual homelessness grant to BDC, allocated through the Ministry of Housing, Communities and Local Government (MHCLG) has been used each year since 2002 to fund a range of homelessness support services and schemes that focus upon the prevention of homelessness and repeat homelessness. These schemes play a key role in meeting the Council’s Vision:

‘To enrich the lives and aspirations of all our residents, businesses and visitors through the provision of high quality services, ensuring that all in need receive the appropriate help and support’.

3.3 Flexible Homeless Support Grant has been ring fenced by the MHCLG for activities that prevent and deal with homelessness.

3.4 The Council is being awarded an allocation of Homelessness Reduction Act 2017 New Burdens funding at the same value as this current year’s award. The grant is not ring fenced but reflects the increased workload on Housing Options Services due to the administrative burden relating to the Homelessness Reduction Act 2017.

3.5 The Homelessness Grant is prioritised for homelessness initiatives in respect of rough sleeping, offender rehabilitation and emergency accommodation for young people.

The Council has agreed a budget of £112,000 for the 2020/21 Homelessness Grant allocation. In addition, Worcestershire County Council has allocated £11,200 to the Council to part fund the Young Persons Pathway Worker post. The Council received an income for the Crash Pad which will be carried forward into the 2020/21 budget.

3.6 The Council therefore has a total £206,212 for Homelessness Prevention Services in 2020/21 (including grant from Worcestershire County Council), as follows:

Grant	2020/21
Homelessness Grant Including YPPW and Crash income	£127,200
Flexible Homelessness Support Grant	£83,012
Homelessness Reduction Act	£18,035

CABINET

15th January 2020

New Burdens Funding	
Total Grant Available	£228,247

Legal Implications

- 3.7 Homelessness support and prevention initiatives and schemes developed and funded through MHCLG Grant assist the Council in meeting its statutory duties to those threatened with homelessness and those who are actually experiencing homelessness including those placed in Temporary Accommodation under the Homeless provisions of the Housing Act 1996 (as amended).

Service / Operational Implications

- 3.8 It is recommended that the Homeless Grant monies are allocated as follows:

Homelessness Grant Allocation	2020/21 £ (up to)
Young Persons Pathway Worker – support to prevent homelessness to over 100 young people a year	23,200
Worcestershire Strategic Housing Partnership Co-ordinator – contribution towards county-wide development and delivery of housing initiatives in partnership with other agencies	6,300
Single Person and Childless Couples Homelessness Prevention Service top up	1,924
Rapid Response Winter Weather Workers	3,500
No Second Night Out Rough Sleeping Accom	1,000
Entrenched Rough Sleeper Crash Pad and Personal Budget – to provide rent in advance and deposit in order to access accommodation and then provide a personal budget to assist with tenancy sustainment.	3700
St Basils Crash Pad – provide a unit of emergency accommodation to young homeless people – utilised continually during the year	9,627
NewStarts - Provide Furniture and Volunteering Opportunities for Ex-Offenders – improves future employment opportunities/reduces risk of	15,000

CABINET

15th January 2020

reoffending	
Fry Housing Related Support – helping ex-offenders remain housed/seek employment	22,000
St Basils Foyer – provides stable accommodation/support for young people - 14 units – fully occupied during last financial year	30,000
Total committed expenditure	116,251

- 3.9 An element of the BDHT three year contract includes the management of Temporary Accommodation for Homeless Households. The Flexible Homelessness Support Grant from the Department for Communities and Local Government has been allocated for the purpose of managing temporary accommodation and supporting those who are homeless or threatened with homelessness. The Council therefore proposes to allocate £15,500 from this grant to fund this element of the service, as listed below
- 3.10 The Councils Overview and Scrutiny Task Group in 2016 identified that the support providers listed in the table offer a valuable service and recommended that they continue to receive support from the Council. Therefore, it is recommended that the remaining grant is utilised to fund the expansion of these services and create greater resilience and self-efficacy for their particular client groups.
- 3.11 It is recommended that the Flexible Homeless Support Grant is allocated as follows:

Flexible Homelessness Support Grant	Scheme	2020/21 £ (up to)
BDHT	Managing Temporary Accommodation Costs for BDHT	£15,500
CCP	CCP offer an outreach and prevention service targeting rough sleepers and those at risk of rough sleeping. The office rough sleeper estimate this year was reported as zero. The Government funding ends in July and	£31,041

CABINET

15th January 2020

	therefore we would like to continue this service utilising Flexible Homelessness Support Grant.	
Basement Drop in Service	Support for young people at risk of homelessness – over 139 young people a year	£35,000
Total		£81,541

- 3.12 The Homelessness Reduction Act 2017 New Burdens grant has increased workloads for Housing Options Teams. Therefore it is proposed to transfer this to bdht as was done in 2019/20.

	2020/21
Homelessness Reduction Act New Burdens Funding	£18,035

- 3.13 This leaves a remaining amount of £12,420 unallocated and as in previous years it is recommended that this is delegated to Officers in consultation with the Portfolio Holder to ensure full utilisation of the Grants for 2020/21 in support of existing or new schemes.

Customer / Equalities and Diversity Implications

- 3.14 The Homelessness Grant, Flexible Homelessness Support Grant and Homelessness Reduction Act 2017 New Burdens Funding will benefit customers by offering household's more options to prevent their homelessness, support them to remain in their own homes or help the Council to manage and support households in Temporary Accommodation.
- 3.15 These schemes and functions play a role in meeting the Council's Strategic Vision:
 'To enrich the lives and aspirations of all our residents, businesses and visitors through the provision of high quality services, ensuring that all in need receive the appropriate help and support'.
- 3.16 The grant will also benefit the larger community as opportunities to prevent homelessness will be maximised.

CABINET

15th January 2020

4. RISK MANAGEMENT

4.1 If the recommended schemes are not approved there is a risk that more households who are threatened with homelessness, or who are in housing need, will have limited alternative options. There is also therefore the risk that they may have to make a homeless approach and this could consequently lead to the following negative outcomes:

- Increased B&B costs
- Increased rough sleeping in the District
- Impacts on physical and mental health, educational achievement, ability to work and similar through increased homelessness

4.2 All recipients of Grant will enter into a grant agreement and have regular monitoring with officers on the delivery of the service

5. APPENDICES and BACKGROUND PAPERS

None

6. KEY

AUTHOR OF REPORT

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Market Hall Site Meanwhile Uses

Relevant Portfolio Holder	Cllr Karen May, Leader of the Council and Portfolio Holder for Economic Development, the Town Centre and Strategic Partnerships
Portfolio Holder Consulted	Yes
Relevant Head of Service	Kevin Dicks, Chief Executive
Ward(s) Affected	Sanders Park
Ward Councillor(s) Consulted	Yes
Key Decision / Non-Key Decision	
This report contains exempt information as defined in Paragraph(s) of Part I of Schedule 12A to the Local Government Act 1972, as amended	

