



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE OVERVIEW AND SCRUTINY BOARD

MONDAY 30TH OCTOBER 2017
AT 6.00 P.M.

PARKSIDE SUITE - PARKSIDE

MEMBERS: Councillors L. C. R. Mallett (Chairman), S. A. Webb (Vice-Chairman), C. Allen-Jones, C. J. Bloore, S. R. Colella, M. Glass, C.A. Hotham, R. J. Laight, C. J. Spencer, P.L. Thomas and M. Thompson

AGENDA

1. Apologies for Absence and Named Substitutes
2. Declarations of Interest and Whipping Arrangements

To invite Councillors to declare any Disclosable Pecuniary Interests or Other Disclosable Interests they may have in items on the agenda, and to confirm the nature of those interests.
3. To confirm the accuracy of the minutes of the meeting of the Overview and Scrutiny Board held on 18th September 2017 (Pages 1 - 8)
4. Centres Strategy - pre-scrutiny (Pages 9 - 56)
5. Hospital Car Parking Charges - additional information (Pages 57 - 72)
6. Planning Backlog Data up to 30th September 2017 (Pages 73 - 74)
7. Recommendation Tracker (Pages 75 - 88)
8. Parking Enforcement in the Vicinity of Schools - Topic Proposal (Pages 89 - 92)
9. Social Media Task Group - Draft Final Report (Pages 93 - 120)

10. Finance and Budget Working Group - Update
11. Measures Dashboard Working Group - Update
12. Task Group Updates
13. Worcestershire Health Overview and Scrutiny Committee - Update
14. Cabinet Work Programme (Pages 121 - 126)
15. Overview and Scrutiny Board Work Programme (Pages 127 - 132)
16. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman, by reason of special circumstances, considers to be of so urgent a nature that it cannot wait until the next meeting.

K. DICKS
Chief Executive

Parkside
Market Street
BROMSGROVE
Worcestershire
B61 8DA

20th October 2017



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BROMSGROVE DISTRICT COUNCIL

MEETING OF THE OVERVIEW AND SCRUTINY BOARD

18TH SEPTEMBER 2017, AT 6.00 P.M.

PRESENT: Councillors L. C. R. Mallett (Chairman), S. A. Webb (Vice-Chairman), C. Allen-Jones, S. J. Baxter, C. J. Bloore, S. R. Colella, M. Glass, C. J. Spencer and M. Thompson

Observers: Councillor G. N. Denaro and Councillor K. J. May

Officers: Ms. J. Pickering, Mr D. Piper, Mr. K. Hirons, Ms C. Baxter, Ms. A. Scarce and Ms. J. Bayley

36/17 **APOLOGIES FOR ABSENCE AND NAMED SUBSTITUTES**

Apologies for absence were received on behalf of Councillors C. A. Hotham and R. J. Laight and it was confirmed that Councillor S. Baxter was attending as a substitute for Councillor Hotham.

37/17 **DECLARATIONS OF INTEREST AND WHIPPING ARRANGEMENTS**

There were no declarations of interest nor of any whipping arrangements.

38/17 **MINUTES**

The minutes of the meeting of the Overview and Scrutiny Board held on 22nd August were submitted.

RESOLVED that the minutes of the meeting of the Overview and Scrutiny Board held on 22nd August be approved as a correct record.

39/17 **DOLPHIN CENTRE - UPDATE ON THE WORK WITH DISPLACED GROUPS - PRESENTATION**

The Head of Leisure and Cultural Services delivered a presentation to update the Board on the work that had been undertaken by Officers to support displaced groups as part of the move to the new leisure centre (Appendix 1). During consideration of the presentation the following points were highlighted for Members' consideration:

- A new operator had been awarded the contract for delivering the Council's leisure services; Sport and Leisure Management Ltd (SLM) - Everyone Active.

- A number of groups that had participated in daytime and weekend sessions at the Dolphin Centre had been accommodated elsewhere.
- A lot of work had been undertaken by Council staff to ensure that as many groups as possible that used the Dolphin Centre could obtain suitable accommodation elsewhere.
- The North Bromsgrove High School site had been the subject of improvement works, with a new lift installed to ensure access for people with physical disabilities.
- The badminton group that usually met on a Monday had decided to meet in Redditch and Droitwich in future.
- The amount of circuit training would be increasing in the district following the changes.
- The Lodge Park Netball Club, which previously met on Wednesday evenings, had merged with another netball club. Their options for meeting were in the process of being considered.
- One of the two gymnastics clubs that had previously met at the Dolphin Centre had been accommodated at North Bromsgrove High School.
- Football club bookings had primarily transferred to North Bromsgrove High School.

Following the presentation a number of points were discussed in detail and the Chairman invited a local resident to sit at the table to participate in these discussions:

- The times when local groups currently met and the extent to which this was accurately reflected in the presentation.
- The contribution made by volunteers involved in local sporting groups and the potential for the Council to thank these volunteers for their efforts.
- The action that would be taken by the Council and Everyone Active to communicate any changes in the timetable and venue for local sport sessions.
- The date for the introduction of the new arrangements. The Head of Leisure and Cultural Services explained that the aim was to open the new leisure centre on 1st November 2017 though there was still slight potential for delay.
- The business case for the new leisure centre and the fact that this had been highlighted by the Council's external auditors as a robust document.
- The potential for Information in respect of displaced organisations to be provided for Members' consideration, as detailed in the presentation. (Councillor Bloore made reference to a number of groups and it was agreed that he would provide details of these to the Head of Leisure and Cultural Services outside of the meeting.)
- The contact that some residents involved in local groups had made with a number of Members.
- The support required by the one gymnastics group that had not been accommodated by the Council. Members were advised that

because this group met after 4.00pm it had not been possible to accommodate them at the school as this conflicted with school hours.

At the end of these discussions the Board

RESOLVED that the update report be noted.

40/17

PARKING ENFORCEMENT - RESPONSE TO POINTS RAISED AT THE BOARD MEETING HELD ON 26TH JUNE 2017

The Environmental Services Manager together with a representative of Wychavon District Council's Civil Parking Enforcement Service presented a report addressing the points in relation to parking enforcement that had been raised at a meeting of the Board on 26th June 2017.

During consideration of this item the following points were discussed in detail:

- The cost of the parking service for Bromsgrove District Council was just over £202,000. This figure covered all of the parking services, not just enforcement.
- The revenue generated by parking fees. Members were advised that £49,000 were generated from fines from on street parking and over £75,000 from off street parking.
- Income to the Council from parking was just under £1 million, when parking payments that did not involve a fine were taken into account.
- Members requested a breakdown of the finances for the service.
- The work of bailiffs involved in recovering unpaid parking fees. Members were advised that any bailiffs would be selected by Bromsgrove District Council and did not form part of the contract with Wychavon District Council.
- The current consultation taking place in respect of parking payment machines. Members were advised that this consultation process was due to be completed in November.
- The length of time vans were permitted to use to unload goods at retail premises. Members were advised that vans were permitted 10 minutes for such purposes before enforcement action would occur.
- The focus of the original Notice of Motion to Council on parking in the vicinity of schools and the potential for enforcement action to be taken in these areas.
- The potential, under the Highway Code, for drivers to stop on double yellow lines to enable children to alight or be collected and the fact that this meant enforcement action could not be taken in these circumstances.
- The problems that occurred when parents arrived early to collect their children from school. In some cases parents would park on

double yellow lines and leave their engines running whilst they waited.

- The role of the schools in educating parents about parking requirements and action that had previously been taken by local schools to address this problem.
- The role of Police Officers and Police Community Support Officers (PCSOs) in respect of undertaking enforcement action close to schools. The Board was informed that only the Police could take enforcement action in relation to blocked pavements.
- The number of parking enforcement officers operating in the district.
- The potential to raise the issue of parking problems and enforcement difficulties with Worcestershire County Council which had lead responsibility for many aspects involving public highways and local authority schools.
- The number of complaints received by Members in respect of parking violations and the need for the Council to address residents' concerns.

Following consideration of the report the Board considered action that could be taken to address this issue moving forward. There was general consensus that a Task Group review focusing on parking problems around schools should be undertaken. Members noted that there were already two scrutiny reviews taking place and a further review coming to its conclusion. In this context it might not be possible to launch this exercise until some of the other scrutiny work had been completed due to the implications for both Members' and Officers' workloads. However, a Topic proposal form, setting out proposed terms of reference, could be drafted and submitted for Members' consideration at the following meeting of the Board.

RESOLVED that

- (1) A Task Group be established to review parking problems around schools in Bromsgrove district;
- (2) Councillor C. J. Bloore be appointed as Chairman of this review;
- (3) Non-Executive Members be invited to express an interest in participating in this exercise;
- (4) The Senior Democratic Services Officer meet with Councillor Bloore to complete a Topic Proposal form for this review; and
- (5) The Topic Proposal form be submitted for Members' consideration at the next meeting of the Board.

41/17

CENTRES STRATEGY

The Head of Economic Development and Regeneration presented the Centres Strategy for the Board's consideration and in so doing highlighted the following:

- The document provided was a summary of the final glossy strategy that would be presented for the consideration of Cabinet on 4th October 2017.
- The strategy would enable the Council to have an effective economic development policy for the 7 centres managed by the North Worcestershire Economic Development and Regeneration Unit (NWEDR).
- The 7 centres had been agreed at a meeting of Cabinet in 2015 and had been selected on the basis of serving a local population in excess of 2,500.
- There were key themes underpinning work in all of the centres.
- The Centres Manager was working hard to develop constructive working relationships with business representatives in the local centres.
- As part of the work on the strategy action plans had been developed for each of the centres.
- Monitoring would be implemented to help assess the impact of the strategy and the action plan, with key performance indicators having been identified to enable this to happen.

The Board subsequently discussed a number of matters relating to the strategy in further detail:

- The amount of information provided in the summary report. The Chairman expressed disappointment that Members had not had a chance to pre-scrutinise the final report to Cabinet.
- The reasons why the 7 centres had been identified in 2015 and why this had not included Aston Fields.
- The potential to incorporate Aston Fields into the strategy in future years.
- The need for there to be appropriate capacity in order to expand the number of centres addressed at this strategic level.
- The basis of the original decision when the 7 centres had been identified. It was noted that Members had wanted to focus on those centres which were separated from Bromsgrove town centre and needed support to remain sustainable.
- The ongoing work provided by the NWEDR Unit to parts of the district not included as one of the 7 centres.
- The boundaries of the 7 centres and the town centre. Members were advised that the boundaries of the town centre were clearly defined in the local plan. Further information was requested in respect of the boundaries for the 7 centres.
- The focus of the Bromsgrove Enterprise Park.
- The events referred to in the strategy and the extent to which the Council was involved in organising events in the centres. Members noted that many events were organised by Parish Councils and Voluntary and Community Sector (VCS) groups).
- The use of A-Board by businesses and the extent to which these were encroaching on pedestrian areas and acted as a barrier to disabled access in Bromsgrove town centre.

- The number of void commercial properties in Bromsgrove town centre and the options available to the Council to encourage use of these spaces.
- The potential to introduce pop-up shows in the district.
- The availability of data for previous years against which progress could be monitored.
- The challenges with broadband access in the district and the extent to which this could be addressed by the strategy, for example in one of the Key Performance Indicators.
- The need to address the infrastructure problems impacting on Bromsgrove district, particularly in relation to travel, and the benefits of providing further information about this in the strategy.
- The potential for further economic development to be achieved through the Council working closely with the Worcestershire Local Enterprise Partnership (LEP).
- The potential for Cabinet to withhold making a decision on the subject of the strategy until the Board had had a chance to review the content of the final strategy.

At the end of these discussions Members discussed a number of options available moving forward. The suggestion was made that the Portfolio Holder for Economic Development the Town Centre and Strategic Partnerships could circulate the final report electronically amongst Members of the Board and an extra meeting could be held to enable pre-scrutiny of the document if considered appropriate. However, concerns were expressed that this would not be a practical solution in the time available before the Cabinet was due to consider the matter on 4th October. Alternatively it was suggested that Cabinet could be asked to postpone making a decision on this item, though concerns were raised that this might delay progress with economic development in the district. Suggestions were also made that the Board could recommend changes to the strategy to ensure that broadband connectivity and an extension to the number of district centres covered by the strategy was taken into account, but Members also expressed reservations about taking this approach when they had not had a chance to view the final strategy which might provide further information on these points. Without consideration of the Board's concerns and attempts being made to provide Scrutiny Members with sufficient access to the strategy in advance of a decision being taken the Chairman noted there was a risk that this matter could be the subject of a call in.

RECOMMENDED that the Centres Strategy is not approved in its current form until further information has been provided for the consideration of the Overview and Scrutiny board on the subject.

42/17

ARTRIX SLA ANNUAL UPDATE REPORT

The Chairman reminded Members that an annual report from the Artrix was part of the service level agreement and that previously the Board had received a detailed presentation. It had been agreed this year that a written report be received with the option to invite Members of the Artrix

to attend a future meeting should there be any areas within the report that Members wished to consider in more detail.

Following a brief discussion the Board gave it's thanks to the Atrix for providing such a detailed report and requested that, when available, the most recent accounts be provided for further information. These would be circulated to Members outside of the meeting.

RESOLVED that the Artrix SLA Annual update Report be noted.

43/17

FINANCE AND BUDGET WORKING GROUP - UPDATE

The Chairman of the Finance and Budget Working Group, Councillor L. C. R. Mallett, advised that there had been one meeting of the group. During this meeting Members had discussed the allocation of costs within shared services, the number of desks and the amount of time spent by senior officers on work for the different local authorities in the shared service. Heads of Service were now undertaking an exercise investigating their allocation of time; this was focusing both retrospectively on action that had been taken and on potential future action.

44/17

MEASURES DASHBOARD WORKING GROUP - UPDATE

The Chairman noted that no meetings of the Measures Dashboard Working Group had taken place since the last meeting of the Board. The next meeting of the group would take place on 27th September 2017.

45/17

TASK GROUP UPDATES

CCTV Short Sharp Review

Councillor Colella, Chairman of the CCTV Short Sharp Review requested an extension of time. It was explained that whilst no additional meetings would be needed, the Review Group had asked for additional information which would take some time for the officers to prepared. It was also hoped that interviews would be arranged with a number of witnesses including the Police and Crime Commissioner, or a representative from his office, a representative from the Police together with the relevant Portfolio Holder.

Social Media Task Group

Councillor Thompson provided an update on behalf of the Chairman. He advised that at the Group's previous meeting it had interviewed the Head of Communications at Worcestershire County Council and further discussed potential recommendations and areas to be covered within the final report. It was confirmed that the Group was still on schedule to bring this report to the October meeting of the Board.

Staff Survey Joint Scrutiny Task Group

Officers advised that Cabinet had received this report at its meeting on 6th September and whilst accepting the recommendation, had declined the offer of the relevant Portfolio Holder attending staff briefings and being involved in the formulation of the next staff survey, as it was felt that this was something which was more appropriate for the Lead Councillor for Supporting Staff to carry out.

Members were also asked to confirm that they were happy for Councillor Colella to act as the Lead Councillor for Supporting Staff from Bromsgrove and that he had been invited to attend a meeting in the near future in respect of the forthcoming staff survey.

RESOLVED that Councillor S. R. Colella be appointed at the Lead Councillor for Supporting Staff for Bromsgrove District Council.

46/17

CABINET WORK PROGRAMME

The Board considered the content of the Cabinet Work Programme for the period 1st October 2017 to 31st January 2018.

The Chairman commented that the content of the Cabinet Work Programme was shorter than the previous month and largely focused on the meeting of Cabinet due to take place on 4th October 2017. The Commercialism and Financial Strategy was already due to be considered by the Finance and Budget Working Group and the Industrial Units Investment Outline Business Case was scheduled for pre-scrutiny by the board later in the year.

Members noted that the Anti-Social Behaviour, Crime and Policing Act 2014 (Implementation of Provisions) item might be of interest to the Board in relation to their role as the Council's designated Crime and Disorder Scrutiny Committee. However, it was unclear, from the title, whether this would be relevant and therefore Members requested further information in respect of this item to enable a decision to be taken as to whether this should be subject to pre-scrutiny.

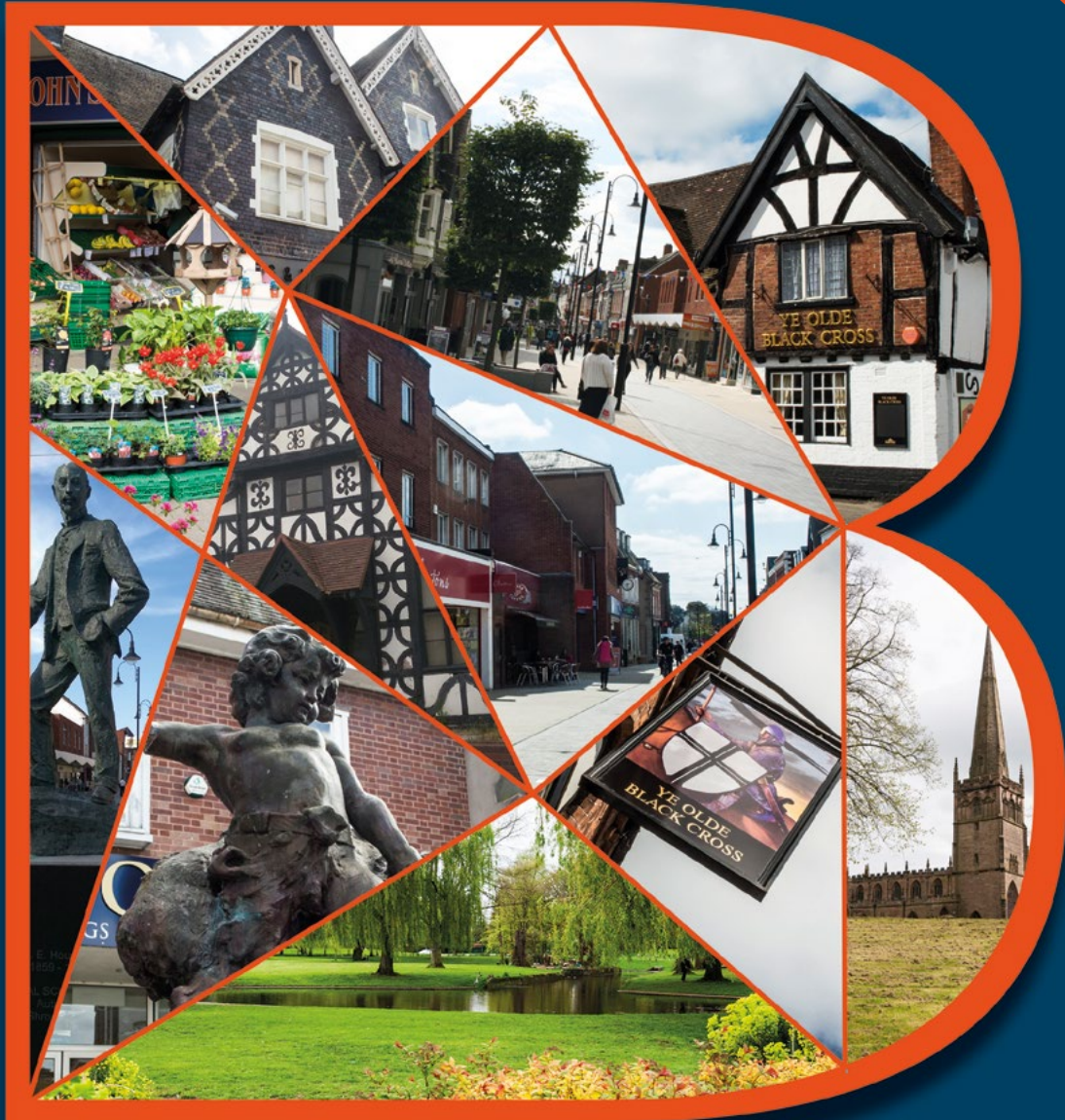
47/17

OVERVIEW AND SCRUTINY BOARD WORK PROGRAMME

Officers advised that the Board's work programme would be updated to incorporate all of the items that had been added during the meeting.

The meeting closed at 8.05 p.m.

Chairman



Bromsgrove

Centres Strategy 2017-2020



**Better
Bromsgrove**



**Bromsgrove
District Council**

www.bromsgrove.gov.uk



" A friendly and knowledgeable family run business, established in 1972, specialising in hardware, gardening, with a lovely well stocked cookshop. Shopping local means personal attention and service is always assured. We focus on quality and heritage of products at great prices, based in the heart of Barnt Green Village. "

Page 10

Introduction

More than ever town and village centres face challenging times due to the political and economic climate creating a sense of uncertainty, along with competition from out of town retail parks and changes to shopping habits and trends.

In 2010 Bromsgrove, Redditch and Wyre Forest Councils brought together their economic development and regeneration functions to create a shared North Worcestershire Economic Development and Regeneration (NwedR) team. The teams strength is the wealth of specialist experience and knowledge of regeneration, business support and town centre management.

With an already established track record of supporting businesses across North Worcestershire and to support the ongoing economic viability and growth of Bromsgrove's town and village centres, Bromsgrove District Council and North Worcestershire Economic Development and Regeneration (NWedR) recognised the need for a centres management function and took the positive step of recruiting to the post of Bromsgrove Centres Manager.

The key focus of this role is to identify and co-ordinate opportunities to inject a new vibrancy and energy into Bromsgrove centres, strengthen communication and support local businesses.

This strategy is based upon the seven centres originally agreed when the Bromsgrove Centres Manager was appointed. They will be reviewed over the next 12 months including a review of the resources required to deliver any recommendations.

The seven Bromsgrove District centres managed as part of this strategy are:

- Bromsgrove town centre
- Hagley Village
- Wythall
- Rubery Village
- Catshill
- Alvechurch Village
- Barnt Green Village

Whilst the Bromsgrove Centres Manager is responsible for the day-to-day management of seven centres, the role works closely with the NwedR team, sharing information and enquiries to tailor the most appropriate package of support for businesses across the District, including those located on the district's key industrial estates and business parks.

This strategy is flexible enough to adapt to the changing landscape of the district and surrounding developments whilst positively promoting Bromsgrove as a place to visit, work and live. To reflect the changing nature of the district, the Council will keep under review the definition of a key centre to reflect growth in areas and settlements over the next 3 years.

Working in partnership with Bromsgrove District Council, Worcestershire County Council, key partners and businesses we have revisited structures and arrangements for the Bromsgrove centres detailed above and made key changes to ensure we are on a firm footing to take forward plans and initiatives.

This strategy will also complement and support the work of the Parish Councils, Business and Trader Associations and other key stakeholders in each of the centres with a focus on developing shared ambitions and actions.

On the back of considerable investment made across the Bromsgrove centres the Bromsgrove Centres Strategy 2017-2020 sets out the vision and aspirations for the seven centres over the next three years. This strategy is flexible enough to adapt to the changing landscape of the District and surrounding developments whilst positively promoting Bromsgrove as a place to visit, work and live.

This strategy is a roadmap; bringing together existing proposals and new ideas to provide a clear, inspirational document supported by businesses and partners.

Being ambitious, innovative and dynamic can create a successful visitor economy to make the most of Bromsgrove's centres.

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Page 30/31: The Future - Bromsgrove BID (2019/20)

Rubery Village

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Barnt Green Village

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Hagley Village

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Alvechurch Village

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Wythall

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Vision

Over the next three years we will work together to make all Bromsgrove centres a place that attract more businesses, shoppers, workers, residents and visitors who can enjoy a varied and eclectic mix of outlets and venues.

Our streets will be attractive, clean and well connected in style and quality. Together we will deliver a plan of economic development projects, events and marketing promotions.

Bromsgrove centres will be well prepared to respond to market challenges and fully capitalise on investment.

The Bromsgrove Centres Strategy will be delivered through a network of action plans that interlink all the centres, respond to data from the Bromsgrove District Council Town Centre Healthcheck, share best practise and bring a new connectivity between Bromsgrove District town and villages, without losing their individual and unique characteristics.

Our towns and villages are at the heart of the community and as such their vitality and economic future should be supported, promoted and protected.

Outcomes

Accessibility

That Bromsgrove Centres are easily accessible by all sectors of the community.

Safety and Security

All Bromsgrove District centres are a safe place for everyone to visit, live and work.

Marketing and Promotion

All centres have a clear branding, coherent marketing strategy and events calendar.

Markets

In addition to developing the Bromsgrove town centre outdoor market we continue to host one-off, seasonal and specialist markets throughout the year in all centres.

Business Support

Businesses have a clear and efficient pathway to business and grant support.

Public Realm

All our centres are clean and attractive with a high quality environment and clearly defined gateways.

Historic Environment and Heritage

High quality and innovative urban design that protects the integrity of our centre's heritage assets and historical environment.

The Future

Secure external funding to support the plans of all centres; Business Improvement District proposal for Bromsgrove town centre.



"Independent businesses are the core of our village. We know our customers and provide a very personal and friendly service. Hagley is the quintessential village setting for that little something that's different and interesting."

Page 14

The Deli in the Village, Hagley Village

Bromsgrove - Brimming with Opportunities!

Bromsgrove District is definitely on the up with major developments in both the commercial and housing sectors bring a new dimension and customer base to our centres.

There is a new sense of focus and determination that offers businesses the opportunity to grow and expand. With a strong and supportive infrastructure Bromsgrove has the perfect climate to expand our independent offer and inject new energy into all our centres.

Here in Bromsgrove we love our independents that fill our streets with unique and vibrant offers. With their entrepreneurial spirit and ability to adapt and change to customer's needs and taste, they are a colourful addition to our centres.

With an eclectic mix of designer boutiques that attract visitors from across the Country, fresh local produce, artisan cafes, award winning butchers, real ale micro pubs to large music venues Bromsgrove has it all!

We have seen independent businesses evolve and become creative clusters, such as Worcester Road in Bromsgrove town centre. A wonderful complement to the established High Street nationals, the independents are often owned by local people who have a commitment and passion for the area they trade in.

We will celebrate the diverse mix of our independents with locally designed events and take part in National schemes that reward local loyalty and attract new customers and visitors.

Through our void properties strategy we aim to offer further incentives and opportunities such as pop up shops and creative hubs to welcome more start-up small businesses and give young people a helping hand.

As our centres continue to evolve we can re-position ourselves to serve our communities better and let the personality of all our centres shine through.





Bromsgrove Town Centre

Bromsgrove town centre is a key location within the Bromsgrove District providing a focus for retail, tourism, leisure, community and cultural activities. It is an important economic driver providing employment, business and development opportunities. Bromsgrove has extremely good road links and benefits from its central location and excellent connectivity to adjacent economies and markets.

We recognise the increasing pressure on our local road infrastructure and congestion problems that challenge accessibility to the town centre. This plan ensures the town centre has an involvement in wider transport strategies and forms an important part of the accessibility strategy for Bromsgrove town centre.

Bromsgrove is a traditional market town and for the most part is an attractive and vibrant place to visit and work in. The main High Street is the prime retail area and there is a good mix of national and independent retailers. The town also boasts unique and diverse secondary shopping areas in particular The Strand and Worcester Road.

A rich concentration of independent retailers and considerable investment by the National Lottery Townscape Heritage Initiative has changed the dynamic and image of these areas and offers strong promotional opportunities that will encourage visitors to explore areas of the town otherwise sometimes overlooked.

Despite considerable investment made on the High Street, the town centre will benefit from further regeneration and enhancement. This includes diversifying the overall mix of uses within the centre, including the provision of new homes, entertainment and leisure venues and strengthening the retail offer in the prime area whilst protecting and maintaining the diversity of secondary retail.

We will challenge the perception that Bromsgrove town centre has a high void rate and lower end retail uses. Communication and working practices will be strengthened with commercial agents and landlords to secure meanwhile uses for empty properties to soften the impact on the visual appearance of the centre.

Arriving at and moving around the town centre easily and efficiently is also key to the town's success. Enhancements to public transport, cycling and walking links, pedestrian accessibility and improved connectivity to Bromsgrove railway station would help its legibility – making sure the town centre is easy and convenient to access.

A strong and confident approach with fresh ideas will send out the message that the town is in a good position to capitalise on the regeneration taking place in and around Bromsgrove town centre and is a place “to do business”.

Key Regeneration Proposals

TC1 - Former Market Hall Site

Phase 1

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
9,000sqft	Circa £3.5m	86	Waitrose	Completed

Phase 2

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
25,000sqft	Circa £5m	No additional	TBC	TBC

TC5 - New Leisure Centre

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
4,200m2	Project Cost 13.7 million Build Cost 10.4million	198	Site to be operated by Everyone Active. Car Parking by BDC	Summer 2018 Phase 1 – Nov 2017 (Building) Phase 2 & 3 – Jan 2018 (Demolition & Car Parking)

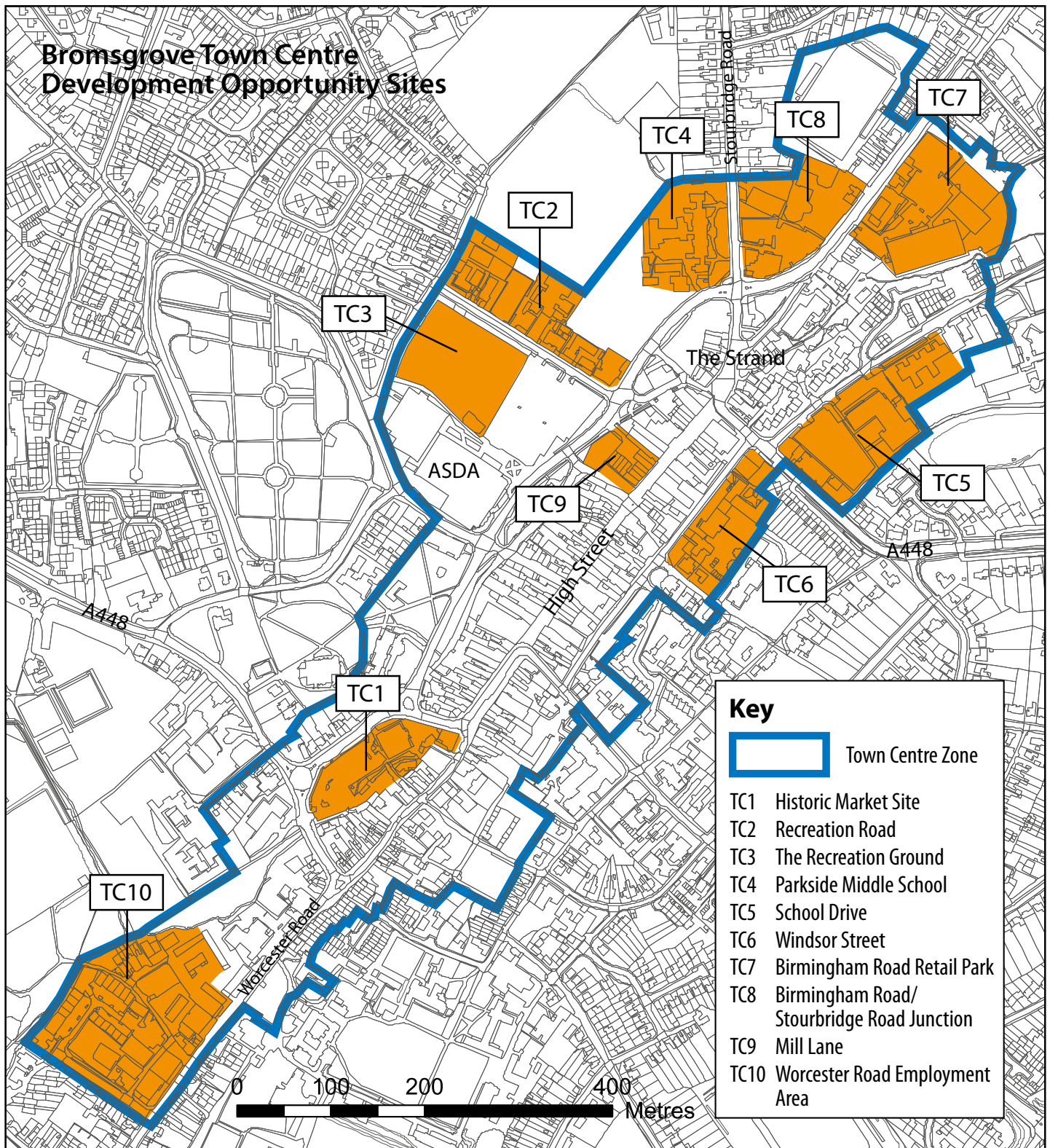
TC7 - Bromsgrove Retail Park - IM Properties

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
Total: Split between 5 units ranging from 10,000 – 20,000sqft	Circa £4m	251	Marks and Spencer Food Hall	Spring 2018

TC8 - Stourbridge Road

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
13,500sqft	Circa £2m	82	Entire site to be occupied by Aldi	Summer 2018

In addition to the above, there are a number of other key regeneration sites within Bromsgrove Town Centre that are due to come forward over the next couple of years and include Stourbridge Road car park, Windsor Street and School Drive.





Accessibility

Bromsgrove town centre is relatively compact with little change in levels and is interconnected with streets of defined character and history.

The bus station is located within the town centre and easily accessible along with car parks predominantly Bromsgrove District Council owned. A key challenge for Bromsgrove town centre is to help people find their way around easily. Pedestrian and traffic barriers and poor waymarking do not encourage the visitor to explore the town centre. Feedback from some businesses in Worcester Road is that they feel “left out” of key events and that activity is predominantly focussed within the pedestrianised area of the town in the allocated events space.

Access is crucial to retaining the vitality of the town centre and the challenge is to maintain a balance between provision of quality public transport links and facilities for all. This should include taxi and business delivery access along with well-maintained pedestrian and cycle routes. Priority should also be given to those with limited mobility and children. The challenge now and in the next few years is dealing with increased road use, the impact of major development and highways work and promoting more sustainable methods of travel.

The High Street has benefited from significant investment with £2m of funding spent on new public realm. However, the quality of public realm as identified in other areas is poor in places. The experience of moving around the town centre is not attractive or interesting as it could be. Bromsgrove Railway station, whilst operationally delivering passengers close to the town centre the links on how to access the town centre and the approaching environment requires improvement, creating a true and attractive gateway.

Parking provision is a fundamental part of the overall offer of the town centre. It must be high quality, safe and convenient for people arriving in Bromsgrove town centre. Facilities, especially multi storey car parks, must be attractive and well designed. Current car parking provision is not well sign posted with a lack of advance signage on key approaches giving real time information on the availability of car parking spaces which in turn can reduce congestion. There is no provision to pay via a mobile phone app or card which is not keeping with technological advances and changing consumer behaviours regarding payment of goods and services.

An accessibility strategy will be a fundamental part of the car park review and any future public realm development and enhancement plans.



Making it easier for everyone to move around
and explore Bromsgrove Town Centre.