1. SUMMARY OF PROPOSALS

1.1 This report outlines the proposals for meanwhile uses on the former Market Hall site.

2. RECOMMENDATIONS

2.1 The Cabinet is recommended to:

2.1.1 Note the report and consider the three options appraised for the temporary use of the former Market Hall site

2.1.2 Approve Option 1 as the preferred option to be implemented

2.1.3 Delegate authority to the Chief Executive after consultation with the Portfolio Holder for Economic Development, the Town Centre and Strategic Partnerships to implement Option 1

3. KEY ISSUES

Background

3.1 The Former Market Hall / Hanover Street Car Park site has been a long standing identified regeneration opportunity for Bromsgrove Town Centre. The first phase of the development site has been a success with the delivery of a new Waitrose store to the town. However, the second phase of the site has proved more challenging to deliver. The developer appointed to deliver a development on the entire site (Hinton Group) was unable to provide a commercially viable scheme for the second phase based on the agreement they had in place with Bromsgrove District Council. As a result, the development agreement with the developer was not renewed / extended and the site reverted back to Bromsgrove District Council control.

3.2 Hoardings have remained around the site for a number of years, creating an unsightly view in the heart on the town centre. To prevent this key gateway site in the town centre from continuing to be an unattractive and untidy vista to locals and visitors, work has been underway to assess options for *meanwhile uses* for the site whilst work to consider the more permanent development options to be delivered at the site is undertaken.

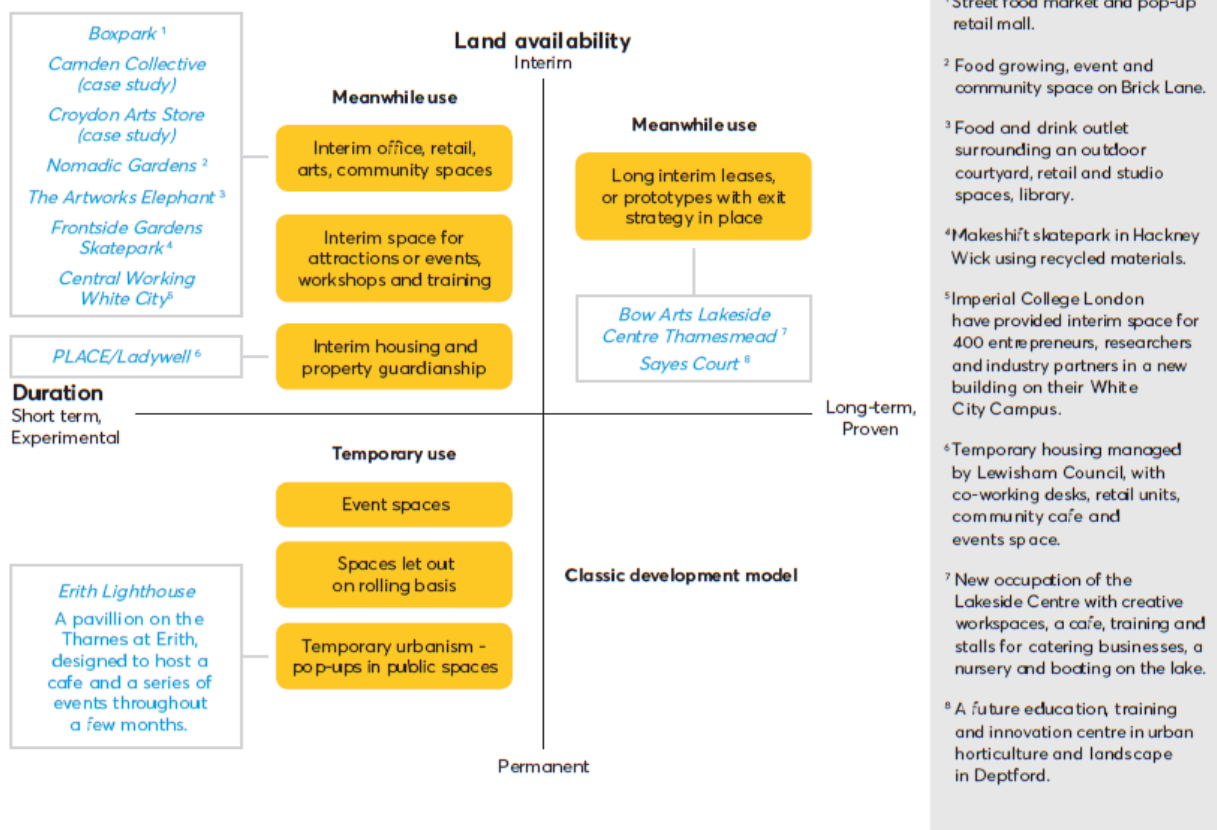
3.3 In parallel, a tender has been advertised for a multi-disciplinary team to assess options for a permanent use of the site and the former Dolphin Centre site. It is envisaged that

the professional team will be appointed in January 2020 and complete the work (designs, viability appraisal and soft market testing for the preferred options) by September 2020. However, it is worth noting that any physical redevelopment of the site will not happen for at least 18 months, so it is important that action is taken at the site in the meantime, in order to overcome the current issues identified above.

Meanwhile uses

- 3.4 *“When it works, it creates pride, a sense of achievement, a can-do approach, and a more vibrant, interesting place for the people that live and work there, now and long into the future. That’s the real power of Meanwhile use”¹*
- 3.5 Meanwhile uses refer to the interim occupation of vacant premises and land, during periods of redevelopment, until the landlord secures a tenancy agreement or lease. The Department for Communities and Local Government (DCLG) describes it as a process of “intelligent use of unproductive buildings and underused land.”
- 3.6 Figure 1 below illustrates the variety of meanwhile uses in terms of scope and length based on a case study of 51 sites in London.²

Figure 1: What do we mean by meanwhile use?



¹ Meanwhile Space (2019), *Meanwhile Space: Ten Years in Practice*

² Bosetti, N. and Colthorpe, T (2018), *Meanwhile, in London: making use of London’s empty spaces*, Centre for London, 11