Accessibility Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Bromsgrove town centre car park, access and servicing review			
A consultant will be commissioned to undertake an in-depth review of the car parking arrangements in Bromsgrove town centre. The study will include some transport modelling with regards to congestion and access, on-street parking, private parking and how ongoing investment and development will impact on our car parking provision. There will also be wide reaching consultation with businesses, customers and key partners.	✓		
The car park review working group will consider the consultancy findings and produce a recommendations report to be presented to Council, partners and businesses. This will form the basis of a car park strategy for the town centre.		✓	
Signage and waymarking			
As part of the public realm plans we will develop a clear strategy for signage, including digital signage and waymarking in the town centre. This will include the decluttering of old and redundant signage and street furniture. New signage and information points will be of a consistent high quality and design. Key information points and clear signage will make it easy for people to get where they want to be and explore the town.	✓	✓	
Cycling routes			
Bromsgrove sits on the National cycle route network and Route 5 passes through the town centre. We will consider where cycle routes can be created and existing ones maintained and marketed to encourage cycling into the town centre, promoting a healthy lifestyle and reducing the number of cars accessing the town centre.		✓	✓
Public transport			
Receive data from public transport providers and partnerships to monitor services and accessibility to the town centre to support customers and businesses.		✓	
Bromsgrove Rail Station			
A key element of the Bromsgrove District Plan (BDP) is that the Rail Station is comprehensively linked to the town centre. The BDP will play a key role in promoting schemes to strengthen the relationship and accessibility of the rail station and town centre.		✓	✓
Access for all strategy			
We will work with and consult all sectors of the community including the Engagement and Equalities Partnership (Bromsgrove) to ensure all developments and improvements promote and provide access for all.	✓		✓

Safety and Security

Historically the Bromsgrove town centre night time economy has not enjoyed a positive reputation and attracted negative press. A key priority of the Bromsgrove Centres Strategy is to support and enhance the night time economy offer.

The Bromsgrove town night time economy comprises of restaurants, bistro, bars, pubs, and performance and entertainment venues, including the Artrix Arts Centre which bring life and vitality to the town centre during the evening and into the night.

It is important that the strategy sets out ways in which the evening and night time economy can be strengthened and extends its appeal to a broad range of customers.

The relationship between the night-time and retail economy will be strengthened by improved communication and initiatives that provide all businesses with the confidence and assurance that it is safe and economically viable to do business in Bromsgrove town centre.

Through intelligent and pro-active interventions we can ensure that the town centre can move from the day-time to the night-time economy in a seamless transition to encourage visitors to stay in the town.

Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Bromsgrove Town Centre Management Task Group			
Establish a key partnership that brings together key decision makers including West Mercia Police, Worcestershire Regulatory Services, CCTV, Licensing and Community Safety to implement initiatives to tackle crime and positively promote the town centre. Established in 2016.	✓	✓	✓
Best Bar None Bromsgrove Scheme			
Best Bar None is a National Award scheme supported by the Home Office and the drinks industry which is aimed primarily at promoting responsible management and operation of alcohol licensed premises and has been adopted by over 75 towns and cities across the UK.			
The Scheme will reward venues that gain 100% of the essential criteria with their accreditation and a plaque to display in their venue. Each year there will be an Awards event to acknowledge best practise and outstanding achievements.	✓	✓	✓
The Best Bar None Bromsgrove scheme will provide a clear visual indication to customers that the venue is well run, safe and committed to reducing night-time economy related crime and anti-social behaviour.			

Safety and Security

Projects continued

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Bromsgrove Town Centre Pubwatch Scheme			
<p>The Bromsgrove Town Centre Pubwatch is a well-established forum with a strong membership. The scheme operates a Banned from One Banned from All policy to deter and address crime and anti-social behaviour in town centre venues.</p> <p>This strategy will continue to support the Pubwatch scheme to promote a safe, responsible and vibrant night-time economy.</p>	✓	✓	✓
Bromsgrove Radio Link Scheme			
<p>Bromsgrove town centre currently operates an analogue radio link system with around 30 members. The system is not used to its full potential and does not gather any data around use or store voice recordings for the use in criminal charges. The system is managed by a third party and does not generate an income.</p> <p>The town centre radio link scheme will be upgraded to a digital system to improve and strengthen the sharing of intelligence and reporting crime to the Police with support from CCTV. The new system will produce data on use, assist in identifying prolific and repeat offenders and have the potential to be extended to other centres.</p>	✓	✓	✓
Taxi Review			
<p>During the day taxis are concentrated around the bus centre and the taxi rank is well served. The taxi provision to support the night-time economy is not as well served and a taxi review in partnership with Worcestershire Regulatory Services and taxi driver representatives will be undertaken.</p> <p>The review will take in views from customers, venues and taxi service representatives. This will include the potential for additional taxi ranks, improved signage and a taxi marshal scheme.</p> <p>The review findings will be considered by the Bromsgrove Town Centre Management Team and a recommendations report produced.</p>	✓	✓	
Taxi Marshal Scheme			
<p>Taxi ranks late at night can be trouble hotspots. A taxi marshal scheme can assist in alleviating this problem. Taxi Marshals are professionally trained and highly visible uniformed teams who encourage people to form an orderly queue and wait patiently for their taxi, eliminating potential flashpoints and moving people quickly and efficiently out of the town centre. (Continued on page 18)</p>	✓	✓	✓



" It feels we are on the cusp of a great change and if you are in at the beginning then you will benefit by the changes the most and it's crucial to get involved and help mould them! "

**57 Monkeys Club & Bar,
Bromsgrove Town Centre 17**

Safety and Security Projects continued

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Taxi Marshall Scheme continued			
The Taxi Marshall scheme will operate 2-3 nights a week with Friday and Saturday evening being the priority. The scheme will also help to address any issues regarding unregistered vehicles plying for trade and improve actual and perceived public safety.	✓	✓	✓
Bromsgrove Street Pastors Scheme			
Bromsgrove Street Pastors operate from their night base at Bromsgrove Baptist Church and offer a Christian response to the needs in local communities caused by crime, antisocial behaviour and vulnerability of those that have visited the town's bars and clubs.			
The Street Pastors are a group of volunteers who carry out their work on a Friday night from 10pm-4am, Bank Holiday Sundays, Christmas Eve and New Year's Eve. The Bromsgrove Street Pastors provide an invaluable service for Bromsgrove town centre and have the full support of the Bromsgrove Town Centre Management Group.	✓	✓	✓
The strategy will continue to support the Street Pastors scheme as an integral part of the town's commitment to the welfare and care of our customers.			
Business Training			
An integral part to the Best Bar None Bromsgrove Scheme and Radio Link Scheme is the ongoing training and support for businesses. Bespoke training packages will be developed for our venues to include conflict management and counter terrorism training in partnership with West Mercia Police.	✓	✓	✓
Exclusion Scheme			
A key priority for the strategy is to reduce the incidents of shoplifting in the town centre. Promoting and supporting the use of on-line reporting platforms and exclusion schemes initiatives will be introduced to deter and exclude prolific and repeat offenders in both the retail and night-time economy sectors.	✓	✓	✓

Everyone has a safe and happy experience
in our venues.

Marketing and Promotion

Bromsgrove town centre is already a focus for many activities, promotions and events. However the town centre lacks a particularly strong image and brand. Without a central “portal” to access information about Bromsgrove town centre, a mix of social media sites, websites and brands have been established and can create a confusing picture as to what the town centre vision is.

We will create an instantly recognisable Bromsgrove town centre brand to be used in all projects and marketing campaigns. The branding will celebrate the culture, heritage, and leisure, independent and commercial offer. This will enable us to plan strategic and powerful marketing campaigns that can be delivered consistently over the next three years.

We need to build a presence by making the best use of social media to reach customers within Bromsgrove and further afield. There is also a requirement to market the town centre to private sector investors as a place to do business. We will also encourage creative entrepreneurship and innovative design to bring a new and exciting dimension to the town centre marketing.

We will further invest in current events and themed markets to make them bigger and better and introduce new ones to ensure our programme of events is fresh and on trend.

We will also utilise the entire town centre for events to ensure all businesses feel involved and gain a return from additional visitor numbers.

Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Branding and Marketing			
A planned and co-ordinated strategy for the marketing and promotion of projects, events and plans is critical for Bromsgrove. By creating one identifiable brand under which to market all events and promotions will give campaigns continuity and a market presence. Better Bromsgrove will be the branding established which will include the launch of a central website. #BetterBromsgrove will be adopted as our social media branding.	✓		
Tourism			
Tourism is a competitive and dynamic industry that requires the town centre to adapt to customers changing needs with customer satisfaction and enjoyment being the key focus. We need to identify and determine our tourism offer to promote Bromsgrove town centre as a destination.	✓	✓	

Marketing and Promotion

Projects continued

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Events			
The creative sector has an important role to play in the design and delivery of events in Bromsgrove and this partnership will be strengthened over the life of the strategy. Building on the existing offer we will develop a minimum of three large scale events and markets each year. These will be our anchor events to build and expand year-on-year.	✓	✓	✓
Free Wi-Fi			
Harness Wi-Fi technology to communicate discounts and learn about the visitor journey with the ability to measure and monitor visitor numbers.		✓	✓
Better Bromsgrove Website			
A dedicated Bromsgrove District website that will be a springboard to promote all centres and businesses.	✓		

Establish a distinct brand and marketing approach that will carve a path directly to information and promotions.

Better Bromsgrove Together			
A magazine published at least twice a year to promote events, share information and updates; circulated to over 40,000 households it offers a low cost advertising opportunity for all centres and their businesses.	✓	✓	✓
Social Media Training			
Social media training aimed predominantly at independent businesses to help raise their profile, increase the audience and trading.	✓	✓	✓
Shop Local and Independents Campaigns			
We will take part in National campaigns and develop more localised initiatives to promote shop local and Love Your Market.	✓	✓	✓

Everyone knows what is here, what's on and are rewarded for their loyalty.

Better Bromsgrove Together 2017

Summer



www.betterbromsgrove.com



**Better
Bromsgrove
Summer!**

North
Worcestershire
edR
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**Bromsgrove
District Council**
www.bromsgrove.gov.uk

Markets

Good quality and vibrant markets provide competition and choice for consumers. A busy and well-used on street market can be a good indicator of the vitality of the town centre. The market should provide a platform for local enterprises to start, blossom and grow, adding to the sustainable mix of shops and services in Bromsgrove town centre.

To complement the outdoor market and provide a new diversity to the town centre themed markets, food festivals and niche markets will be piloted to inject energy and colour into the town centre.

We have the opportunity to build on our cultural mix in Bromsgrove to build a unique offer and tap into the potential for the local community to become involved in shaping and delivering themed markets and festivals.

Here in Bromsgrove we have a track record of delivering successful and popular events such as the Street Theatre and Bromsgrove Festival. We will further invest in local events and introduce new and exciting events for great days out for all the family and young people.

Bromsgrove town centre will use road closures to support events across the town and promote the town as a key venue to stage large scale, big splash events.

Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Love Your Market			
The Love Your Market campaign run by NABMA is a national two-week campaign that takes place annually in May. In 2017 over 3000 markets participated in the scheme. In 2018 Bromsgrove town centre will launch the Love Your Market Bromsgrove campaign to promote the diverse offer of our outdoor and themed markets.		✓	✓
Bromsgrove Artisan Market			
A market that offers an eclectic mix of street food, goods, music and arts, celebrating all that is local, ethical and original.		✓	✓
Bromsgrove Food Festival			
Building on the success of the 2017 Bromsgrove Food & Drink Festival the market will be held each year in the summer to further build and increase visitor numbers to the town centre on a Sunday.	✓	✓	✓
Bromsgrove Christmas Festival			
To complement the popular Christmas Light Switch On event a Christmas festival event will be held including a Christmas themed market.	✓	✓	✓

The introduction of new and innovative events will showcase the town centre and celebrate our strong community spirit.

Markets

Projects continued

Bromsgrove Lantern Parade

The final event of the year will be a lantern parade on the High Street. 20' illuminated figures and puppets will lead the procession accompanied by musicians making for an up-beat and celebratory event.

Lantern making workshops will be held in community settings and schools encouraging visitors to bring their lanterns and create a true spectacle involving the whole community.

Year 1 17/18	Year 2 18/19	Year 3 19/20
✓	✓	✓

" We are a longstanding business that has a market stall in Bromsgrove town centre on Tuesdays and Fridays. As the only fresh fishmonger in the town centre we are proud of our top end quality and friendly service. We get on great with the customers and always have a laugh. Our loyal customers keep coming back for more."

Owens Fish Wholesale & Retail, Bromsgrove Town Centre



Business Support

Bromsgrove town centre has many advantages as a place to start up and grow a business. With its excellent location and demographics Bromsgrove District is one of the highest areas in the country for attracting new independent entrepreneur's business start-ups.

It is important that the town centre plan recognises the need for young thriving businesses to receive a wide menu of business support including marketing and promotion, grants and where to easily access information and help.

North Worcestershire Economic Development and Regeneration (NWedR) look after and support businesses of all ages and stages across North Worcestershire with everything from grants to finding premises. Bromsgrove District Council is also a founding member of the Local Economic Partnerships for both Greater Birmingham & Solihull and for Worcestershire, giving it a unique position to shape regional economic development strategies in the area.

The strong partnership between NWedR, Bromsgrove District Council and the Bromsgrove Centres Manager has established a clear route by which businesses can access information promptly to support the ongoing success of their business.

Partners will also work closely with local organisations and groups to develop a menu of business support for centres businesses including affordable bespoke training packages.

Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
NWedR			
North Worcestershire Economic Development & Regeneration has a proven track record of promoting and delivering grant schemes and support to businesses. We will pro-actively advise businesses of funding opportunities and training schemes.	✓	✓	✓
Signpost			
Many voluntary sector and not-for-profit organisations deliver valuable grass root training and business support programmes, especially for smaller businesses. We will work with organisations to promote and signpost their offer.	✓	✓	✓

Independent businesses are the trend setters
and creative entrepreneurs of our centres.



" We are proud to be an independent with three businesses in Bromsgrove. It remains a privilege to serve the community. Partnering with the Borough is essential for long term stability and sustained growth. To have a vision for the future is essential."

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Public Realm

The public realm comprises of the gateways, streets, walkways and open spaces within the town centre. The public realm can be the first impression a visitor experiences and influences the enjoyment of the visitor experience. It creates a sense of place and identity and offers an attractive setting for a variety of activities whether it is sitting in the sunshine enjoying a coffee, attending events and markets or simply passing through.

Tourism, culture and the arts can make a significant contribution to the town centre and are key components of the economic prosperity of Bromsgrove. The involvement of artists and the creative sector from the outset of the design of any proposal, in the creation of both place and space, can transform the identity and quality of the design, broker new community engagement initiatives and support the importance of the creative industries.

By achieving enhanced connectivity with the Artrix Arts Centre and the town centre we can raise the profile of the creative sector and provide opportunities for local artists and creative practitioners to be involved in creating distinct spaces that develop links and synergy across the town centre.

Heritage and arts trails for example can be used to interpret the heritage of Bromsgrove town centre including notable buildings. We cannot underestimate the importance of our public realm in creating a character and positive image for Bromsgrove town centre.

Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Bromsgrove Town Centre Public Realm Feasibility Study			
Mill Lane, Church Street, The Strand, Chapel Street, Worcester Road and New Road are key locations within the town centre where investment in the public realm is prioritised. The feasibility study will explore public realm improvement options for each area, designs and costs.	✓	✓	✓
Declutter			
Adopt a co-ordinated approach to the design of the public realm in Bromsgrove town centre to address the mix of materials, street furniture and planting schemes. Redundant and poor quality signage will be removed and consideration given to new technologies including digital signage.	✓	✓	✓
Design quality			
Adopt a co-ordinated palette of street furniture and design to create a welcoming first impression.	✓	✓	✓

Public Realm Projects continued

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Gateways			
Gateways should be attractive and of high quality, drawing the visitor in and around the town centre. They will be easily defined and strengthen links to cycling routes and public transport. New signage and interpretation will be introduced to make visitors aware of what Bromsgrove centre has to offer.	✓	✓	✓
Biodiversity			
Will be a priority where practicable and achievable to maintain and restore the character of the town centre. Spadesbourne Brook will be promoted as an asset to be improved and protected as a unique feature of the town centre.		✓	✓
Bromsgrove in Bloom			
The Heart of England in Bloom campaigns are transforming communities, making them greener and instilling a sense of local pride. The public realm improvements will form the basis of a Bromsgrove in Bloom campaign.		✓	✓
Pop Up Space			
With the economic climate remaining uncertain landlords and property owners are re-thinking their approach to finding tenants for vacant properties. We will work with landlords and commercial agents to promote "pop up" shops enabling businesses to try out their ideas without a long-term lease commitment.	✓	✓	✓
Enforcement			
Use the appropriate enforcement action to tackle long standing issues and offences which detract from the attractiveness and cleanliness of the town centre including derelict buildings and littering.	✓	✓	✓
Business Waste Management and Recycling			
Monitor and review business waste management arrangements in the town centre.	✓	✓	✓

We will create a simple, unfussy, yet creative
and colourful public realm.

Historic Environment and Heritage

The protection of the town's heritage is a key component of the plan and statutory protection is afforded to all heritage assets within the town centre. The established street pattern of many parts of the town centre contribute significantly to the character and identity of Bromsgrove which in turn enhances the attractiveness of the town centre for visitors, tourists, existing residents and workers.

In order to protect heritage assets the town centre management structure will support the refurbishment and reuse of listed buildings and enhancement to the public realm to make the most of our strong historical features. Bromsgrove town centre also boasts unique areas that are connected to the main High Street, in particular Worcester Road. We will seek to create a strong identity and brand that will draw visitors to the areas of strong historical and heritage interest.

The Bromsgrove Townscape Heritage Initiative was set up in 2012 and jointly funded by the Heritage Lottery Fund (HLF), Worcestershire County Council and Bromsgrove District Council. The scheme has improved and restored a number of historical buildings in the town centre and vastly improved the public realm on the High Street which celebrates the town's distinctive offer and brings a new vitality to the High Street.

We intend to build on this success and investment to protect and enhance our historical assets and celebrate this medieval market town.

Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Planning			
Support the development of partnerships with local businesses to share information and consult on planning applications.	✓	✓	✓
National Lottery Townscape Heritage Initiative			
Promote the THI initiative to eligible businesses that have not accessed the grant support.	✓		
Interpretation			
As part of the public realm improvements and marketing of the area consider the installation of historical information interpretation in paved areas and as mobile apps to celebrate the town's rich history and heritage.	✓	✓	✓
Local historical societies and community groups			
Support and ensure the involvement of local historical societies and groups in projects and initiatives.	✓	✓	✓
Interactive Heritage Trail			
Inclusion of an interactive heritage trail and guided walks using traditional signage, information and new technologies to bring history "alive".		✓	✓

Agenda Item 4

" Having being brought up in Bromsgrove it was my first choice to continue the business here. We have completed a full refurbishment with the assistance of grant funding and we feel Bromsgrove town is now going places! "

**Phoenix Flooring & Bedrooms,
Bromsgrove Town Centre**



Protect and celebrate our heritage assets and history
whilst delivering high quality urban design.

The Future

Bromsgrove BID (2019/2020)

We can consider the potential to undertake a feasibility for a Bromsgrove town centre Business Improvement District in year 3 to provide a 5-year plan and financial sustainability in the town centre.

Business Improvement Districts are an arrangement whereby businesses in Bromsgrove town centre could come together and decide which improvements they feel could be made in Bromsgrove town centre and how they will implement the improvements and the cost.

BIDs are financed and controlled by the businesses within the selected boundary area. BIDs can run for a maximum of five years and during this time they must be able to show they are benefiting the businesses which pay the levy and fund the business plan. After this five year period businesses are balloted on whether they wish to continue with a subsequent five year period.

There are more than 200 BIDs operating all over the UK. Businesses within BIDs boast increases in footfall and trading figures, more inward investment and communication between businesses and the Local Authority. After their first term nine out of ten BIDs continue after a re-ballot with a higher turnout and a stronger mandate.

For a BID ballot to be successful two conditions must be met

- More than 50% of businesses must vote in favour of the BID
- Those businesses that vote in favour must represent more than 50% of the total rateable value of all votes cast

Why should businesses support a BID?

BIDs have the proven ability and track record of increasing visitors and footfall to an area, reduce premiums and improve the business environment. As they run for 5 years it gives businesses and Bromsgrove town centre the opportunity to plan ahead and deliver innovative projects and target investment.

BIDs have a proven track record of improving towns and putting control in the hands of businesses.



Rubery Village

Rubery is split between the Bromsgrove District of Worcestershire and Birmingham itself. The main arterial route to the South West the A38 leads from Birmingham city centre through Rubery, Bromsgrove and Worcester.

Rubery Village is a traditional local centre which has the presence of key national retailers alongside a strong and diverse mix of independent businesses. More recently Rubery Village has seen a number of businesses undertaking refurbishments and new fledgling businesses taking their first steps.

The challenges for Rubery Village is the lack of large scale floorspace to attract national retailers or mixed use development and the proximity of the Longbridge development and Great Park which has a strong leisure offer.

The public realm in Rubery Village is generally poor and as most business frontages are privately owned it is difficult to manage. An early priority identified as a catalyst to strengthen business confidence, attract new outlets and create local pride is a public realm enhancement scheme.

In partnership with NWedR, Bromsgrove District Council, Worcestershire County Council over £100,000 of investment has been secured to undertake a "declutter" of street furniture and signage including bollards, bins, benches, planters and display boards. Lighting columns will be refurbished and LED lighting installed.

The plan also aspires to bring back green areas with vibrant and attractive planting. We are confident that this substantial investment will be a vote of confidence and a trigger for businesses to improve and transform their frontages.

" I started the business in 2015 and haven't looked back! We are more than a tea room and play a large role in the local community. We have launched our own charity - Polly's Precious Moments to support terminally ill people and their families and offer a very warm welcome to visitors old and new "

**32 Polly Put The Kettle On,
Rubery Village**



Rubery Village Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Rubery Village Environmental Enhancement Scheme 2017/18			
Implement a £100,000 public realm environmental enhancement and “declutter” scheme to improve the overall appearance of Rubery Village.	✓	✓	
Car parking Review			
Review the car parking arrangements in Rubery Village.		✓	
Radio Link Scheme			
Introduce a new digital radio link scheme to improve business-to-business communication and the sharing of information to reduce crime and anti-social behaviour.		✓	
Business Support			
Businesses have a clear and efficient pathway to business and grant support.	✓	✓	✓
Rubery Village Business Association			
Support the RVBA to widen their remit and membership to strengthen business communication.	✓	✓	✓
Events			
In partnership with the RVBA, local community groups and businesses develop the events offer.	✓	✓	✓
Rubery in Bloom			
Support and promote the aims of Rubery in Bloom.	✓	✓	✓
Better Bromsgrove Website			
Rubery Village page on the Better Bromsgrove website and link to the Rubery Community Website to promote community initiatives and events.	✓	✓	✓

Public realm improvements will be a catalyst to revive local pride and reward local loyalty.

Barnt Green Village

Barnt Green Village retains a true rural feel surrounded by green belt land and the Lickey Hills Country Park. A linear village it offers high-end quality outlets, key services, primary school, social club, pub, and park and railway station.

Strong business confidence and demand in the Village is evident by the lack of empty retail premises, well established businesses, and quick turnaround of void properties and relocation of existing businesses to larger units.

The public realm is generally of good quality with planters and hanging baskets being provided by Barnt Green Village Parish Council and maintained by businesses and volunteers.

A key strength of the Village is the Barnt Green Railway Station. The Cross City Line Redditch to Lichfield and the Birmingham to Worcester via Bromsgrove Line offer opportunities to further promote the Village as a destination for its local offer in combination with a "Barnt Green Day Out" theme with popular local walking routes.

The key priorities identified in Barnt Green Village are marketing and promotion including events and car parking arrangements.



" We are a mother and daughter owned business of 20 years and with Elizabeth make a great team. We offer that personal touch for weddings and other special occasions and with free local delivery it pays to shop local. "

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Barnt Green Village Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Car Parking Review			
Support Barnt Green Parish Council review of car parking arrangements and assist with business participation.	✓	✓	
Marketing and Promotion			
Develop a marketing and promotion plan for the Village.	✓		
Events			
Develop a calendar of events to include the Christmas Light Switch On and "Barnt Green Buskers" event.	✓	✓	✓
Whatsapp'ning			
Launch a business-to-business WhatsApp group to strengthen communication between businesses and partners.	✓		
Public Realm			
We will develop a public realm plan to further improve the overall appearance of the Village.		✓	
Barnt Green Village Team			
Establishment of a Barnt Green Village Team to work in partnership with Barnt Green Parish Council and Bromsgrove District Council to develop and deliver projects.	✓		
Business Support			
Training businesses in the use of social media to expand their marketing and performance.	✓	✓	✓

We will support Barnt Green to promote its unique Village identity and location to reconnect with the local community.

Hagley Village

The village lies at the foot of the Clent Hills, and is served by its own railway station on the Kidderminster to Birmingham line.

Hagley Village is a centre that offers a wide range of independents. A strong community spirit and local pride is evident through the quality of public realm and presentation of shop frontages and window displays. There are very few empty units and those that do become available are occupied quickly.

Investment confidence is demonstrated by the refurbishment of the Co-op supermarket and Bathams opening a public house in the centre of the Village. The village is also served by key services, community centre, Church, Library and benefits from playing fields that host a variety of events.

The commitment of local businesses to the ongoing success and economic viability of the Village is clear and a Hagley Village "team" has been established to take forward projects and raise the profile of the centre.



"When the best placed gift shop came up for sale I jumped in - right at the deep end! Lily Blue is going on the road and expanding our chocolate offer, 2018 will be a busy year."

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Hagley Village Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Car parking Review		✓	
Support Hagley Village Parish Council review of car parking arrangements in Hagley Village centre and assist with business participation in consultation exercises.		✓	
Marketing and Promotion	✓		
Develop a marketing and promotion plan for Hagley Village under the Better Bromsgrove branding for a co-ordinated and coherent approach.	✓		
Events	✓	✓	✓
Develop a calendar of events including the Christmas Light Switch On event.	✓	✓	✓
Themed Markets		✓	✓
Develop the market offer in Hagley Village making use of the green open space.		✓	✓
Communication	✓		
Launch a business-to-business communication scheme to exchange information.	✓		
Public Realm		✓	
We will develop a public realm plan to further improve the overall appearance of the Village.		✓	
Business Support	✓	✓	✓
Social media training for independent businesses to help them improve their online presence and increase trade.	✓	✓	✓
Best Bar None		✓	
Extend the Best Bar None Scheme Bromsgrove into Hagley Village.		✓	

By harnessing the strong business community spirit in Hagley Village we can develop and promote its eclectic mix of shops and venues.

Alvechurch Village

Alvechurch Village Centre is a designated Conservation Area and host to a number of listed buildings originating from the 15th century. The Village benefits from good transport links including the north/south A441 and the east/west M42, by rail the Redditch/Lichfield cross-city service, and the Worcester Birmingham canal.

Alvechurch Village has a cluster of businesses with a strong local offer including the award winning E.J. Crow & Son butchers, fresh produce, chip shop, cafe including a community run youth cafe, pubs, Parish Council offices and complementary services.

Alvechurch Village has a strong historical identity and the square lends itself to the development of events and projects that reflect the areas heritage and celebrates the community spirit of the Village.



" This has been a barber shop for over 80 years and I've been here for 26 years. I love being in Alvechurch and the local people are great. I am a barber to generations of families and the business is very close to my heart. This is why supporting your local businesses is so important. "

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Alvechurch Village Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Business Survey			
Undertake a business survey to establish the priorities and aspirations of the Alvechurch Village business sector.	✓		
Alvechurch Village Team			
Establish an Alvechurch Team in partnership with Alvechurch Parish Council to strengthen the communication and relationship with local businesses.	✓	✓	
Marketing and Promotion			
Develop a marketing and promotion plan for Alvechurch Village under the Better Bromsgrove branding for a co-ordinated and coherent approach.	✓	✓	
Events			
Develop a calendar of events including a Christmas Light Switch On event in the square.	✓	✓	
Public Realm			
Improvement of the public realm to include car parking and access.	✓	✓	
Business Support			
We will support the aims of the Alvechurch Neighbourhood Plan aims to provide and signpost to business support.	✓	✓	

Outdoor events and targeted marketing will bring a new energy to the Village Centre whilst protecting and celebrating its unique characteristics.

Catshill

With nearby access to the M5 and M42 motorways, Catshill is within commuting distance by car to both Worcester and Birmingham and as a result the population of the village has grown in recent years.

The local community is served by Catshill Centre, a parade of shops and services nestled in the community with a very local offer. Nationals such as Spar and Co-op have a presence, however the parade is predominantly independents and mainly fast food outlets, fresh produce, a chemist and tattoo business.

There are no vacant premises within the parade of shops and businesses appear to be well established. However, the public realm in and around the parade is poor with no apparent planting theme, overgrown and dense vegetation, weeded paved areas and a lack of colour.

Many of the shop frontages are privately owned and offer an opportunity to engage the businesses in a public realm plan to improve the overall appearance of the Centre. The Village Hall sits opposite the shops and is widely used by the local community and voluntary groups. Again this offers an opportunity for businesses to develop new events and establish a relationship with the local community and visitors.

With its rich history and heritage and local appeal Catshill centre is well placed to strengthen its appeal and appearance to ensure the long-term sustainability of the area.

Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Marketing and Promotion			
Develop a marketing and promotion plan for Catshill under the Better Bromsgrove branding for a co-ordinated and coherent approach.	✓		
Events			
Develop a calendar of events including themed markets and annual events including a Christmas themed event.	✓		
Public Realm			
We will develop a public realm plan to further improve the overall appearance of the Catshill centre including the opportunities to improve shop frontages.	✓	✓	✓



" I grew up and raised my family in Catshill. That's why I opened my business here; I like feeling at home and part of the local community. Tattoo Art is our next new business venture - we are fully behind plans to improve Catshill centre! "



" We are a local and small family business that has been serving the community for 16 years. We've been moving the same families for over 10 years through different stages of their life. We don't sell houses, we sell homes. "

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Wythall

Wythall is situated in the north east corner of Worcestershire within the District of Bromsgrove and the County of Worcestershire. The village shares borders with Solihull and Birmingham with a population of over 12,000.

Wythall Parish Council produces a twice-yearly newsletter which is informative and promotes a wide range of community initiatives and achievements indicating a strong local pride and community spirit.

Drakes Cross is considered the Wythall "centre" and offers a very local service to the community with a healthy mix of retail and services.

Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
Business Survey			
Undertake a business survey of Wythall Centre to determine priorities and projects.	✓		
Bromsgrove Centres Manager			
To be a point of contact for businesses and Wythall Parish Council.	✓	✓	✓
Better Bromsgrove Together			
Offer free promotion to Wythall community events and promote business advertising opportunities in the magazine.	✓	✓	✓
Business Support			
Businesses have a clear and efficient pathway to business and grant support.	✓	✓	✓

Drakes Cross as the Wythall Centre has a true sense of belonging and a strong local offer.

Key Performance Indicators

KPI	Frequency	Responsibility
Population Demographics Customer survey in the Bromsgrove District Centres and on-line household survey to determine the demographic use of the centres. By surveying we can draw conclusions on the characteristics of the population visiting our centres.	Annually	Bromsgrove Centres Manager
Regeneration and Development Measure the number of retail and housing planning applications granted in our centres including edge-of-town and out-of-town applications.	Quarterly	NWedR Bromsgrove District Council
Measure the number of successful developments achieved year-on-year.	Quarterly	NWedR Bromsgrove District Council
Vacant and Derelict Properties & Sites Visual survey will be made of all the vacant properties and derelict sites in each of the centres. The survey will include data on the length of time the property/site has been vacant. Properties and sites will be categorised by their class to determine any areas with greatest issues or challenges to occupation.	Quarterly	Bromsgrove District Council Healthcheck NWedR
Rental Values Review the rental value of properties in each of the centres. This can demonstrate the demand for property in the centres	Annually	Bromsgrove Centres Manager Commercial Agents
Car Park use and Revenue Income The use and revenue yield of off-street paid Bromsgrove District Council owned car parks.	Quarterly	Bromsgrove District Council
Public Transport Use of alternative modes of transport in Bromsgrove town centre.	Quarterly	Worcestershire County Council Transport Operators

KPI	Frequency	Responsibility
Safety and Security Collection and analysis of crime and anti-social behaviour statistics for each of the centres. It is important to consider the changing ways in which the Police Authority record actual crime when making comparisons year-on-year.	6-weekly	West Mercia Police Safer Bromsgrove Partnership
Number of venues gaining the Best Bar None accreditation year-on-year.	Quarterly	Best Bar None Steering Group
Leisure, Culture & Tourism Ticket sales, visitor numbers, events held etc. for Bromsgrove District Council owned venues and facilities.	Quarterly	Bromsgrove District Council
Residential Properties Percentage of residential properties in Bromsgrove town centre including date on Council Tax bands.	Annually	Bromsgrove District Council
Visual Appearance Built into customer and residential surveys.	Annually	Bromsgrove Centres Manager
Visual surveys with Bromsgrove District Council Place Team & Bromsgrove Centres Manager.	Bi-monthly	BDC Place Team Bromsgrove Centres Manager
Visitor Numbers & Events Visual estimate of visitor numbers including a sample survey of businesses regarding performance and takings.	At each event	Event Organiser
Social Media Likes, follows and shares on social media sites.	Monthly	Bromsgrove & Redditch Communications Team
Business Survey Business survey of all centres.	Annually	Bromsgrove Centres Manager Bromsgrove BDC Parish Council
Bromsgrove Town Centre Database Categorised by class to determine sector representation and gaps in retail offer.	Quarterly	Bromsgrove Centres Manager
Bromsgrove Markets Occupancy rates, quality, offer and management of markets provision.	Quarterly	CJ Events Warwickshire Limited



" We are so much more than a venue offering a great place to eat & drink, free access computers, local food and family friendly atmosphere and events. In the evening its turned over to the Communities Together (ACT) youth project. With the help of fundraisers and our supporters our future looks bright! "

**With thanks to Ed Moss Photography and
Grace Kemp - Queen of Hearts Photography**

Contact:

Cheryl Welsh
Bromsgrove Centres Manager
NWedR

E: cheryl.welsh@nwedr.org.uk

M: 07977 207718

www.betterbromsgrove.com



**Better
Bromsgrove**



Bromsgrove
District Council

www.bromsgrove.gov.uk

OVERVIEW & SCRUTINY BOARD – 30th October 2017

BRIEFING PAPER – HOSPITAL CAR PARKING CHARGES

The Overview and Scrutiny Board have been requested to investigate Hospital Car Parking charges. This followed a notice of motion put forward by Councillor P. M. McDonald at the Council meeting held on 19th July 2017, as follows:

“This Council calls upon all local hospitals to stop charging for parking, that in reality is financially punishing people for receiving treatment or visiting loved ones”

Following discussion at the Council meeting it was agreed that the item would be referred to the Overview and Scrutiny Board for further consideration.

The Board considered the referral at its meeting held on 22nd August 2017. During consideration of the item a number of Members who had recently visited hospitals in the county noted that signs were on display in the car parks and these clearly advised patients and visitors that, after covering the costs of maintaining the car parks, any revenue would be reinvested in hospital services.

Members discussed the subject of hospital car parking charges in further detail and noted that it would be helpful to obtain further information about the charges in place for parking at the hospitals in Worcestershire. This investigation could take into account any concessions that were available and the methods used to advertise these concessions to eligible patients and their visitors.

This briefing paper sets out the additional information requested at that meeting in order for Members to discuss what, if any, further action they wish to take on the matter.

1. Car Parking Details (Information Obtained from the WAHT Website on Monday 30th January 2017)

The Trust operates both a 'pay on foot' and a 'pay and display' car park charging system. The 'pay on foot' payment system means that you will be given a ticket at the barrier as you enter the car park. When you leave the hospital please use one of the pay machines to pay the charge and have the ticket validated. Pay machines are situated outside the main entrance and inside main reception.