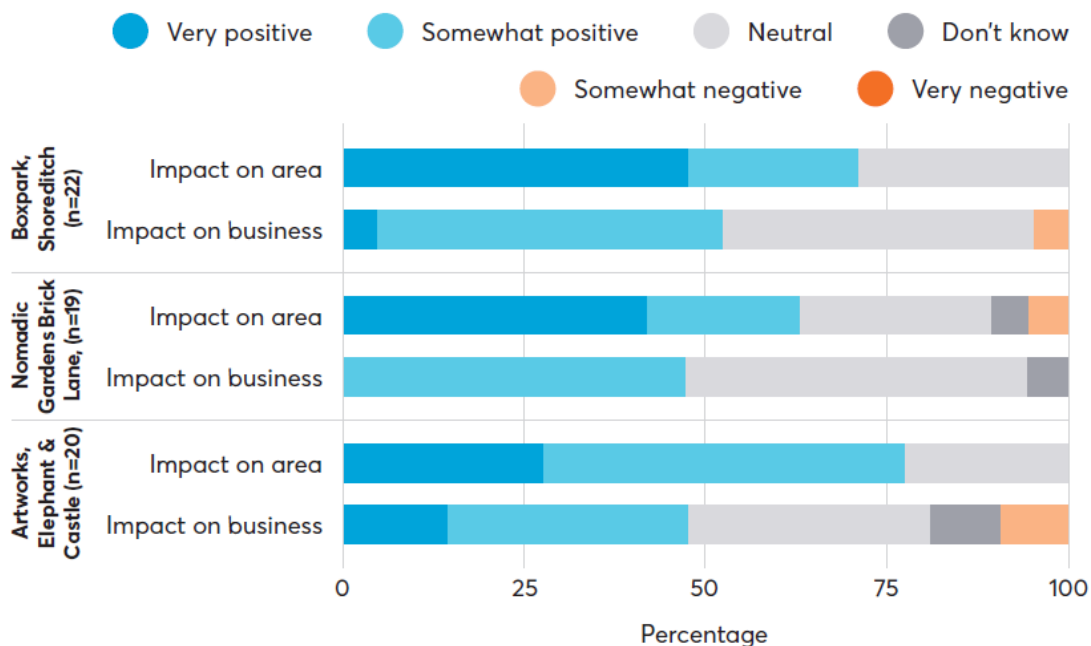
The value and impact of meanwhile spaces

3.7 The Centre for London Report³ identifies that meanwhile uses offer value in three ways:

- Efficiency – although they are time limited, the meanwhile activities deliver a more efficient use of urban land.
- Affordability – meanwhile uses increase the supply of affordable space, which can be used by local traders and businesses to pilot, experiment and try new ideas at low cost and risk. Also, they provide space for non-market uses such as arts, education and training.
- Flexibility – they offer a platform for temporary projects to raise interest or for artists to showcase their work or ideas

3.8 Figure 2 summarises the results of a survey that measured the impact of meanwhile uses on places and businesses.⁴ The survey results show that c. 70% of respondents saw positive or very positive impacts on the area and c.50% saw positive or very positive impacts on their business.

Figure 2: Survey of 60 shop owners and shopkeepers working near large London meanwhile projects



Survey questions: 'Overall, how would you rate the impact of [this scheme] on the area?' and 'Overall, how would you rate the impact of [this scheme] on your business?'

#BirdBox

3.9 The meanwhile use of the former Market Hall site in Bromsgrove town centre is proposed to be a high profile project creating a gateway to Worcester Road, an area of the town centre that has attracted a variety of entrepreneurial independent businesses and an area that has the lowest vacancy rate of the town centre. It could foster a culture

³ Bosetti, N. and Colthorpe, T (2018), *Meanwhile, in London: making use of London's empty spaces*, Centre for London, 14-15

⁴ Ibid., 16

of social engagement and innovation; an opportunity to unlock a space to become an integral part of the changing landscape of the town centre.

- 3.10 The proposed name of the meanwhile use concept is *Bird Box*. The reason for this name is multi-faceted but the origins reflect some of the key architectural features that exist on many of the buildings in the surrounding area (please see below)



Giinger, Hair Salon, Worcester Road

- 3.11 The *Bird Box* is located in the conservation area and is steeped in rich history and heritage and architectural significance. Recent Townscape Heritage Initiative (THI) investment has seen many of the properties close to the space undergo high quality shop frontage improvements bringing a new lease of life to Worcester Road. The name of the space provides a further connection to this part of the town.
- 3.12 The ethos of *Bird Box* is to promote a meanwhile space that attracts ideas, initiatives and activities that can nest, grow and migrate. A space where creative ideas can be discussed, developed and grown, innovative space where entrepreneurs can come and go, establish collaborative proposals and contribute to the wider cultural offer in Bromsgrove town centre.
- 3.13 By adopting a tailored and bespoke approach to the space it could encourage and attract community and social spaces, food and beverage markets, creative workshops, hi-tech incubators and niche retail start-ups. If the concept is proved, it could act as a pilot / pathfinder and be a key driver and attractor for the creative industries and digital and technology sectors offering bespoke and high quality workspace on a more permanent basis.

Financial Implications

- 3.14 Three options have been appraised for a temporary use of the former Market Hall site:
- Option 1 – Bird Box high quality
 - Option 2 – Bird Box standard quality
 - Option 3 – temporary car park

3.14.1 Option 1- Bird Box high quality

Appendix 1 illustrates the concept designs for this option.

The capital cost to deliver this option is £276,664. The cost was prepared by external cost consultants. However, the council’s contractor has prepared a cost report for the same specification and achieved a reduced cost of £210,180.

Pros	Cons
<ul style="list-style-type: none"> • Unlocks the potential of the former market hall site • A high quality, innovative use of a prime but derelict site in Bromsgrove town centre • Could act as catalyst for further pop up and meanwhile uses in void retail properties in the High Street • Sends a strong statement of intent in terms of quality place making (perception) • More likely to attract quality users • Brings Bromsgrove town centre into line with neighbouring areas offering a pop-up meanwhile use; Digbeth, Worcester 	<ul style="list-style-type: none"> • Exceeds the existing budget • The more intensive uses of the site may require a planning application to be submitted

3.14.2 Option 2 – Bird Box standard quality

Appendix 2 illustrates concept designs for this option.

The cost of Option 2 is £101,155.

This is a medium value scheme, retaining some ideas from the first option, at a reduced cost. This has been achieved by removing the perimeter planting and design work to the flooring and hoardings.

The site has been designed to maximise the current surfacing where possible and remove the softer elements like artificial grass flooring. The number of seating options has been reduced. A timber trip rail runs the perimeter of the site.

Pros	Cons
<ul style="list-style-type: none"> • Unlocks the potential of the former market hall site • The revised proposals are more aligned to the available budget • The site would still be able to be utilised by interested parties 	<ul style="list-style-type: none"> • Lower quality site • A lower quality setting may be less attractive to higher end operators / events / activity • Does not unlock the full potential of the site

3.14.3 Option 3 – temporary car park

The cost of Option 3 is £33,750.

This option is to gravel the site and provide temporary and informal car parking. This proposal has not been designed but a cost has been established from the Council’s civil contractors which would see the site levelled and then gravel put in place.

The cost for this option would include a small trip rail fence to be installed but the cost does not include any lining of spaces, which would be difficult to achieve on a gravel surface, and so it would be an informal arrangement with cars parking as they see fit. The cost for this option does not include the installation of a parking meter, which would be an additional cost.

Pros	Cons
<ul style="list-style-type: none"> • Offer additional car parking spaces in the town centre • Potential revenue generation for the District Council • Lowest cost option 	<ul style="list-style-type: none"> • Does not unlock the potential of the site • Will not act as a town centre attraction / catalyst • No opportunity to introduce pop-ups / events / creative uses in the town centre • Loss of opportunity to stimulate creative collaborations / activities in the town centre

3.15 Option 1 – Bird Box high quality – is recommended as the preferred option for implementation. This would require an one-off allocation of £110,180 in the capital programme, as there is already £100,000 retained deposit from the development agreement that expired in February 2019.

3.16 There is the possibility to generate income from letting the space on the site to traders, pop-up shops and other users. Further work needs to be done to establish the appropriate rent levels, however, it is not anticipated that they will generate a significant rate of return relative to the capital investment in the site.

Legal Implications

3.17 There are no legal implications.

Service / Operational Implications

3.18 The council’s framework contractors have confirmed that completion of works can be achieved before Easter 2020, subject to Cabinet approval.

3.19 The council will need to put in place site management / security arrangements. This may have further staff and cost implications.

3.20 If either of the two Bird Box options is approved, then a programme of events will be delivered on the site.

- 3.21 Appendix 3 outlines a high level programme of events that could be delivered on the site. North Worcestershire Economic Development and Regeneration (NWEDR) and the council's events team will agree a coordinated approach to avoid duplication and confusion.

Customer / Equalities and Diversity Implications

- 3.22 The proposals are aligned with the council's equality and diversity policies.

4. RISK MANAGEMENT

- 4.1 The risks associated with the delivery of the physical works will be managed by the council's framework contractor in accordance with the approved processes and procedures.
- 4.2 The risks associated with the delivery of the events and activities will be identified, assessed and managed through the event management plan that will be prepared by NWEDR and the council's events team.

5. APPENDICES

- Appendix 1 - Bird Box High Quality
- Appendix 2 - Bird Box Standard Quality
- Appendix 3 – High level event programme

6. BACKGROUND PAPERS

7. KEY

AUTHOR OF REPORT

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BIRD BOX

APPENDIX 1

VISION BOARD 1

THE CONTEXT

THE SITE

One Creative Environments Ltd was commissioned in February 2019 by NWEDR to provide design ideas for a meanwhile use space on the former Market Hall Site.

The site is in a strategic location forming both a key southern gateway into the Town Centre and marking the transition between the High Street and Worcester Road – an area of Bromsgrove which is fast gaining a reputation for innovative, local and independent businesses by young entrepreneurs. This provides the opportunity to reflect these business trends for the temporary use site.



CONSTRAINTS

The site is predominantly flat, empty and hard surfaced – comprising a mix of concrete and block paving with remnants of the former Market Hall site floor footprint and a few remnant brick planters to the northern edge. The southern section of the site has a number of health and safety hazards including uneven ground, level changes, collapsed walls, close proximity to Spadesbourne Brook. It is also overlooked by residents from Sampson Court.

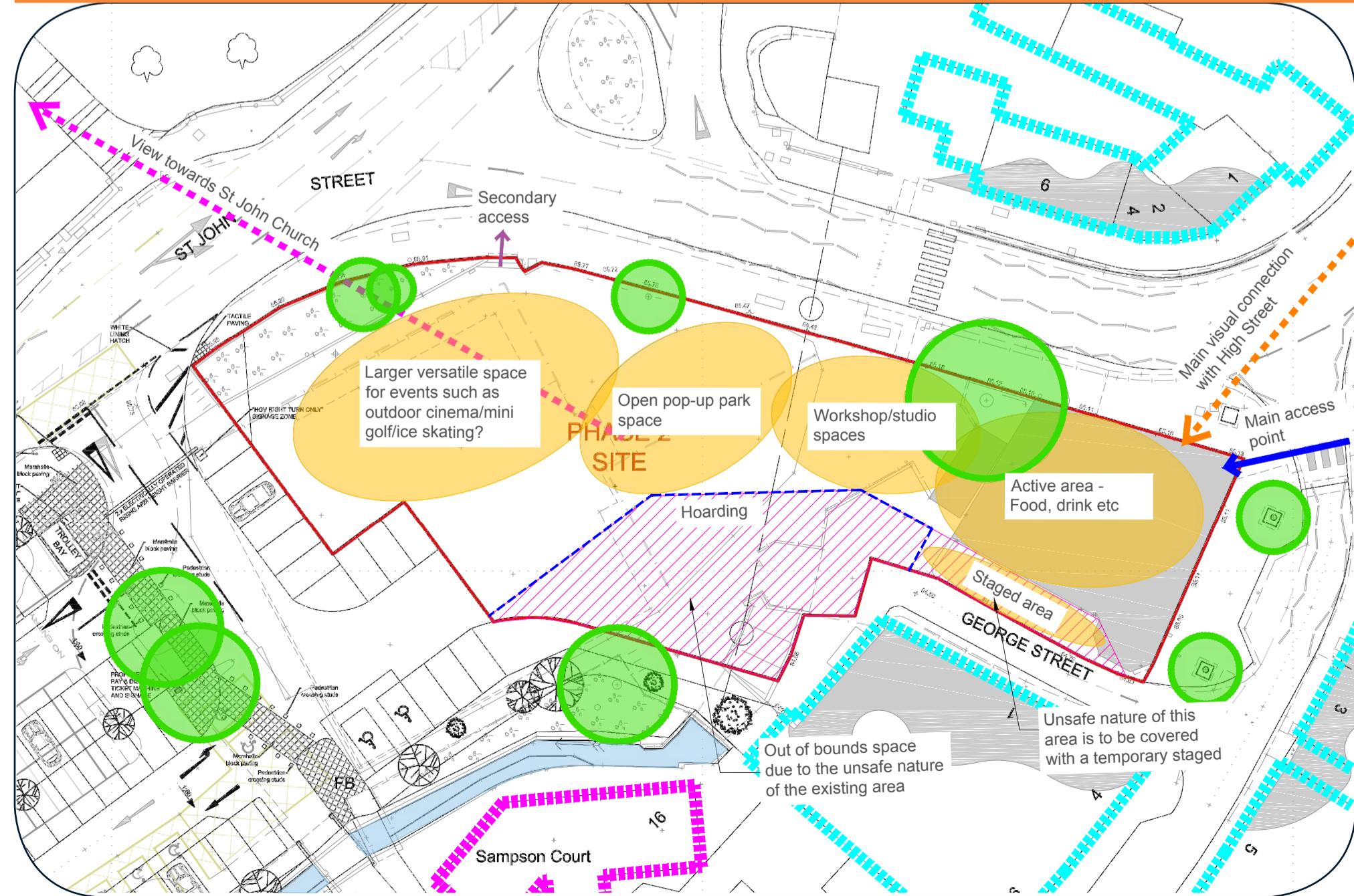
We have looked to turn these constraints into opportunities – proposing a staged area built over part of the uneven ground and hoarding to secure the rest. This provides a blank canvas for graffiti art to personalise the space and discreetly reduces the size of the site's use to a manageable space.