The pay and display machines are located at road side spaces and smaller car parking areas that are not barrier controlled. The pay and display pay stations only accept the following coins: £1, 50p, 20p and 10p. Please obtain a ticket before you leave your car and ensure that it is clearly displayed on you dash board or window.

Please note that these machines do not give change.

We have introduced a new 'one hour' car park rate as a response to patients and visitors who told us that their visits are often for no longer than an hour and they would like the option of a reduced fee.

- Up to one hour: £2.50
- 1-2 hours: £3.70
- 2-4 hours: £4.50
- 4-6 hours: £6.00
- 6-24 hours: £7.50

Pick-up/Drop Off

There are several drop off spaces available for 20 minute drop offs outside the main entrances. Please ensure you do not overstay the time limit as you may be subject to penalties.

Car parking concessions

Reduced car park fees are available for patients and close relatives in certain circumstances which may require regular or long term visits.

Parking for Disabled Patients and Visitors

There are designated spaces near main visitor entrance to the car park, head towards the corner nearest the main entrance of the hospital. Please note standard parking charges apply, concessions are available, see above.

Car parking concessions

If you are visiting an immediate relative who is a long-stay patient or you are a patient receiving regular treatment, you may be eligible for a reduced-fee parking pass.

Please speak to the nurse in charge of the ward/department for more information and an application form

Concessions are available in the following areas:

- Terminally ill
- Cardiac Exercise
- Coronary Care Unit (CCU)
- Intensive Therapy Unit / Critical Care Unit (ITU)
- Oncology
- Paediatrics
- Bereavement
- Renal unit
- Long stay

Appendix A provides a copy of the concessionary parking policy.

2. Car Parking – Comparative Data

The charges have been detailed below together with the cost of parking at other health authorities in the region in order to provide a comparison for Members consideration.

Worcestershire Acute Hospitals Trust

Time	Cost
Up to 1 hour	£2.50
1 – 2 hours	£3.70
2 – 4 hours	£4.50
4 – 6 hours	£6.00
6 – 24 hours	£7.50

Wye Valley NHS Trust

Time	Cost
10 mins	Free
Up to 1 hour	£3.00
Up to 2 hours	£5.00
Up to 3 hours	£6.00
Up to 4 hours	£7.00
Up to 5 hours	£8.00
Up to 9 hours	£12.00
Up to 24 hours	£15.00

Royal Stoke University Hospitals North Midlands NHS Trust

Time	Cost
Up to 1 hour	£1.70
1 – 2 hours	£2.80
2 – 3 hours	£3.80
3 – 4 hours	£5.50
4 – 8 hours	£6.50
8 – 24 hours	£8.60

Blue Badge holders pay normal charges.

Concession scheme in place for specific patients (weekly ticket for £10.00)

University Hospital Coventry and Warwickshire NHS Trust

Time	Cost
0 – 10 mins	Free
Up to 1 hour	£2.50
Up to 2 hours	£3.40
Up to 3 hours	£4.10
Up to 4 hours	£4.90
Up to 5 hours	£6.40
7 – 24 hours	£9.20

Concession scheme in place for specific patients.

South Warwickshire NHS Foundation Trust

Time	Cost
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First 30 mins	Free
0 – 1 hour	£2.60
1 – 2 hours	£3.10
2 – 4 hours	£4.70
4 – 6 hours	£7.30
6 – 24 hours	£9.60
Weekly Ticket	£15.60

Blue badge holders pay normal charges.

3. Visitors to Worcestershire hospitals paid more than £2.5 million in car parking charges

The following article extract appears in the 30th December 2016 Worcester Advertiser and may be of interest to Members during consideration of this item.

“VISITORS to the three hospitals in Worcestershire paid more than £2.5 million in car parking charges last year.

Worcestershire Acute Hospitals NHS Trust raked in £2,557,081 from patients, staff and visitors - including those who are disabled - at hospitals in Worcester, Redditch and Kidderminster.

The figure put them in the top 10 NHS trusts in England for making money from car parking charges.

It was described as "big money" by Peter Pinfield, chairman of Healthwatch Worcestershire, an organisation that acts as a patient champion.

However, he said he was aware £1 million was needed just to run the car park.

He said: "Generally we find people don't like paying but in Worcestershire they bite the bullet.

"We wouldn't want to see them going up any further than they are now and I'm pleased that if you are a relative or carer of anyone with any of the serious conditions you can get quite a good discount.

"But that's not publicised enough."

He called for the government to make the charges standard across the country.

The latest figures were released as part of a wider investigation that found hospitals across England made more than £120 million from the charges.

This was a five per cent rise on the year before and rising year on year.

A spokesman from the trust said the money was used to maintain the car park with any profit ploughed into patient services.

Some of the money paid goes to private company ISS, which manages the trust's car parking, under the trust's PFI Concession Agreement.

The trust was unable to say how much of the £2.5 million came from parking fines but did say fines were small and only usually given to people parking on double red lines or obstructing ambulances.

A Trust spokesman said: "We are aware that charging for hospital parking is a sensitive subject and this is why here in Worcestershire we constantly review our charges and wherever possible help those suffering real hardship.

"We introduced a new 'one hour' reduced car park rate (£2.50) at the Alexandra Hospital in Redditch, Kidderminster Hospital and Treatment Centre and Worcestershire Royal Hospital from January 2015.

"This was as a direct response to patients and visitors who told us that their visits are often for no longer than an hour and they would like the option of a reduced fee.

"In addition to this we reduced the cost for parking for two hours from £4.50 to £3.70.

"This benefits those visiting the hospital for short periods of time and for those who are visiting for longer or who have multiple visits they may be able to benefit from parking concessions."

The money was raised from parking at the trust's three hospitals between October 2015 and September 2016.

However, reduced fees are available for certain patients and close relatives including those who need regular or long term visits, those suffering from cancer, coronary problems or renal failure, or those visiting pediatrics as well as bereaved relatives.

The trust also said it offers free 20-minute drop off areas outside every hospital, had improved paying facilities and had increased the number of disabled parking spaces at the Royal.

The trust with the highest charges was the Heart of England NHS Foundation Trust, which makes £4,841,108 across the year.

More than half of the 89 trusts that submitted figures were making more than £1 million in car park fees every year."

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CONCESSIONARY CAR PARKING TICKETS

Department / Service:	Facilities and Estates Directorate
Originator:	Briony Mills, Facilities Manager
Approved by:	Trust Management Committee
Designation:	Director of Human Resources
Date of approval:	18 th February 2015
Revision Due:	18 th February 2017
Target Organisation (s)	Worcestershire Acute Hospitals NHS Trust
Target Department	All Department
Target Staff Categories	All Staff

Policy Statement:

Worcestershire Acute Hospitals NHS Trust has adopted this policy throughout its three sites with regard to concessionary parking arrangements. These arrangements are specific to certain criteria of patients and relatives visiting the patient therefore the general car park rules will not apply.

Key amendments to this Document:

Date	Amendment	By:
March 2012	Changes to section 3. Criteria and section 6. Disabled parking	B Mills
April 2012	Inclusion of Nuclear Medicine in section 3. Criteria	B Mills
February 2014	Changes to 3.1 patient groups eligible for concessions Change to 3.3 to allow for Radiotherapy patients	B Mills
January 2015	Change the one hour fee	B Mills

References

Code

Car Parking Policy	WAHT-CG-723

Contents

- 1. Objective**
- 2. Responsibilities**
- 3. Criteria**
 - 3.1 £1 per day
 - 3.2 £8.00 per week
 - 3.3 £1.00 per week
 - 3.4 One hour fee
 - 3.5 £10 per annum
- 4. Concessionary Ticket Application Form**
- 5. Site Specific**
- 6. Disabled Parking**
- 7. Implementation**
 - 7.1 Plan for Implementation
 - 7.2 Dissemination
 - 7.3 Training and Awareness
- 8. Monitoring and Compliance**

Appendix One - Application Form

Trust Policy	All Sites	Worcestershire  Acute Hospitals NHS Trust
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1. Objective

The objective of this policy is to ensure patients and relatives who fall into a specific category are charged reduced fees for parking due to the nature of their condition. The organisation wishes to support those patients/relatives affected.

2. Responsibilities

Responsibility for ensuring compliance with the policy lies with the car park manager on each site through departmental/ward managers. This responsibility is to ensure only the patients/relatives of the laid down criteria are given the concessionary parking.

It is the responsibility of the ward/department to inform patient/relatives of the concession and organise the appropriate authorisation.

3. Criteria

Available on each site are the following concessions:

3.1 £1 Parking per Day

£1 per day parking will be given to patients/relatives who fall into the following:

- patients who may have a number of outpatient appointments over an extended period of time (five or more appointments over a four week period).
- Terminally ill
- Cardiac Exercise
- Coronary Care Unit (CCU)
- Intensive Therapy Unit/Critical Care Unit (ITU)
- Nuclear medicine (patients attending more than four hours in a one day)
- Paediatrics
- Bereaved
- Radiotherapy/Oncology/Chemotherapy
- Relatives visiting patients who may benefit from frequent visits to help with adjustment to a new environment or for relatives visiting patients that are terminally ill.

3.2 £8.00 Ticket (valid for seven consecutive days)

Next of kin (maximum two persons) can apply for a seven day ticket to visit patients who are in hospital for longer than four days. The ticket is valid from the day of issue.

3.3 £1.00 Weekly Ticket

A £1 weekly ticket applies to;

- Patients who are visiting the Renal Unit or Radiotherapy unit for treatment on a long term basis.
- Relatives of long stay patients (over two months) will be eligible to a £1.00 per week parking ticket (valid for next of kin, two persons only).

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3.4 Clinic Run Over

If out-patient clinics run over time, patients are eligible to only pay the minimum car parking fee (one hour fee).

3.5 Life Long attendance Patients (Dialysis)

Patients who are likely to be attending for dialysis frequently and life-long will be entitled to pay a nominal fee of £10 per year.

Out of hours, in extreme circumstances, discretion will be used to allow visitors free exit from car parks.

4. Concessionary Ticket Application Form

General wards/OPD Clinics

Any patient/relative who is entitled to receive concessionary parking must complete the appropriate form (appendix one).

These forms will be kept at ward level and **only** issued to those patients/relatives who fall into the appropriate category.

This form must be signed and dated by the ward manager/departmental head. Without the form, no concessionary ticket will be issued.

Authorised forms should be taken to the Cashier's office during opening hours as advertised.

Out Patient Clinics (regular OPD users)

Visitors to these areas will be able to obtain a pre-validated ticket from the ward manager. The visitor will take the ticket to the pay on foot machine, insert a £1 and the ticket will be validated to allow exit from the car park.

Radiotherapy

Provision will be put in place to allow Radiotherapy patients to purchase the £1 ticket from the reception area.

5. Site Specific

Redditch and Worcester sites both provide ticket validation services through the Cashier's Office for patients/relatives.

Kidderminster site will require the relative to go direct to the Cashier's Office and pay the appropriate £1.00 or £8.00 fee. The technology is not yet available on the Kidderminster site to provide the same facilities as Redditch and Worcester.

Opening times for Cashiers are available on each site, contact the relevant Cashiers office.

6. Disabled Parking

Disabled parking is subject to the same charges as all other parking spaces on all three sites

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7. Implementation

7.1 Plan for Implementation

This policy has been in place already and is well established. The amendments made to include a new group will be updated within the policy. The policy is available on the Intranet and a notice on the daily brief will be circulated reminding Heads of patient areas to review the policy.

7.2 Dissemination

This policy is available on the intranet. Signs informing visitors/patients about concessions are displayed in car parks and inpatient areas. Cashiers and car parking security staff are aware of policy and pass on information to patient groups. Updates via Daily Brief are sent to Matrons and Heads of patients areas asking them to disseminate to all clinical staff.

7.3 Training and Awareness

Part of Daily Brief to maintain staff awareness.

8. Monitoring and Compliance

Use of the concessionary tickets will be recorded by the Cashiers or responsible person in department when issued.

Car parking staff issuing bulk tickets to the ward areas will record date and number of tickets issued. Ward staff will record date and patient/visitor name when issuing a ticket.

Page/ Section of Key Document	Key control:	Checks to be carried out to confirm compliance with the Policy:	How often the check will be carried out:	Responsible for carrying out the check:	Results of check reported to: <i>(Responsible for also ensuring actions are developed to address any areas of non-compliance)</i>	Frequency of reporting:
	WHAT?	HOW?	WHEN?	WHO?	WHERE?	WHEN?
	Monitor use of tickets to ensure only patients who meet criteria are issued with concessionary tickets.	Ensure staff are aware of criteria when issued tickets.	Six monthly audits of records of issued tickets.	Car parking administration	Head of Facilities via PEOG report.	Twice a year.

Trust Policy	All Sites	Worcestershire  Acute Hospitals NHS Trust
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Appendix One



CONCESSIONARY TICKET APPLICATION

I hereby authorise that a Concessionary Ticket be issued to:

Applicants Name: _____

Vehicle: (make/model) _____

Vehicle Registration: _____

Ticket Applied for: £1 a day/£8 per week/£1 per week/£10 per annum - *delete as appropriate*

Date From: _____

Date To: _____

Issued by: (print name) _____

Dept/Ward _____

Date: _____

Signature: _____

Validated by Cashiers: Name _____ Date: _____

Trust Policy	All Sites	Worcestershire  Acute Hospitals NHS Trust
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Supporting Document 1 - Equality Impact Assessment Tool

To be completed by the key document author and attached to key document when submitted to the appropriate committee for consideration and approval.

		Yes/No	Comments
1.	Does the Policy/guidance affect one group less or more favourably than another on the basis of:	No	
	• Race		
	• Ethnic origins (including gypsies and travellers)		
	• Nationality		
	• Gender		
	• Culture		
	• Religion or belief		
	• Sexual orientation including lesbian, gay and bisexual people		
	• Age		
2.	Is there any evidence that some groups are affected differently?	No	
3.	If you have identified potential discrimination, are any exceptions valid, legal and/or justifiable?	No	
4.	Is the impact of the Policy/guidance likely to be negative?	No	
5.	If so can the impact be avoided?	NA	
6.	What alternatives are there to achieving the Policy/guidance without the impact?	NA	
7.	Can we reduce the impact by taking different action?	NA	

If you have identified a potential discriminatory impact of this key document, please refer it to Assistant Manager of Human Resources, together with any suggestions as to the action required to avoid/reduce this impact.

For advice in respect of answering the above questions, please contact Assistant Manager of Human Resources.

Trust Policy	All Sites	Worcestershire  Acute Hospitals NHS Trust
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Supporting Document 2 – Financial Impact Assessment

To be completed by the key document author and attached to key document when submitted to the appropriate committee for consideration and approval.

	Title of document:	Yes/No
1.	Does the implementation of this document require any additional Capital resources	No
2.	Does the implementation of this document require additional revenue	No
3.	Does the implementation of this document require additional manpower	No
4.	Does the implementation of this document release any manpower costs through a change in practice	No
5.	Are there additional staff training costs associated with implementing this document which cannot be delivered through current training programmes or allocated training times for staff	No
	Other comments:	

If the response to any of the above is yes, please complete a business case and which is signed by your Finance Manager and Directorate Manager for consideration by the Accountable Director before progressing to the relevant committee for approval

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Major application determination times

From 1 Oct 2015 to end Sept 2017

The time taken to process major applications, which is assessed over a two year period, shows that performance still significantly exceeds required levels.

The government requirement is for 50% of major applications to be determined within an agreed time frame. This performance requirement is set to rise to 60% in 2018.

Last time performance figures were reported to this Committee 88% of major applications were determined in time. Performance then rose to 91.4% at the end of June 2017. Current performance, at the end of Sept 2017, is 86% as shown below.

All major applications in the Planning Service have an allocated case officer, i.e. there are no unallocated major cases.

Number of applications	Total number in time	Quarter
5	2	Jan - March '15 Q4
4	3	April - June '15 Q1
7	7	July - Sept '15 Q2
10	8	Oct - Dec '15 Q3
7	6	Jan - March '16 Q4
8	7	April - June '16 Q1
3	3	July - Sept '16 Q2
2	2	Oct - Dec '16 Q3
2	2	Jan - March '17 Q4
8	8	April - June '17 Q1
3	1*	July - Sept '17 Q2
TOTAL 43	37	= 86%

~~Previous quarter shown as crossed through.~~

*One application used an Extension of Time (16/1148 Erection of agricultural building and associated works at Newhouse Farm, Lea End Lane) in order that design improvements could be achieved.

Applications 16/1085 and 16/1087 (developments at Longridge East for new dwellings and associated works and community facility) went out of time due to negotiations around section 106 contributions.

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BROMSGROVE DISTRICT COUNCIL

OVERVIEW AND SCRUTINY BOARD

30th October 2017

RECOMMENDATION TRACKER REPORT

1. SUMMARY

This Recommendation Tracker lists all recommendations made by the Overview and Scrutiny Board (including Task Group recommendations which have been agreed by Cabinet) until implementation is complete.

The recommendations are grouped in date order and by topic.

(N. B. Column 4 also shows each month the Tracker comes before the Board. To ensure recommendations are reviewed at the appropriate time, a tick is placed next to the month for which the Cabinet response advised the recommendation was estimated to be implemented.)

2. RECOMMENDATIONS

- 2.1 That the Board notes the Recommendation Tracker and agrees to the removal of any items which have been completed.

Date of O&S Board	Recommendation	Date Considered by Cabinet	Comments on action taken to implement the recommendation(s)			
PREVENTING HOMELESSNESS TASK GROUP						
19 th September 2016	<u>Recommendation 1</u> We recommend that officers should investigate the introduction of a local authority lettings scheme that would help customers to access private rented accommodation. This investigation should take into account working in partnership with Redditch Borough Council. The outcomes of this investigation should be reported for the consideration of the Overview and Scrutiny Board and Cabinet.	5 th October 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> This recommendation was agreed. This work has already begun and an initial discussion paper will be produced by the end of December 2016. <u>Update July 2017</u> Officers have been investigating creating a local lettings scheme. On behalf of both councils, we have undertaken some visits to other schemes in the West Midlands and we are also assessing the outcomes of some research into this area recently published by the University of Birmingham. We will be pulling our thoughts together into a report in due course, when we have completed our assessment.			
19 th September 2016	<u>Recommendation 2</u> The Council should commit to use all of the Homeless Grant for the purposes of priority homelessness support.	5 th October 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> This recommendation was agreed and implantation was expected to begin in November 2016.			