OPPORTUNITIES

This pivotal location needs to serve a number of key purposes:

- Be a destination at the end of the High Street
- Be vibrant and welcoming
- Be a draw to local businesses
- Be a real catalyst to entrepreneurial 'start ups'
- Be the place to go - a staging post for festivals
- Attract outside visitors
- Be permeable and accessible
- Be secure
- Have a very different, edgy character to the High St
- A versatile space for a range of seasonal outdoor uses

CONSTRAINTS & OPPORTUNITIES



SITE CONSTRAINTS AND OPPORTUNITIES

ON-THE-GO FOOD & DRINK



FOOD & DRINK

SEMI-ENCLOSED VENUES



SIT-DOWN CASUAL DINING



TERRACED DINING VENUE



COMMERCIAL SPACE



COMMERCIAL SPACE



ART STUDIOS



BARBERS SHOP



SHELTERED EVENT SPACES

ASTROTURF OPEN SPACE



POP-UP PARK SPACE

OUTDOOR CINEMA SCREEN



EXERCISE CLASSES



FOOD DEMONSTRATIONS



MINI GOLF



ICE SKATING RINK



THE VISION

To create an exciting, inviting and unique temporary space for the community to celebrate and promote their businesses and skills in the form of 'pop-up shops'.

To foster an atmosphere of encouragement and creativity, supporting budding entrepreneurs who want to test their 'start-up' ideas in an inclusive environment where they have the opportunity to meet and share ideas with established independent companies.

To celebrate local entrepreneurship and establish a reputation in the Midlands that attracts both locals and visitors to experience all that Bromsgrove has to offer and to generate a revenue stream.

The space is to be versatile and multi-use, catering for a range of activities: Food, drink, bars, cafes; A pop-up park with plants and trees to create a sense of well-being; Workshop / studio spaces for barbers, artists, walk-in-business advice; A stage for demonstrations. The space will also cater larger events such as an outdoor cinema, mini golf, street parties.

BIRD BOX

DESIGN PRINCIPLES

DESIGN PRINCIPLES

Gateways at key destination points to ensure a permeable site:

1. Two main gateways - one is focussed in the north east corner forming a strong visual connection with the high street to capture and also directly off Worcester Road. The second is to the south west corner - capturing shoppers and visitors from the public car park by Waitrose and the western area of Bromsgrove. All are framed by canopy lighting.
2. Secondary entrances - one utilises the existing steps at the corner of Market St with St Johns Street along with a further entrance located at the pedestrian crossing on St Johns Street.

Defined zones to provide a series of destination spaces:

3. Food and drink pop-ups
4. Stage for demonstrations, music events, choirs, buskers etc
5. Workshop / Studio pop-up spaces
6. Pop-up park with deckchairs, containerised trees and astroturf
7. Large versatile space for pop-up outdoor events - such as cinema nights; golf, ice-skating with the opportunity for a temporary covered shelter if required and a secure storage area.

Boundaries to provide structure and containment:

3. Bamboo in linear planters - Golden stemmed bamboo (*Phyllostachys aureosulcata 'spectabilis'*) provides a semi-permeable screen with partial views through the canes into the space and visual containment by the crown. They are robust, highly attractive and provide a beautiful sound when the wind rustles through the leaves.
9. Semi-mature containerised trees - to provide structure, much needed greening of the site and to define the pop-up park area.



MASTERPLAN DESIGN OPTION

BRANDING

'BIRD BOX'

When creating a new destination it is important to brand the area so that it has a clear identity that people can relate to. Interestingly, many of the surrounding shop frontages have bird boxes designed into their façades. This is quite unique and present on many shop frontages around the site. This, together with the use, inspired the name for the site.

'BIRD BOX' - a space for fledgling start-ups - a place where you can pilot your ideas to see if your business will take off!