Date of O&S Board	Recommendation	Date Considered by Cabinet	Comments on action taken to implement the recommendation(s)			
			<u>Update July 2017</u> The whole of the homelessness grant has been allocated in line with this recommendation.			
19 th September 2016	<u>Recommendation 3</u> Subject to the Council continuing to receive the Homeless Grant, it should continue to prioritise funding in respect of offender rehabilitation and emergency accommodation for young people, in order for services to remain sustainable within the district.	5 th October 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> Agreed and implemented and to be from April 2017. <u>Update – July 2017</u> We have prioritised these areas and will continue to do so in line with the recommendation.			
EVENING & WEEKEND CAR PARKING TASK GROUP						
21 st March 2016	<u>Recommendation 1</u> The Council needs to formulate a clear Economic Development strategy that includes car parking as soon as possible, whilst considering the following key features of any such strategy: a) Ensuring that car parking arrangements are managed in accordance with the interests of the local economy.	6 th April 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> In relation to recommendation 1 the Cabinet agreed that car parking was vital to the economic development of the Town and accepted the principles behind the recommendation. It was felt however that the existing Economic Development Priorities should be reviewed in order to assess the impact of car parking charges, rather than produce a new Economic Development Strategy which may			

Date of O&S Board	Recommendation	Date Considered by Cabinet	Comments on action taken to implement the recommendation(s)
	<p>b) Working with partners in business and retail to develop the Economic Development Strategy that includes car parking options and tariffs that encourage customers to visit Bromsgrove.</p> <p>c) Ensure car parking arrangements support the Council's Economic Development Strategy.</p>		<p>need to alter in 6 months' time. It was fully accepted that the needs and views of businesses in the Town needed to be taken into account and the new Centre Manager would be fully involved in this review process and in working with local businesses. The process should be undertaken prior to the consideration of the next round of changes to fees and charges. The existing Economic Priorities needed to focus more strongly on car parking. Officers and Members from Economic Development, Car Parking and Planning would need to work very closely together on the further regeneration of the Town Centre.</p> <p>The recommendation was therefore accepted in the amended form below:</p> <p><i>that the Council reviews its Economic Development Priorities to assess the impact of car parking charges as soon as possible, whilst considering the following key features:</i></p> <p>(a) <i>ensuring that car parking arrangements are managed in accordance with the interests of the local economy;</i></p> <p>(b) <i>working with partners in business and retail to review the Economic Priorities that includes parking options and tariffs that encourage</i></p>

Date of O&S Board	Recommendation	Date Considered by Cabinet	Comments on action taken to implement the recommendation(s)			
			<p><i>customers to visit Bromsgrove; and</i> <i>(c) ensuring that car parking arrangements support the Council's Economic Priorities.</i></p> <p><u>Update 5th October 2016</u> The Portfolio Holder has advised that she has made some progress with the recommendations and will attend the January 2017 meeting when the Tracker is reviewed again to provide a more detailed update.</p> <p><u>Update September 2017</u> An update will be provided at the meeting.</p>			
21 st March 2016	<u>Recommendation 2</u> Having formulated the Economic Development Strategy it is recommended that an external expert be engaged by the Council, with a clear remit of what the Council wishes to achieve, it is suggested that such a consultant would need to consult with the following Council officers/Members: a) Economic Development Team b) Environmental Services Team c) Relevant Portfolio Holders	6 th April 2016	July 2017	√	January 2018	
			<p><u>Cabinet Response</u></p> <p>This recommendation was largely accepted, with a minor change to the wording to reflect the changes made to recommendation 1 above. In addition the new Centres Manager has been added to the list of officers/Members to be involved in the consultation on car parking.</p> <p><i>that whilst reviewing the Economic Priorities it is recommended that an external expert be engaged</i></p>			

Date of O&S Board	Recommendation	Date Considered by Cabinet	Comments on action taken to implement the recommendation(s)			
	d) Members of the Evening and Weekend Car Parking Task Group e) Local businesses and retailers.		<p><i>by the Council, with a clear remit of what the Council wishes to achieve. It is suggested that they would need to consult with the following Council officers/Members:</i></p> <ul style="list-style-type: none"> (a) Economic Development Team (b) Environmental Services Team (c) Relevant Portfolio Holders (d) Members of the Evening and weekend car Parking Task Group (e) Local businesses and retailers (f) Town Centres Manager <p><u>Update 5th October 2016</u> See recommendation 1 above.</p> <p><u>Update September 2017</u> An update will be provided at the meeting.</p>			
21 st March 2016	<u>Recommendation 3</u> Prior to any further trials (of any nature) being agreed and carried out any necessary data should be collected in order to have appropriate comparative data and information available to ensure that any such trial can be measured successfully.	6 th April 2016	July 2017	√	January 2018	
			<p><u>Cabinet Response</u></p> <p>Recommendation 3 was agreed.</p> <p><u>Update 5th October 2016</u> See Recommendation 1 above.</p>			

Date of O&S Board	Recommendation	Date Considered by Cabinet	Comments on action taken to implement the recommendation(s)			
			<u>Update September 2017</u> An update will be provided at the meeting.			
LEISURE PROVISION TASK GROUP						
17 th November 2014	<u>Recommendation 4</u> (a) Officers to continue negotiations with BAM and look for alternative funding sources to fund a Sports Hall moving forward; and (b) If the negotiations with BAM are unsuccessful, then Cabinet reconsider and make recommendations to full Council for the facility to include a Sports Hall.	3 rd December 2014	July 2017	√	January 2018	
			<u>Cabinet Response</u> Recommendation (a) was approved. In respect of Recommendations (b) the wording was agreed as follows: <i>“that if the negotiations with BAM are unsuccessful, then Cabinet reconsider options for the facility to include a Sports Hall”.</i> <u>Cabinet further Response 6th January 2016</u> Following a further recommendation from the Board requesting the Cabinet remain observant of its decision made on 3 rd December 2014, the Cabinet, after discussion, rescinded the recommendation (b). <u>July 2016</u> When the Board considered this item at its April			

Date of O&S Board	Recommendation	Date Considered by Cabinet	Comments on action taken to implement the recommendation(s)
			<p>2016 meeting it agreed for it to remain on the tracker until the negotiations with BAM had been completed.</p> <p><u>July 2017</u></p> <p>The Board have received 2 updates at its meetings in February and March 2017 and will receive a final update at its September meeting, prior to the opening of the new facility.</p> <p><u>September 2017</u></p> <p>The Board received a final update at its meeting on 18th September 2017.</p>

BOARD RECOMMENDATIONS						
25 th September 2014	<u>Task Group Procedure Guidelines Review</u> That the Task Group/Short, Sharp Inquiry Procedure Guidelines be incorporated into the Council's constitution.	Constitutional Review Working Party	July 2017		January 2018	
			<i>This was passed to relevant Officer on 3rd November 2014 for inclusion in at a meeting of the Constitutional Working Group.</i> <u>October 2015</u> <i>There has not as yet been an appropriate meeting of the Working Group for this matter to be discussed.</i> <u>January 2016</u> <i>A meeting of the Working Group has yet to be organised where this item will be considered.</i> <u>April 2016</u> <i>The situation remains as previously reported.</i> <u>July 2016</u> <i>The situation remains as previously reported.</i> <u>October 2016</u> <i>The situation remains as previously reported.</i> <u>January 2017</u> <i>The situation remains as previously reported.</i> <u>September 2017</u> <i>The Working Group have met and agreed that these will now be included within the Constitution and as such will be reported to full Council in due course.</i>			

FINANCE & BUDGET WORKING GROUP RECOMMENDATIONS						
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 1</u> CMT to develop a set of principles around savings to be made.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> – this was agreed with an implementation date of 1st April 2017.			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 2</u> The Leader should source, with immediate effect, the services of an external commercial organisation in order to review the management structure of the Council.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> - We are liaising with the Leader of Redditch Borough Council, Cllr Bill Hartnett and have requested Officers to evaluate the options and costs in this respect. Implementation date: to be determined			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 3</u> There be one overall corporate training budget and HR prioritise that budget to meet the needs of staff.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> – this was agreed with an implementation date of 1st April 2017.			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 4</u> The £11k in respect of Business Transformation, which was reserved for training be given up as a saving.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> – this was agreed with an implementation date of February 2017.			
Overview & Scrutiny	<u>Recommendation 5</u> The Council should have a robust	Cabinet 7 th December 2016	July 2017	√	January 2018	

Board 28 th November 2016	four year funded Capital Programme for the period 2017/18 to 2020/21 to include estimates across each year of the budget.		<u>Cabinet Response</u> – this was agreed with an implementation date of February 2017 (as part of the MTFP).			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 6</u> There be an overall corporate budget for apprenticeships.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> – this was agreed with an implementation date of 1st April 2017.			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 7</u> An exercise by carried out to ensure the Council makes the best use of its assets.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> – this was agreed with an implementation date of 1st April 2017.			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 8</u> Officers ensure that the Asset Register is kept up to date at all times.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> – this was agreed and to be implemented with immediate effect.			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 9</u> A review of the Low Cost Housing Scheme be undertaken as soon as possible.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> – this was agreed with an implementation date of 1st April 2017.			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 10</u> Consideration be given to revising the pricing structure for the Recreation Road South car park, to blocks of hours and a day rate.	Cabinet 7 th December 2016	July 2017	√	January 2018	
			<u>Cabinet Response</u> – this was agreed with an implementation date of 1st April 2017.			

Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 11</u> Virements between pay and general expenditure only be allowed with approval from Cabinet.	Cabinet 7 th December 2016	July 2017		January 2018	
			<u>Cabinet Response</u> – this was agreed with an implementation date of 1st April 2017.			
Overview & Scrutiny Board 28 th November 2016	<u>Recommendation 12</u> Virements between income and expenditure only be allowed with approval from Cabinet.	Cabinet 7 th December 2016	July 2017		January 2018	
			<u>Cabinet Response</u> – this was agreed subject to internal limit of £40k before Cabinet report required. With an implementation date of 1st April 2017.			
Overview & Scrutiny Board 22 nd February 2017	<u>Recommendation 1</u> Unavoidable pressures under £5k be funded from existing budgets.	Cabinet 5 th April 2017	July 2017		January 2018	
			<u>Cabinet Response</u> – <i>This recommendation was approved.</i>			
Overview & Scrutiny Board 22 nd February 2017	<u>Recommendation 2</u> Consideration be give as to how Section 106 monies is accounted for within revenue costs.	Cabinet 5 th April 2017	July 2017		January 2018	
			<u>Cabinet Response</u> – <i>This recommendation was approved.</i>			
Overview & Scrutiny Board 22 nd February 2017	<u>Recommendation 3</u> Heads of Service be asked to look at all areas where we provide an additional service and produce a cost recovery statement for further consideration.	Cabinet 5 th April 2017	July 2017		January 2018	
			<u>Cabinet Response</u> – Cabinet whilst approving this recommendation made the following amendment to its wording <i>“Heads of Service be asked to look at all areas where generate income and produce a cost recovery statement for further consideration”.</i>			

Overview & Scrutiny Board 22 nd February 2017	<u>Recommendation 4</u> Virements over £40k should be agreed by Cabinet and anything under that amount would be with the relevant Portfolio Holder's agreement.	Cabinet 5 th April 2017	July 2017		January 2018	
			<u>Cabinet Response</u> – <i>This recommendation was approved.</i>			
Overview & Scrutiny Board 22 nd February 2017	<u>Recommendation 5</u> Revised Financial Regulations to include all carry forwards of the Capital Programme to be agreed by Council.	Cabinet 5 th April 2017	July 2017		January 2018	
			<u>Cabinet Response</u> – <i>This recommendation was approved.</i>			
Finance & Budget Working Group meeting 24 th April 2017	<u>Recommendation</u> that Cabinet should consider the report content and presentation style for Medium Term Financial Plan and quarterly budget monitoring reports.		July 2017		January 2018	
			<u>Cabinet Response</u> – <i>The revised report formats were approved.</i>			

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OVERVIEW & SCRUTINY BOARD

30th October 2017

CAR PARKING OUTSIDE SCHOOLS TASK GROUP

Relevant Portfolio Holder	Councillor K. May
Portfolio Holder Consulted	Yes
Relevant Head of Service (for Overview and Scrutiny)	Claire Felton – Head of Legal & Democratic Services
Wards Affected	All
Ward Councillor Consulted	Not at this stage
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 At the previous meeting of the Overview and Scrutiny Board held on 18th September, the Parking Outside Schools Task Group was established, with Councillor Chris Bloore being appointed as Chairman.
- 1.2 As agreed Councillor Bloore has met with Officers and completed a topic proposal form, which is presented for Members consideration.

2. RECOMMENDATIONS

- 2.1 **Members are requested to:**
 - (a) **consider and agree the terms of reference of the Car Parking Outside Schools Task Group (see attached Overview and Scrutiny Exercise Scoping Checklist at Appendix 1); and**
 - (b) **ask Officers to proceed with the setting up of the Task Group.**

3. KEY ISSUES

Financial Implications

- 3.1 There are no financial implications directly relating to this report, however, if the proposal is accepted, any implications would be considered as part of the subsequent investigation undertaken.

Legal Implications

- 3.2 There are no legal implications directly relating to this report, however, if the proposal is accepted, any implications would be considered as part of the subsequent investigation undertaken.

Service / Operational Implications

- 3.3 An Overview and Scrutiny Topic Proposal Form relating to car parking outside schools has been completed by Councillor Chris Bloore.

OVERVIEW & SCRUTINY BOARD

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- 3.4 If the topic proposal is agreed by the Board, it will then need to ask Officers to canvass all Members (other than those who are Members of the Cabinet) in order for the Task Group to be established. It should be noted that a number of Members have already shown an interest in joining the Task Group.
- 3.5 The Board will also need to consider what would be a suitable time for the Group to commence its investigation, giving consideration to the availability of officers to facilitate the work of the Group.

Customer / Equalities and Diversity Implications

- 3.6 There are no implications directly relating to customer/equality and diversity within this report.

4. RISK MANAGEMENT

- 4.1 None for the purpose of this report.

5. APPENDICES

Appendix 1 – Overview and Scrutiny Exercise Scoping document.

6. BACKGROUND PAPERS

None

7. KEY

None

AUTHOR OF REPORT

Name: Amanda Scarce – Senior Democratic Services Officer
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Tel: 01527 881443



OVERVIEW & SCRUTINY TOPIC PROPOSAL

This form can be used for either a Task Group or a Short Sharp Review topic proposal.

Completed forms should be returned to scrutiny@bromsgrove.gov.uk – Democratic Services, Bromsgrove District Council.

Name of Proposer: Chris Bloore	
Tel No: 07905 612 710	Email: c.bloore@bromsgrove.gov.uk
Date: 11/10/17	

Title of Proposed Topic (including specific subject areas to be investigate)	Investigation into problem car parking outside schools in Bromsgrove District and how it can be alleviated .
Background to the Proposal (Including reasons why this topic should be investigated and evidence to support the need for the investigation.)	<p>A motion at full Council was brought forward by Cllr Peter McDonald regarding the problem of car parking outside a local school in his ward.</p> <p>Other councillors have also raised concerns over dangerous car parking, the abuse of local parking regulations such as parking on yellow lines and a general lack of enforcement action taken.</p> <p>This task group would look to identify areas of concern and how existing or further powers could be exercised to tackle the problem.</p>
Links to national, regional and local priorities (including the Council's strategic purposes)	<ul style="list-style-type: none"> • Keep my place safe and looking good. • National road safety standards • Department for Transport Local Sustainable Transport Fund (the project targeted areas where the school run is having a significant negative impact on congestion, journey times and economic growth.)
Possible Key Objectives (these should be SMART – specific, measurable,	<ul style="list-style-type: none"> • To better coordinate enforcement activities and ensure the safety of parents, teachers and children outside our schools.

Agenda Item 8

achievable, relevant and timely)	<ul style="list-style-type: none"> • If required to recommend more resources are made available to ensure appropriate enforcement action is taken. • To improve dialogue between schools, enforcement and district and council councils about problem parking hot spots. 			
Anticipated Timescale for completion of the work.	Six months			
Would it be appropriate to hold a Short Sharp Inquiry or a Task Group? (please tick relevant box)	Task Group	X	Short Sharp Inquiry	

OFFICE USE ONLY - TO BE COMPLETED WHEN THE TOPIC PROPOSAL IS ACCEPTED

Evidence	
Key documents, data, reports	
Possible Site Visits	
Is a general press release required asking for general comments/suggestions from the public?	
Is a period of public consultation required?	
Witnesses	
Officers	
Councillors (including Portfolio Holder)	
Any External Witnesses	

OVERVIEW AND SCRUTINY BOARD

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SOCIAL MEDIA TASK GROUP

Relevant Portfolio Holder	Councillor Geoff Denaro
Portfolio Holder Consulted	Yes
Relevant Head of Service for Overview and Scrutiny	Claire Felton – Head of Legal, Equalities and Democratic Services
Wards Affected	All
Ward Councillor Consulted	All Ward Councillors were invited to join the Task Group
Non-Key Decision	

1. SUMMARY OF PROPOSALS

To consider the findings and recommendations from the Scrutiny investigation undertaken by the Social Media Task Group.

2. RECOMMENDATIONS

2.1 Members are requested to:

- (a) consider and approve the report and the recommendations attached at Appendix 1; and
- (b) submit the report and recommendations to the Cabinet for approval.

3. KEY ISSUES

Financial Implications

- 3.1 These are detailed within the attached report.

Legal Implications

- 3.2 These are detailed within the attached report.

Service/Operation Implications

- 3.3 Overview and scrutiny is a key part of the Council's democratic decision making process and enables non-executive Members of the Council to put forward recommendations for policy development, policy review and service improvement.

OVERVIEW AND SCRUTINY BOARD

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Customer / Equalities and Diversity Implications

3.4 N/A

4. RISK MANAGEMENT

4.1 N/A

5. APPENDICES

Appendix 1 – Social Media Task Group Report

6. BACKGROUND PAPERS

See attached report for details.

7. KEY

None

AUTHOR OF REPORT

Name: Amanda Scarce – Senior Democratic Services Officer
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OVERVIEW & SCRUTINY BOARD

SOCIAL MEDIA TASK GROUP

FINAL REPORT



October 2017



Bromsgrove
District Council
www.bromsgrove.gov.uk

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MEMBERSHIP OF THE TASK GROUP



Councillor Rod Laight (Chairman)



Councillor Sean Shannon



Councillor Michael Thompson



Councillor Les Turner

SUPPORTING OFFICER DETAILS

Amanda Scarce – Democratic Services Officer

a.scarce@bromsgroveandredditch.gov.uk

Foreword from the Chairman

The topic was proposed by Councillor Chris Bloore, so we are grateful to him for introducing us to such an interesting subject.

I have to record my thanks and appreciation to the Councillors who worked together so well and efficiently, Sean Shannon, Les Turner and Michael Thompson, who joined us after a couple of meetings and who also so kindly stepped in as Vice Chairman in my absence.

This was a journey of revelation for the whole group, three of us to start, we shared the wealth of information that quickly cascaded down to us from the witnesses who were all very experienced in all aspects of using social media, Anne-Marie Harley, our own Communications Manager was inspirational and a real help to us. Tristan Harris, from the Bromsgrove Standard who gave us a serious but light hearted insight to the paper's extensive use of a range of social media. Finally, Keith Beech, Head of Communications at Worcestershire County Council, who provided us with an insight as to how social media was used there, by both officers and Members.

We covered, very thoroughly, the Council's and Members' use of social media which informed the basis of our recommendations; five in total of which number five has to be a priority. The three initial starter Councillors scaled a very steep learning curve and quickly, working together, cut through our ignorance and prejudices to explore the tweeting and Facebooking secrets! We became first tweeting friends and I hope that all Members take part in the Member induction programme which is essential to gain the advantages and rewards possible from the phenomena of the social media world, but to be made aware of the ways to stay safe.

I conclude by sincerely thanking our supporting officer, Amanda Scarce, who went above the normal level of support, particularly of myself during a very difficult period for me, Amanda kept the ship afloat and on an even keel, resulting in an excellent Task Group report which will tremendously benefit all the Members and officers too.

Councillor Rod Laight
Social Media Task Group

Summary of Recommendations

After consideration of the evidence available and interviewing witnesses the Task Group have proposed the following recommendations, supporting evidence can be found under the relevant chapters within the main body of this report.

Chapter 1 – the Council’s Use of Social Media:

Recommendation 1
That the Council should promote its meetings through social media in order to engage with residents.
Financial Implications for recommendations: There are no financial implications relating to this recommendation.
Legal Implications for recommendations: There are no direct legal implications relating to this recommendation.
Resource Implications: Officer time would be spent in inputting the information on to the various social media sites which the Council uses.

Recommendation 2
That the Council should consider a trial of the live streaming of particular items/meetings of interest to residents through Facebook.
Financial Implications: There are no financial implications relating to this recommendation.
Legal Implications: There are no direct legal implications. Under current legislation the meetings can be filmed by anyone without permission of the Council or those attending. However, it should be noted that the relevant disclaimers should be displayed in the relevant meetings rooms advising of this (the current signage is attached for information at Appendix 3).
Resource Implications: There would be resource implications in respect of officer time spent in attending meetings to film the relevant agenda items/meetings.

Recommendation 3
<ul style="list-style-type: none"> (a) that the Council’s Social Media policy be reviewed with the emphasis on providing guidance for officer use; (b) that a separate section be included which is dedicated to guidance for Members’ use of social media; and (c) that Members of the Task Group assist with the section in respect of guidance for Members’ use.
Financial Implications: There are no direct financial implications arising from this recommendation.

Legal Implications:

There are no direct legal implications.

Resource Implications:

There would be resource implications to this recommendation in respect of officer time spent researching and reviewing the Council's Social Media Policy.

Recommendation 4

That an area be created on the Measures Dashboard dedicated to data in respect of access to the Council's social media accounts in order to measure its usage.

Financial Implications:

There are no direct financial implications relating to this recommendation.

Legal Implications:

There are no direct legal implications.

Resource Implications:

There were be resource implications in respect of officers time in setting up and updating any such measures.

Chapter 2 – Members' Use of Social Media:

Recommendation 5

That as part of the Member Induction Programme a workshop type training session be provided for Members, covering the following areas:

- (a) An introduction to Social Media on an iPad; and
- (b) Any legal implications of Members' use of social media and how to keep safe.

Financial Implications:

There are no direct financial implications relating to this recommendation.

Legal Implications:

There are no direct legal implications.

Resource Implications:

There would be resource implications in relation to officer time in preparing and presenting any training to Members.

Background Information

Councillor C. J. Bloore presented a topic proposal form containing proposed terms of reference for a Task Group review of the Council's use of social media at the Overview and Scrutiny Board meeting held on 19th September 2016. Members were advised that the subject had been raised at a meeting of the Preventing Homelessness Task Group, when the potential for social media to be used more effectively to promote the support available from the Council to vulnerable residents had been considered. The Council used social media, including Facebook and Twitter, but it was suggested that more creative use could be made of these and lessons could be learned from other organisations.

The Board was advised that the Council's Communications Team had been contacted about the proposed review and were very enthusiastic about the suggestion. Opportunities to make further use of social media had been identified and Officers were keen to discuss these with Members. Whilst it was noted that these could potentially be discussed with the Board, a Task Group activity would provide an opportunity to explore potential uses of social media for a range of services and to investigate how other organisations, in the public, private and voluntary sector, used social media to engage with customers. A review could also explore how social media could help the Council to engage more effectively with hard to reach groups.

Following consideration of the topic proposal the Board agreed that a Task Group should be set up and appointed Councillor Laight as its Chairman at the meeting held on 31st October, requesting that the Group report back with its findings within 6 months.

The Group has held 10 meetings in total since that date and held discussions with a number of key witnesses. The Group also carried out a survey of all Councillors to find out whether they used social media and if so how and what types and for those who did not the reasons why this was the case.

Chapter 1

The Council's Use of Social Media

From an early stage it was clear that there were two particular areas of investigation for the Task Group, namely how the Council used social media and how Members themselves used it. In this first chapter we will look at the areas the Task Group investigated in respect of the Council's use of it and the evidence gathered to support its recommendations in respect of that use.

One of the first witnesses the Task Group interviewed was the Communications Manager, Anne-Marie Harley, who provided a wealth of information in respect of the forms of social media used by the Council, how these were monitored and looking to the future and widening the audience, new ways the Council could use it to promote its work and reach its target audience.

The main areas of social media used, each had a different audience and were used for different things:

- Facebook was for friends and allowed people to chat in a social surrounding.
- Twitter was for comments to be noted and shared and the audience was very different to that of Facebook.
- LinkedIn was becoming popular and was for "professionals" and used as a business tool.
- Instagram was beginning to take over from Facebook in some areas, but was more visual and concentrated on images.
- WhatsApp was used for groups to share messages and communicate. The Communications Manager gave an example of how this was beginning to be used by the Town Centres Manager, which enabled her to put retailers from the smaller centres around the district in touch with each other and get messages out to a large number of people quickly.

The Communications Manager provided Members with information around the various types of social media that were used by the Council, the main ones being Facebook and Twitter. She provided details around the number of followers for each and how we can measure the number of followers and the type of people who follow the Council. This included what they looked at, the type of content that engaged people and how that content could increase the number of people.

Detailed data was also considered by the Group which included usage and comparisons with that of other authorities in the County. It was acknowledged that the usage figures differed due to the demographics of each council, for example Redditch had more Facebook users as it had on average a younger population, Wychavon had a larger following for Twitter and lots of Members there re-tweeted, Worcester City also had a much larger following. Twitter

was the most popular for Bromsgrove and it was clear that by “sharing” posts the number of people increased significantly, as opposed to just “liking” something or commenting on it.

The Group were informed that social media was used for specific campaigns and that both the Facebook and Twitter accounts were accessed and updated by the Communications Team, allowing them to update the accounts outside of office hours, which in turn enabled them to highlight any issues that were of importance to the District during those times. All press releases were usually put on to these accounts in order to reach as wide an audience as possible. Job advertisements were always popular and looked at and shared.

Facebook had also been used as part of a number of surveys, as it was another way in which to reach people. Social media allowed the Council to reach a larger audience with minimum effort and engage them in debate. However, it was noted that it was another tool to be used and not one which would replace more traditional forms of getting information out to residents.

It was also explained that Facebook was beginning to realise how businesses used it as a marketing tool and there was now an option, for a small charge, to boost the number of people your message reached. This was something which Members felt warranted further investigation and monitoring in order to ascertain whether it was cost effective, although the initial view was that it would be.

From its investigations it was clear to the Task Group that the Communications Team were making good use of social media to reach a wider audience and that Members needed to be more proactive in their use of it as it was clearly something which would continue to grow and play a major part in communicating with residents and a wider audience. Members discussed ideas of how social media could be used to engage with people and involve them more in the democratic process, it was understood that it had been used to encourage people to both register to vote and to vote on polling day. This led Members to consider whether it could also be used to inform residents about forthcoming Council meetings and even to live “stream” some meetings or at least items which were of interest to a wider audience. Members were reminded that due to recent changes in legislation members of the public were able to record, either by video or audio, meetings and that the Council now had to display signage advising those attending of this.

An example of live streaming was given from a series of public meetings which had been held at Redditch Borough Council, who had set up a Health Commission to investigate the proposed changes to a local hospital. This had a lot of local interest and members of a local pressure group had attended and live streamed the meetings via Facebook, for those that were unable to attend. By doing this a wider audience was reached and the meeting became more accessible to residents, allowing them to view it at their convenience.

After consideration this led the Task Group to believe that there was the potential to both promote meetings, particularly those that may have

significant local interest through Facebook for example Planning Committee meetings, to a wider audience. It was also agreed that consideration should be given to live streaming some parts of meetings, again perhaps for areas where there was significant local interest in a particular agenda item. It was acknowledged that whilst there were no direct financial implications from this, as the Communications Team had access to suitable equipment, there would be a resource impact in respect of officer time in attending meetings that they perhaps would not have otherwise attended. For this reason it was suggested that it was initially restricted to particular meetings/items where there was likely to be a wider public interest.

The Task Group therefore recommends the following:

Recommendation 1

That the Council should promote its meetings through social media in order to engage with residents.
--

Recommendation 2

That the Council should consider a trial of the live streaming of particular items/meetings of interest to residents through Facebook.
--

During the Course of its investigations the Task Group reviewed the current Social Media Policy. This led to some lively discussion around the does and don'ts for both staff and Members and in some cases the relationship between staff and Members and it was questioned whether it was appropriate for staff to be "friends" with Members on Facebook. It was highlighted that a number of staff roles were politically restricted and a "friend/follower" request from a Member could potentially place an officer in a difficult position, albeit unintentionally.

Other areas which were discussed around this were:

- The importance of differentiating between personal and professional roles and as such consideration should be given to keeping separate accounts.
- The restrictions on the Communications Team in respect of feeding into other Councils' social media accounts.
- The importance of being aware of potentially difficult situations and not getting drawn in to "arguments" on social media.

The Task Group were however, unanimous in their view that the Social Media Policy was in need of a refresh and that whilst the current policy was aimed at staff it was understood that Members should also adhere to it, it was agreed that it would be more appropriate to have at least a separate section, if not a separate policy, which focused on the role of a Councillor, which was very different to that of a staff member.

The Task Group therefore recommends the following:

Recommendation 3

- (a) that the Council's Social Media policy be reviewed with the emphasis on providing guidance for officer use;
- (b) that a separate section be included which is dedicated to guidance for Members' use of social media; and
- (c) that Members of the Task Group assist with the section in respect of guidance for Members' use.

A short survey was also sent out to other local authorities in Worcestershire to try and establish how they use social media and whether there any areas which were different to those used by the Council and which potentially could be tapped into if beneficial. The Group also had the opportunity to interview the Head of Communications from Worcestershire County Council (WCC) to get an idea of how they used social media and to see whether his views from a county perspective were similar to those of the districts.

The survey had three simple questions, How does your authority use social media? How do you increase your followers? and Do Members get involved in your social media? Members were disappointed to only receive a response from two local authorities. However, from that information the Task Group were able to ascertain that it appear that similar types of social media and for similar purposes, were being used by local authorities.

It was clear from its investigations that the Council was in fact making good use of social media and had assisted other authorities in setting up social media accounts. During the interview with the Communications Manager she was able to provide detailed information around the number of people who accessed information through the different social media accounts and following discussions with the Head of Communications at WCC, who had provided information which was available through the WCC Communications Dashboard, the Group agreed that it would be useful to have an area within the Corporate Measures Dashboard which showed information around communications. This could include for example details around advertising (particularly in light of the way in which marketing budgets were being used to "buy" advertising through Facebook), priority campaigns and the number of new users or shares. This information could then show clearly to those Members who were perhaps sceptical, the power of social media and the numbers of people that it could reach and how those numbers had the potential to grow on a regular basis.

The Task Group therefore recommends the following:

Recommendation 4

That an area be created on the Measures Dashboard dedicated to data in respect of access to the Council's social media accounts in order to measure its usage.

Chapter 2

Members' Use of Social Media

The second area which the Task Group looked at in detail was in respect of how Members used social media. It was agreed that in order to gauge Members use of it and whether there were any areas which needed more detailed investigation, that a survey would be sent out to all Members asking a number of questions. A detailed analysis of the responses received back (23 out of 31 Councillors) are attached at Appendix 4.

On drilling down to the reasons behind some Members reluctance to use social media a number of areas were highlighted, ranging from not having social media accounts to not knowing how to use them and preferring to stick to email or letter for Council business. Only 39% of those that responded used social media in their role as a Councillor, with more than half of those that did choosing not to follow the Council pages on Facebook and Twitter. Just over half of those that did follow the Council actually "shared" or "re-tweeted" posts and comments. There was some concerns from a number of Members that by sharing and re-tweeting difficulties could arise in the future, "note sure where comments can end up" was one reason quoted. Reasons for not following or sharing comments were largely due to not knowing how to use the social media sites confidently.

The Communications Manager had been clear that when her team were "sharing" or "re-tweeting" something from an individual Councillor that this was only done when the subject matter was of a non-political nature. She assured the Task Group that they were careful not to show bias towards any political group, not even the controlling group. The exception being the Chairman of the Council; the Communications Team would publicise events which were being attended by the Chairman or Vice Chairman, as part of the civic role.

Of those who responded when asked whether they would be interested in being able to access training around social media 65% said yes, highlighted a number of areas they would like to be included in any training, including basic training on how to operate the sites and any help it could give in managing their workload as a Councillor.

Members also commented that the Council's website itself was not always easy to navigate and that information in respect of particular areas, which would naturally be more important and relevant to residents, should be easily accessible. There was an overall acknowledgement that whether people liked it or not, social media was here to stay and would continue to grow as a communication tool.

During its investigations the Task Group also interviewed Tristan Harris from the Bromsgrove Standard newspaper, as it was keen to get both his views on how the Standard used social media and how he felt the Council could use it.

Mr Harris provided Members with an insight into how they used it to start a dialogue with readers, which it would not have otherwise been able to do. He was able to provide Members with information around a number of areas including how he believed that users often “policed” the content of comments themselves and that for every negative comment there was often a positive. He also commented that a council would not necessarily be the type of thing that people would normally follow on either Facebook or Twitter and therefore it would always be hard to try and make things interesting in order to catch people’s attention. He was also of the view that it was a fine line between personal and professional use and therefore would recommend that for councillors it may be better to have separate social media accounts. This was an area which had been discussed on a number of occasions (with a number of witnesses) and one which divided the opinions of the Task Group members.

The Task Group debated at some length the need for training to be provided to all Members with the view being put forward that in this day and age it was an essential part of a Councillors life and that they should be competent in all aspects of the use of IT including social media. However, it was acknowledged that this was not always the case and that the IT equipment which was provided to Members was not necessarily something which everyone would be familiar with, then there was some scope to provide training to them in order to ensure that they were making the best use of the different areas of communicating with their residents available to them.

The Task Group were very specific in that it felt that there were certain areas which would need to be included within this and that the training session should take the form of a workshop and be interactive. It was not felt necessary to hold these sessions regularly but it should form part of any Member Induction Programme which took place following the election of Members.

There was one further area which Members were keen to include within this training workshop and this was in respect of any legal requirements and “dos” and “don’t” when using social media as it was clear from speaking to their colleagues that this was something which concerned those Members who were reluctant to use it. It was clear from speaking to the Communications Manager and reports in the national news that legislation had at last “caught up” with the use of social media, particularly in respect of defamation of character and the role of the press and the role of privilege which meant the press could only report things which were factual and how comments made on social media could prejudice a court case. Comments on social media could also do this and needed to be aware that by using it, their views being available on social media in reality made everyone a reporter. This should be remembered particularly by someone in authority, such as a Councillor, when commenting on posts.

The Task Group therefore recommends the following:

Recommendation 5

That as part of the Member Induction Programme a workshop type training session be provided for Members, covering the following areas:

- (a) An introduction to Social Media on an iPad; and
- (b) Any legal implications of Members' use of social media and how to keep safe.