SEATING



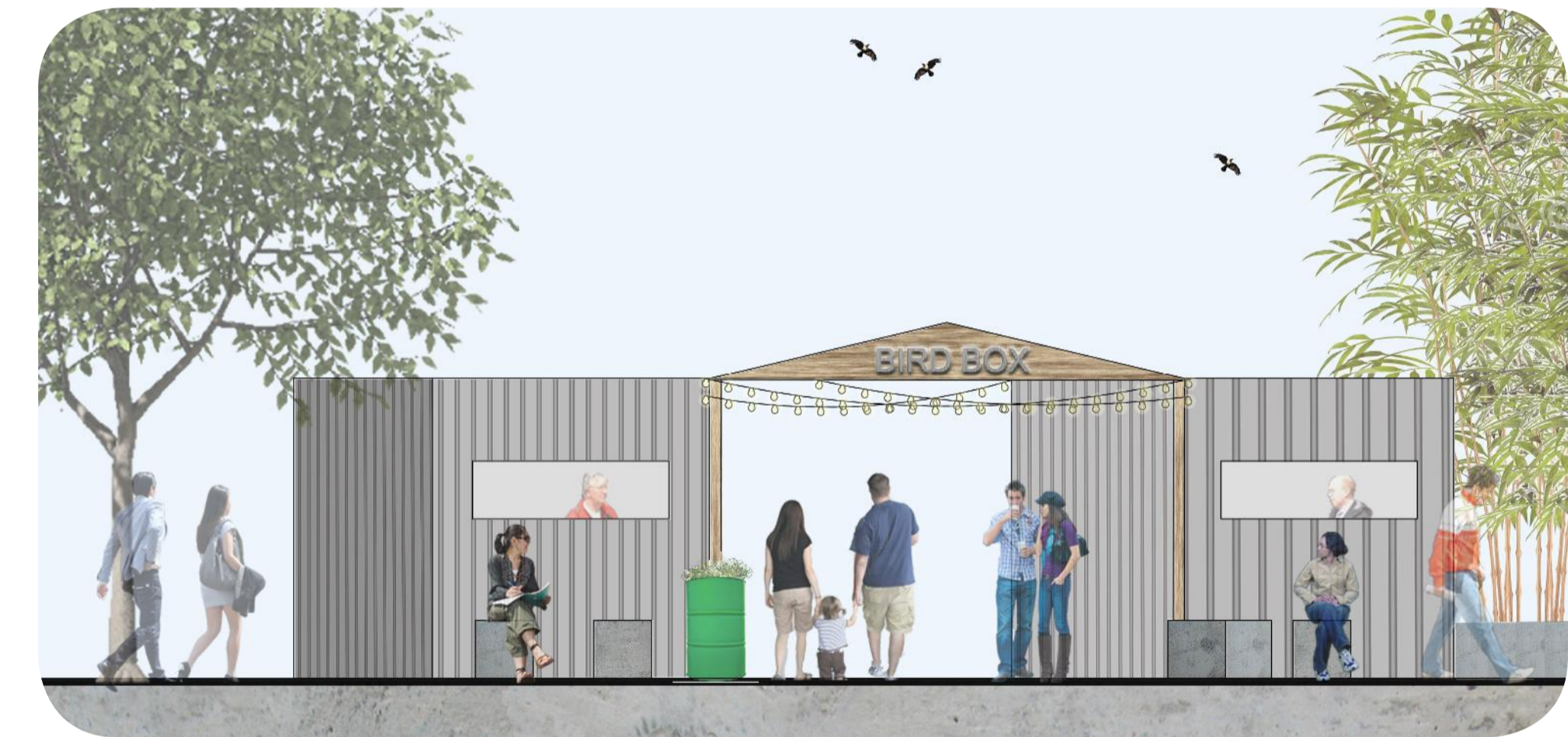
LIGHTING



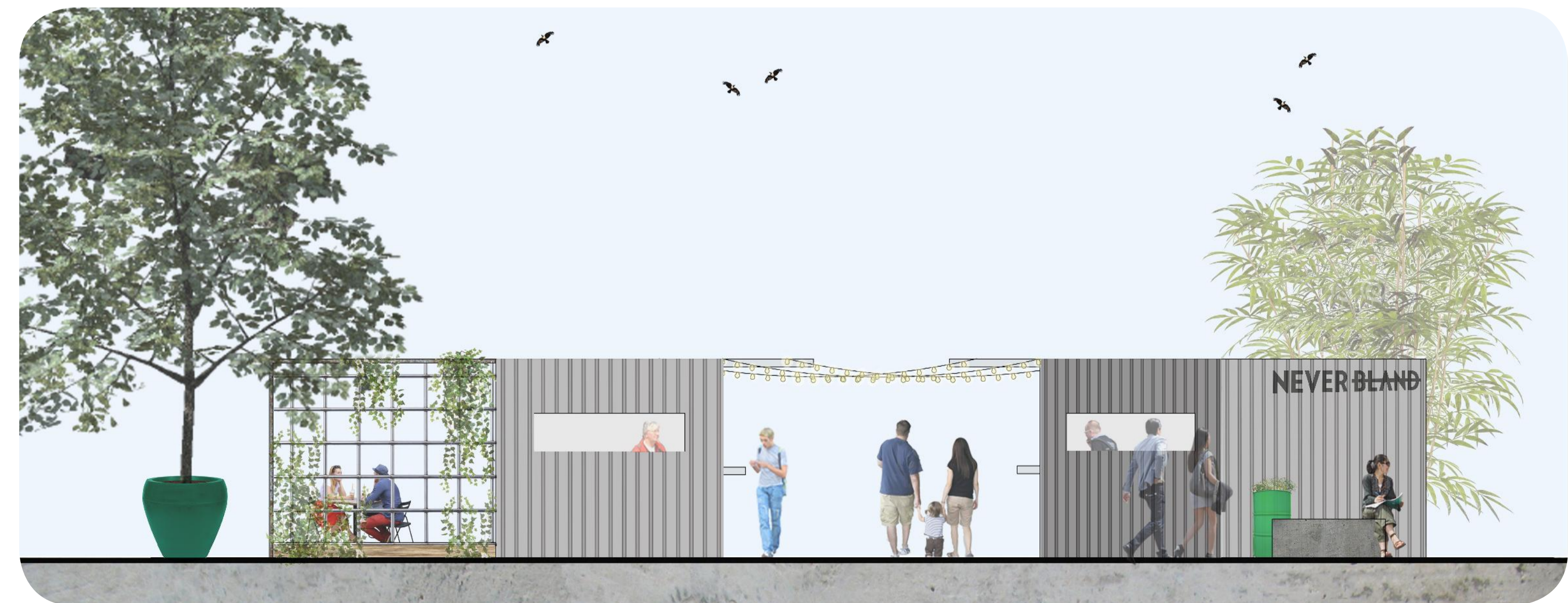
ART FEATURES



PLANTING



ELEVATION A - MAIN ENTRANCE FROM HIGH STREET



ELEVATION B - ENTRANCE OFF WORCESTER ROAD

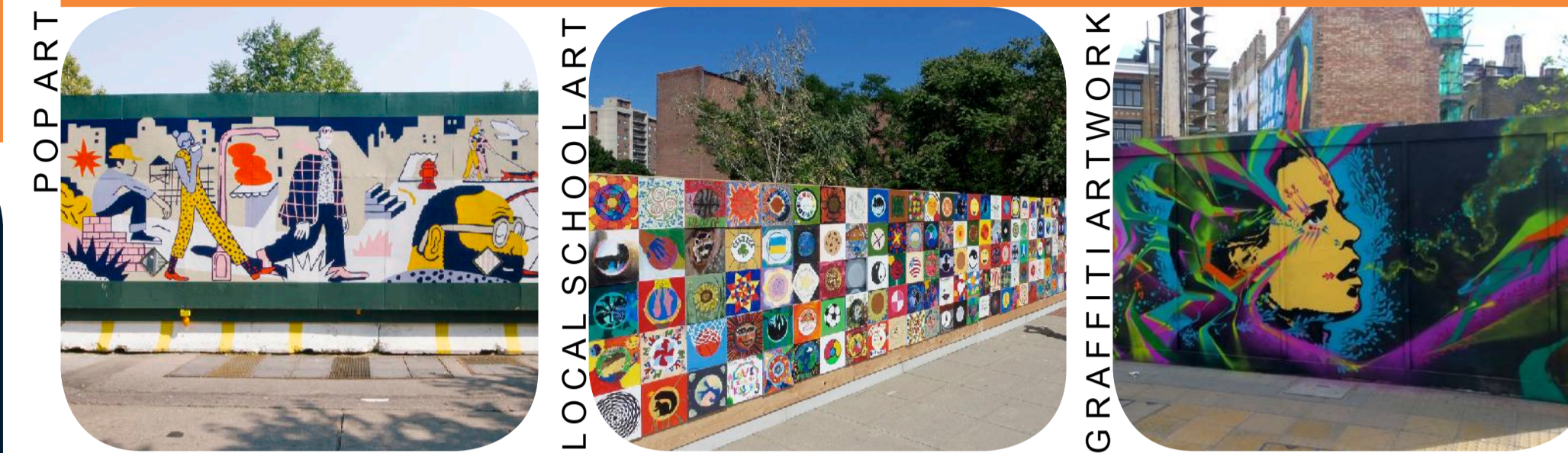
BIRD BOX

MASTERPLAN

- MASTERPLAN**
- 1 Main gateway access
 - 2 Secondary entrances
 - 3 Food & drink pop-ups
 - 4 Stage for demonstrations

- 5 Workshop/studio spaces
- 6 Pop-up park open space
- 7 Large versatile event space
- 8 Bamboo planters to boundary
- 9 Semi-mature containerised trees

BOUNDARY ARTWORK



NEXT STEPS

NEXT STEPS

We foresee this to be very much a community space with the opportunity for local companies to provide some equipment/materials as a mean of local support and good publicity / product placement.

We suggest that these concept ideas are initially discussed at an informal public consultation event to identify which local companies would be keen to contribute to the space. Informal discussions with some independent companies have identified strong support for this and include plant nurseries, cafes and bars, artists etc. This would then enable you to identify which elements could be 'contributed' and which elements would be a capital cost.

An indicative list of costs for delivering the project to site includes:

- Design Fees including Principal Designer (CDMC)
- Hoarding
- Provision and installation of gateway features/secure boundary treatment
- Hire + installation of containers
- Securing a safe ground surface
- Provision + installation of surface finishes i.e. astroturf
- Lighting + installation
- Stage construction
- Hire of a large temporary shelter (unless NWEDR/WFDC have one that can be used)
- Hire or purchase of seating (deckchairs /concrete plinth)

Potential items/works contributed by the community:

- Graffiti walls /Art works to floor by local artists or students
- Large semi-mature containerised trees and bamboo
- Storage sheds



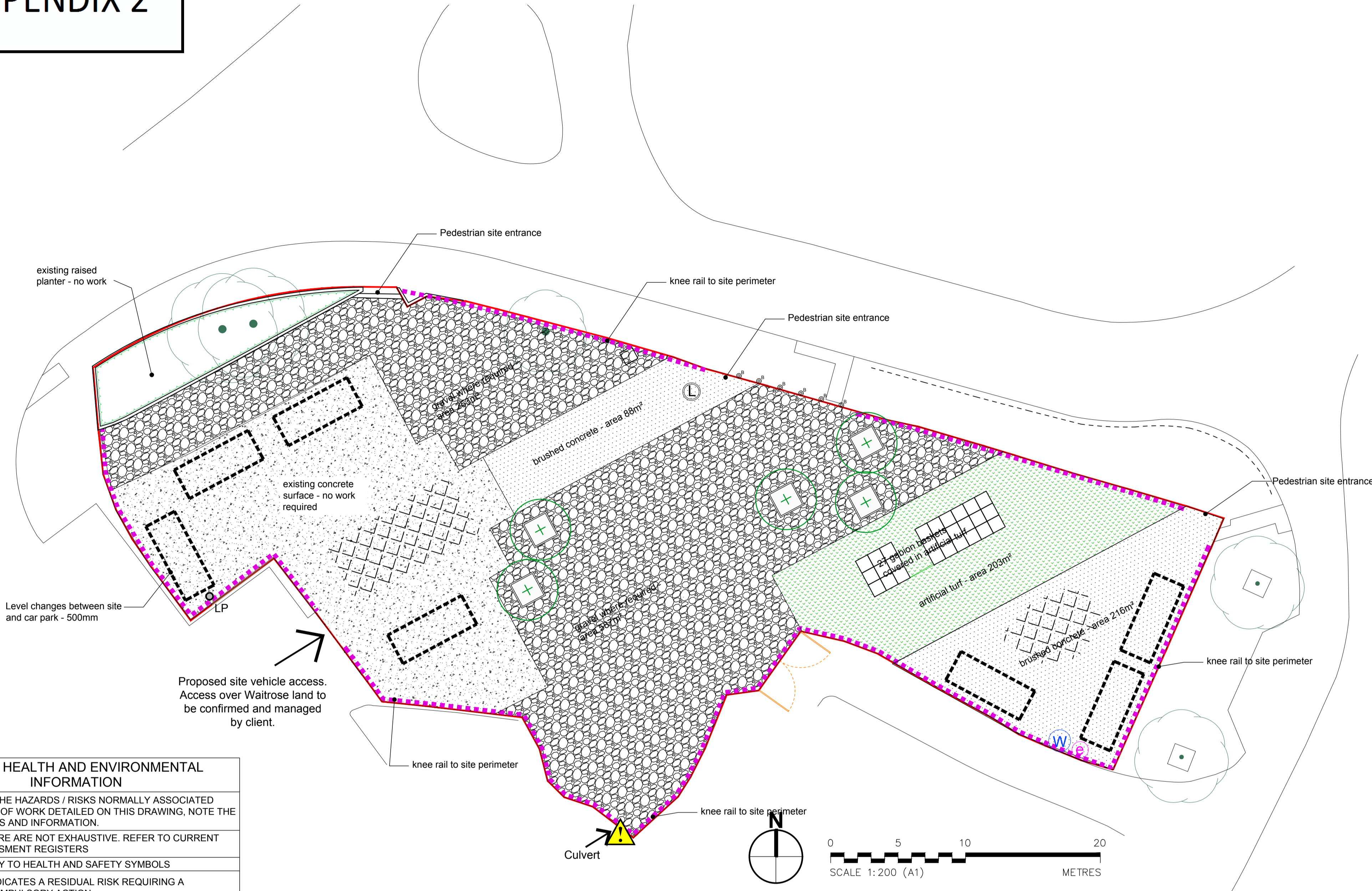
MASTERPLAN DESIGN OPTION

LOCAL SUPPLIERS



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APPENDIX 2



KEY

Site Boundary

Soft Landscape

- Retain existing trees
- Proposed feature trees in moveable planters
Total number: 5

Hard Landscape

- Concrete surface retained
Refer to drawing BBX-ONE-ZZ-XX-DR-L-0010 Paving and Edging Plan. Total area: 323m²
- Proposed concrete with brushed finish
- Proposed artificial turf with flush timber edging where required
- remove 100mm depth of unsuitable existing surface and replace with gravel.

Boundary Treatment

- Timber knee high fence to surround
- Existing bollards retained

Furniture/ Accessories

- Proposed Turf Seating Cubes
Varying heights of gabion basket covered in artificial turf as seating. Refer to drawing BBX-ONE-ZZ-XX-DR-L-0022 Typical Details.
- Secure/ lockable electric point with 2no. sockets
Total number: 2
- Proposed lockable bib tap
Total number: 1
- Existing Lamp Post to be retained
Refer to BBX-ONE-ZZ-XX-DR-L-0005 Lighting Strategy
- Temporary paving graphics
Feather design - scope tbc
- Potential location for temporary containers

NOTES:

- Remove 100mm depth of unsuitable existing surface
- where necessary provide a double kerb restraint where there is a difference in level to the public footpath.

Page 47

SAFETY HEALTH AND ENVIRONMENTAL INFORMATION	
IN ADDITION TO THE HAZARDS / RISKS NORMALLY ASSOCIATED WITH THE TYPES OF WORK DETAILED ON THIS DRAWING, NOTE THE FOLLOWING RISKS AND INFORMATION.	
RISKS LISTED HERE ARE NOT EXHAUSTIVE. REFER TO CURRENT CDM RISK ASSESSMENT REGISTERS	
KEY TO HEALTH AND SAFETY SYMBOLS	
	INDICATES A RESIDUAL RISK REQUIRING A COMPULSORY ACTION
	INDICATES A RESIDUAL RISK FOR INFORMATION
	INDICATES A RESIDUAL RISK REQUIRING A PROHIBITIVE ACTION
	INDICATES A RESIDUAL RISK AS A WARNING

SAFETY, HEALTH AND ENVIRONMENT INFORMATION	
NOTES BELOW ARE ADDITIONAL TO HAZARDS/RISKS NORMALLY ASSOCIATED WITH THIS TYPE OF WORK	
CONSTRUCTION	
#1 - UNDERGROUND SERVICES - INVESTIGATION TO CONFIRM POSITION AS SURVEY DRAWING AND UTILITY COMPANY INFORMATION. IDENTIFY POSSIBILITY OF UNKNOWN LIVE SERVICES.	
#2 - ASBESTOS - HISTORICAL USE OF SITE UNKNOWN. CONTRACTOR TO ENSURE SITE IS ASSESSED FOR RISK OF ASBESTOS BOTH UNDERGROUND AND IN FLOORING MATERIALS PRIOR TO ANY EXCAVATION WORKS BEING UNDERTAKEN.	
#3 - EXISTING VEGETATION - CONTRACTOR TO ENSURE ALL EXISTING VEGETATION TO BE RETAINED IS PROTECTED IN ACCORDANCE WITH BS.5837:2012 PRIOR TO WORKS BEING UNDERTAKEN.	
#4 - WORKS ADJACENT TO PUBLIC - CONTRACTOR TO LIAISE WITH NEIGHBOURING SUPERMARKET TO ENSURE SAFE WORKING AREA DURING SUPERMARKET CAR PARK OPERATIONAL HOURS	
#5 - CULVERT - LOCATION OF EXISTING CULVERT BELOW SITE UNKNOWN. CONTRACTOR TO LOCATE EXISTING CULVERT AND TO BE CLEARLY IDENTIFIED ON SITE PRIOR TO CONSTRUCTION WORKS COMMENCING. CONTRACTOR TO TAKE CARE WHEN WORKING IN CLOSE PROXIMITY OF THE CULVERT TO MINIMISE LOADINGS.	
FOR INFORMATION RELATING TO USE, CLEANING AND MAINTENANCE SEE THE HEALTH AND SAFETY FILE, AND CDM RISK REGISTER	
IT IS ASSUMED THAT ALL WORKS WILL BE CARRIED OUT BY A COMPETENT CONTRACTOR WORKING, WHERE APPROPRIATE, TO AN APPROVED METHOD STATEMENT	



REV	DESCRIPTION	DATE	BY
DESIGNER ONE Creative Environments Ltd. London Office: 43-45 Portman Square, London W1H 6HN Tel: 0203 870 1645 Email: reception@onehd.com			
Midlands Office: 5 The Triangle, Wilwood Drive, Worcester WR5 2DX Tel: 01905 362 300 Email: reception@onehd.com			

CLIENT

Bromsgrove District Council
www.bromsgrove.gov.uk

North Worcestershire edR

PROJECT NUMBER
P0829

PROJECT TITLE
Bird Box, Bromsgrove

DRAWN BY: RS	POSITION: LA	DATE: 24/06/2019
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UNCHECKED - NOT FOR ISSUE
NOT APPROVED - DO NOT USE

DRAWING TITLE
Landscape Masterplan
Medium cost option

DRAWING STATUS
S2 - Issued for information

SCALE 1:200 **DRAWING SIZE** A1

DRAWING NUMBER BBX-ONE-ZZ-XX-SK-L-0001 **REVISION** (P01)

Agenda Item 6

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APPENDIX 3

Bird Box – proposed calendar of events 2020/21

Groups

Bromsgrove District Council Events Team	Bromsgrove Festival Committee
Bromsgrove Carnival Committee	Friends of St. John's
Beatfreeks	Kris Hubal (Festival of Light)
Bromsgrove Indie Club	Bromsgrove Arts Alive
NwedR Centres Management Function and Budget	Royal British Legion (Remembrance Parade)

Bank Holidays
10 April – Good Friday
13 April – Easter Monday
08 May – May Day
25 May – Bank Holiday
31 August – Bank Holiday

April	Activity
Launch Bird Box - Easter events	Workshops for children and families
May	Activity
Friday 08 May 2020 – Sunday 10 May 2020	75 th Anniversary VE Day – three-day international celebration
Monday 25 May BH	Weekend of VE Day Themed Events
Royal British Legion	Begun to organise a day long programme of events in town centre
Love Your Local Market	Pop up markets to showcase local small businesses, makers includes live performances and music
Film Festival	Screenings of feature films, shorts, media art installations and walking tours, music and performances
June	Activity
Summer themed activity	Makers Market
	Buskers Box Music Programme
	Bromsgrove Court Leet add-on
July	Activity
Food Festival	Event to include live cooking demonstrations; cooking workshops; music; food vendors; include road closure to New Road to use whole of High Street and Worcester Road. Potential to be a weekend long event to incorporate the site, New Road and Worcester Road
Urban Skate Event	Skateboard and BMX event; pop up vendors; installation of ramps; music & food Skateboarding to appear in the Olympic games for the first time in 2020
Outdoor Cinema	Programmed cinematic experiences; interactive; digital media and arts
Pop up gaming	Everything gaming; partnership with the gaming community and digital media companies; virtual reality
Bromsgrove Festival	Incorporate existing events and additional activity

August	Activity
Alternative cabaret	Performers from the world of burlesque and alternative cabaret
Spoken Word festival	Week long programme of spoken word
September	Activity
End of School Holidays	Programme of end of school holidays events and activities
October	Activity
Day of the Dead Festival	In partnership with the Bromsgrove Indie Club
Halloween	Pumpkin carving workshops; spooky evening walks; pop up food vendors and music
Light Event Example Leeds Lights	Friday to Sunday light themed event; incorporates the Recreation Ground, Sanders Park, town centre; light installations; artists; interactive performances and events
November	Activity
Bromsgrove Christmas Light Switch On	Relocation of stage onto Bird Box and pop up vendors in association with Indie Club
December	Activity
Christmas Makers Market – 3 days	Local makers; artists; creative's; music; food; live performances
Year-round programme	Classes; arts; dance; performance; digital; film making
	Art exhibitions; pop up gallery
	Cooking classes
	Workspace for new businesses; showcasing artists; free introductory space

Creative Residencies

There is an opportunity to offer space for creative and arts residencies. The added benefit of this is we would attract artists and creative students from across the UK to work and share ideas in Bromsgrove. Further strengthen the identity of the Bird Box as an area for incubation and start-ups.

Identified by businesses

- Area for bins; businesses prepared to pay for space due to lack of space on Worcester Road for bins
- Toilets; the toilet provision for the Worcester Road event were very popular and feedback from the visitors was that toilet provision was welcomed; maybe a shipping container that are toilets etc.

April	Activity
Launch of Easter events	Workshops for children and families