Areas to Note

During its investigations the Group considered a number of areas, which although they did not feel warranted a recommendation being made, may be areas which should be considered in the future or highlighted as areas which should be drawn to Members attention or supported. These included:

- The need to encourage Members to “follow”, “share” and “re-tweet” items on the Council’s social media sites. For example Street Theatre events, changes to bin collections.
- The Council should explore all aspects of social media to reach as many residents as possible, whilst still considering that there remained a number of residents who would wish to be contacted and to contact the Council, in more traditional ways such as letter and telephone.
- Consideration should be given to setting up a “Chairman of the Council” Facebook and Twitter account which could be used continually for the period of office for each Member appointed to that role. This would prevent any link to a personal account held by that person.
- The restrictions on the Communications Team in respect of tapping into other Councils’ social media feeds – if this was relax there would be an opportunity to reach a wider audience.
- Continue to use the marketing budgets of areas within the Council to “boost” the number of people receiving messages on Facebook and to monitor the success of this through the Measures Dashboard.
- Members were conscious that social media was a useful tool for the vulnerable to keep in contact with people and that it may be helpful particularly for those that are isolated. In this respect it was suggested that the Council should consider working with partners to provide training for this particular group of residents in the use of social media, this could cover its use and how to stay safe.

Appendix 1



Bromsgrove
District Council
www.bromsgrove.gov.uk

OVERVIEW AND SCRUTINY TOPIC PROPOSAL

This form can be used for either a Task Group or a Short Sharp Review topic proposal.

Completed forms should be returned to scrutiny@bromsgrove.gov.uk – Democratic Services, Bromsgrove District Council.

Name of Proposer: Cllr Chris Bloore	
Tel No:	Email: c.bloore@bromsgrove.gov.uk
Date: 26 th August 2016	

Title of Proposed Topic (including specific subject areas to be investigate)	Review of the Council's use of Social Media
Background to the Proposal (Including reasons why this topic should be investigated and evidence to support the need for the investigation.)	<p>During the course of the recent Preventing Homelessness Review it has come to my attention that social media is an increasingly important form of communication with the public.</p> <p>The Council already uses various forms of social media to engage with residents, but I feel that this could be enhanced to the benefit of Council Services and residents.</p> <p>At present I feel that it is often used mainly by the Council to let residents know what is happening rather than as tool for engagement with them.</p>
Links to national, regional and local priorities	Enabling services to meet the needs of residents. Whilst this task group would not link directly to any specific strategic purpose, enabling itself, if conducted appropriately can

Agenda Item 9

(including the Council's strategic purposes)	enhance the Council's ability to achieve these purposes.			
Possible Key Objectives (these should be SMART – specific, measurable, achievable, relevant and timely)	<ul style="list-style-type: none"> • Establish how social media is currently used within the Council and what improvements, if any could be made. • Review any related policies. • Research into how other Council's use social media. • Achieve greater engagement with the public and customer satisfaction. 			
Anticipated Timescale for completion of the work.				
Would it be appropriate to hold a Short Sharp Inquiry or a Task Group? (please tick relevant box)	Task Group	x	Short Sharp Inquiry	

Appendix 2

Declarations of Interest

There were no declarations of interest other than all Members used social media in some way, but not necessarily in respect of their role as a Councillor.

Appendix 3

Signage Currently Displayed at Public Meetings

Bromsgrove District Council

Protocol for Attending and Reporting Meetings

Members of the public and press are welcome to attend meetings of Bromsgrove Council, Cabinet and Committees. Details of forthcoming meetings are published on the Council's website and copies of the agendas and reports for each meeting are available the week before.

What you can record

Members of the public and press can make a record of all or part of the meeting in the following ways:

In writing;

Audio recording;

Filming;

Taking photographs;

Using the internet and social media, such as tweeting and blogging.

The report can be made at the time of the meeting or afterwards. You can also make an oral report but not in the meeting itself.

There may be a few occasions when part of a meeting is closed to the public and you will not be able to make a record of what happens. The meeting will have to make a decision to exclude the press and public and this will be made clear to you if it happens. You must not leave any recording equipment in the room where a private meeting is being held. The agenda for each meeting usually shows where the public and press are likely to be excluded.

What facilities are available?

We provide chairs and tables for the press and members of the public who are attending to make a record of the meeting.

In most of the rooms used for our meetings, Wi-Fi is available and the details of how to access this are displayed on the table used by the press.

A paper copy of the agenda for each meeting is available at the press table and some copies are also made available to the public.

We ask you.....

Please let us know by the day before a meeting if you wish to record it. This helps us make the appropriate arrangements.

Please do not make an oral record in the meeting room – this may be disruptive and prevent others from hearing what is going on.

Please stay in one place. You are able to leave the meeting whenever you wish. To help the meeting run as smoothly as possible, we ask that you do not move around during the meeting as this can disrupt the business.

Please remember it is your right to record the meeting but other members of the public present may be attending only to observe it and may not wish to be filmed or recorded by you. Please comply with their wishes if they indicate that they object to being filmed or recorded.

Please do not interrupt the meeting.

The Chairman is responsible for how the meeting is run and should be able to conduct the meeting without interruption. Examples of disruptive behaviour include moving around without the Chairman's consent; making a noise setting up or re-siting equipment during the meeting; using flash photography etc. If the Chairman asks you to stop doing something to prevent the meeting being disturbed, please respect their request. If the Chairman considers you are being disruptive he or she may exclude you from the meeting altogether.

Democratic Services Manager, September 2014

Contact: Democratic Services, Bromsgrove District Council

E-Mail: democraticservices@bromsgrove.gov.uk

Appendix 4

Analysis of the Results of the Survey of Councillors

23 (74%) out of 31 Councillors responded to the survey.

1. Do you use social media?

Yes	No
16	7
70%	30%

2. If yes which ones do you use:

Facebook	Twitter	LinkedIn	Instagram	Snapchat	WhatsApp
16	13	7	3	1	8
70%	56%	30%	13%	0.04%	35%

Other: Pintrest, Google, you tube, Next Door, Email

3. What do you use them for?

Leisure	Business	Your Role as a Councillor
12	5	9
52%	22%	39%

If No, then why not:

- I don't think that they are necessary "twits tweet"
- I do not have any media accounts.
- I prefer to deal directly with my constituents.
- Tend to stick to email or letter for Council work.
- Have never used social media.
- Only recently started to look at Councillor posts.
- Don't know how to use them and not enough time in the day.

4. Do you follow the Council's Facebook and Twitter Feeds?

Yes	No
11	12
48%	52%

5. If yes do you share or comment on any of the posts?

Yes	No
6	5

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55%	45%
-----	-----

6. If you don't share our information, is there any particular reason why not:
- Unaware of them.
 - The subject matter is not usually related to Hagley or it is not a subject which I need or should be 'associated' with i.e. I don't think it is my position to inform people of tax rises etc.
 - Spend little time on social media.
 - Not too sure where comments can end up.
 - Not yet sufficiently confident in how to do this.
7. If you don't follow us, is there any specific reason why not:
- Unaware of them.
 - The subject matter is not usually related to Hagley or it is not a subject which I need or should be 'associated' with i.e. I don't think it is my position to inform people of tax rises etc.
 - Not necessary
 - Time consuming
 - Never used social media before.
 - Don't know how to use them and not enough time in the day.

8. Would you be interesting in attending any training on Social Media if it were made available to Members:

Yes	No
15	8
65%	35%

9. Are there any particular areas of training that you would be interested in:
- Use it as a Councillor
 - If it helped my workload
 - Instagram and snapchat
 - Twitter
 - Basic training
 - How to operate Facebook and Twitter in more detail.
10. Please add and other comments or suggestions you would like to make:
- Current data and information isn't that easy to find i.e. current garden waste costs and collection dates, or 'headline' from the last full Council meeting i.e. news.
 - It's the way to go.
 - Already feel equipped to use it.
 - Should training be arranged I think it would be beneficial for Parish Council Members and Officers to be able to attend.

Appendix 5

WORK PROGRAMME

Date of Meeting	Subject
30/11/16	Initial Meeting – terms of reference and work programme planning.
14/12/16	Research and potential questionnaire for Councillors
11/01/17	Interview with Anne-Marie Harley – Communications Manager
08/02/17	Draft Questionnaire
07/03/17	Results of Survey
21/03/17	Interview with Tristan Harris from the Bromsgrove Standard newspaper
11/04/17 (CANCELLED)	<ul style="list-style-type: none"> • Interview with Keith Beech, Head of Communications WCC • Social Media Policy
25/04/17 (CANCELLED)	Review of Work to date including analysis of survey results.
22/06/17	Review of Work to date
01/08/17 (CANCELLED)	<ul style="list-style-type: none"> • Interview with Keith Beech/Anne-Marie Harley • Social Media Policy • Analysis of survey results
14/08/17	<ul style="list-style-type: none"> • Interview with Anne-Marie Harley, Communications Manager BDC • Social Media Policy • Analysis of survey results
05/09/17	<ul style="list-style-type: none"> • Interview with Keith Beech – Head of Communications WCC • Discuss potential recommendations and content of final report.
17/10/17	Final Draft Report considered.

Appendix 6

ACKNOWLEDGEMENTS

WITNESSES

The Task Group considered evidence from the following sources before making its recommendations:

Internal Witnesses:

Anne-Marie Harley – Communications Manager

Councillors:

Members would like to thank all those who took the time to complete the questionnaire which was issued.

Councillor G Denaro – Leader of the Council

External Witnesses:

Tristan Harris – Bromsgrove Standard

Keith Beech – Head of Communications, Worcestershire County Council

BACKGROUND PAPERS

BDC Social Media Policy

LGA Social Media strategy

LGA Media and Communications Workbook

Legal, Equalities and Democratic Services

Bromsgrove District Council, The Council House, Burcot Lane,
Bromsgrove, Worcestershire B60 1AA
Telephone: (01527) 881288
Email: scrutiny@bromsgrove.gov.uk

CABINET LEADER'S WORK PROGRAMME

1 NOVEMBER 2017 TO 28 FEBRUARY 2018

(published 1 October 2017)

This Work Programme gives details of items on which key decisions are likely to be taken in the coming four months by the Council's Cabinet

(NB: There may be occasions when the Cabinet may make recommendations to Council for a final decision e.g. to approve a new policy or variation to the approved budget.)

Whilst the majority of the Cabinet's business at the meetings listed in the Work Programme will be open to the public and media organisations to attend, there will inevitably be some business to be considered that contains confidential, commercially sensitive or personal information.. This is called exempt information. Members of the public and media may be asked to leave the meeting when such information is discussed.

If an item is likely to contain exempt information we show this on the Work Programme. You can make representations to us if you consider an item or any of the documents listed should be open to the public.

The Work Programme gives details of items on which key decisions are likely to be taken by the Council's Cabinet, or full Council, in the coming four months.

Key Decisions are those executive decisions which are likely to:

- (i) result in the Council incurring expenditure, foregoing income or the making of savings in excess of £50,000 or which are otherwise significant having regard to the Council's budget for the service or function to which the decision relates; or
- (ii) be significant in terms of its effect on communities living or working in an area comprising two or more wards in the district;

Key Decisions will include:

1. A decision which would result in any expenditure or saving by way of a reduction in expenditure of £50,000 provided the expenditure or saving is specifically approved in the Medium Term Financial Plan.
2. A virement of any amount exceeding £50,000 provided it is within any virement limits approved by the Council;
3. Any proposal to dispose of any Council asset with a value of £50,000 or more or which is otherwise considered significant by the Corporate Property Officer;
4. Any proposal to cease to provide a Council service (other than a temporary cessation of service of not more than 6 months).
5. Any proposal which would discriminate for or against any minority group.

The Work Programme is available for inspection free of charge at Parkside, Market Street, Bromsgrove, B61 8DA from 9am to 5pm Mondays to Fridays; or on the Council's web-site www.bromsgrove.gov.uk

If you wish to make representations on the proposed decision you are encouraged to get in touch with the relevant report author as soon as possible before the proposed date of the decision. Contact details are provided, alternatively you may write to the Head of Legal, Equalities and Democratic Services, Parkside, Market Street, B61 8DA or e-mail: democratic@bromsgroveandredditch.gov.uk

The Cabinet's meetings are normally held every four weeks at 6pm on Wednesday evenings at Parkside. They are open to the public, except when confidential information is being discussed. If you wish to attend for a particular matter, it is advisable to check with the Democratic Services Team on (01527 881409) to make sure it is going ahead as planned. If you have any queries Democratic Services Officers will be happy to advise you.

The full Council meets in accordance with the Councils Calendar of Meetings. Meetings commence at 6pm.

CABINET MEMBERSHIP

Councillor G. N. Denaro	Leader of the Council without Portfolio (Retaining Overarching Governance/Policy and Performance/HR)
Councillor K. J. May	Deputy Leader and Portfolio Holder for Economic Development, the Town Centre and Strategic Partnerships
Councillor B. T. Cooper	Portfolio Holder for Finance and Enabling
Councillor M. A. Sherrey	Portfolio Holder for Health and Well Being and Community Safety
Councillor C. B. Taylor	Portfolio Holder for Planning and Strategic Housing
Councillor P. J. Whittaker	Portfolio Holder for Leisure and Cultural Services, Environmental Services and Regulatory Services

Decision Including Whether it is a Key Decision	Decision Taker including Details of Exempt Information (if any)	Date of Decision	Documents submitted to Decision Maker / Background Papers List	Contact for Comments
Connecting Families Strategic Group - Children's and Young People's Plan	Cabinet	1 November 2017	Report of the Chief Executive	Kevin Dicks 01527 881484 Councillor M. A. Sherrey
Social Media Task Group	Cabinet	1 November 2017	Report of the Head of Legal, Equalities and Democratic Services	Amanda Scarce 01527 881443 Councillor G. N. Denaro
CTV Short Sharp Review	Cabinet	1 November 2017	Report of the Head of Legal, Equalities and Democratic Services	Amanda Scarce 01527 881443 Councillor M. A. Sherrey
Supplementary Planning Document Consultation – Good Design	Cabinet	1 November 2017	Report of the Head of Planning and Regeneration	Mike Dunphy 01527 881325 Councillor C. B. Taylor
Joint Waste Management Strategy Addendum	Cabinet	1 November 2017	Report of Head of Environmental Services	Guy Revans / Anna Ward Hill Councillor P. J. Whittaker

Decision Including Whether it is a Key Decision	Decision Taker including Details of Exempt Information (if any)	Date of Decision	Documents submitted to Decision Maker / Background Papers List	Contact for Comments
Medium Term Financial Plan 2018/18 to 2021/22 Budget Assumptions	Cabinet (potential recommendations to Council)	1 November 2017	Report of the Executive Director Finance and Resources	Jayne Pickering 01527 881400 Councillor B. T. Cooper
Fees and Charges 2018/19	Cabinet	6 December 2017	Report of the Executive Director Finance and Resources	Jayne Pickering 01527 881400 Councillor B. T. Cooper
Supplementary Planning Document Consultation – Open Space	Cabinet	6 December 2017	Report of the Head of Planning and Regeneration	Mike Dunphy 01527 881325 Councillor C. B. Taylor
Anti-Social Behaviour, Crime and Policing Act 2014 (Implementation of Provisions)	Cabinet (potential recommendations to Council)	6 December 2017	Report of Head of Community Services	Judith Willis/Bev Houghton 01527 587094 Councillor M. A. Sherrey
Bromsgrove Sports and Physical Activity Strategy	Cabinet	6 December 2017	Report of the Head of Leisure and Culture	John Godwin 01527 881762 Councillor P. J. Whittaker
Flexible Homelessness Support Grant	Cabinet	6 December 2017	Report of the Head of Community Services	Derek Allen/Amanda Glennie 01527 881278 Councillor C. B. Taylor

Decision Including Whether it is a Key Decision	Decision Taker including Details of Exempt Information (if any)	Date of Decision	Documents submitted to Decision Maker / Background Papers List	Contact for Comments
Industrial Units Investment Outline Business Case	Cabinet (Potential recommendations to Council, may be an Exempt item)	6 December 2017	Report of the Chief Executive	Dean Piper 01562 732192 Councillor K. J. May
Finance Monitoring and Efficiency Plan Update Q2 2017/18	Cabinet	6 December 2017	Report of the Executive Director Finance and Resources	Jayne Pickering 01527 881400 Councillor B. T. Cooper

OVERVIEW & SCRUTINY BOARD

WORK PROGRAMME

2017/18

RECOMMENDATION:

That the Board considers and agrees the work programme and updates it accordingly.

ITEMS FOR FUTURE MEETINGS

Date of Meeting	Subject	Additional Information
30/10/17	Centres Strategy	Picked up from Cabinet Leader's Work Programme 22/08/17
	Parking Enforcement in the Vicinity of Schools – Scoping Document	
	O&S Recommendation Tracker	
	Planning Backlog Data up to 30/09/17	
	Hospital Car Parking Charges – additional information	Requested following notice of motion at Council 19/07/17.
	Working Group Updates – Finance & Budget Measures Dashboard	
	Social Media Task Group Final Report	
	Task Group/Short Sharp Review Updates: CCTV Short Sharp Review	
	WCC Health Overview & Scrutiny Committee – update from Representative	
	Cabinet Leader's Work Programme	
	O&S Board Work Programme	
27/11/17	Working Group Updates – Finance & Budget Measures Dashboard	
	Industrial Units Investment Outline business Case	Picked up from Cabinet Leader's Work Programme 13/06/17
	Supplementary Planning Document Consultation – Good Design (pre-scrutiny)	Picked up from Cabinet Leader's Work Programme 18/09/17
	Task Group/Short Sharp Review Updates	
	WCC Health Overview & Scrutiny	

Date of Meeting	Subject	Additional Information
	Committee – update from Representative	
	Cabinet Leader's Work Programme	
	O&S Board Work Programme	
11/12/17	Working Group Updates – Finance & Budget Measures Dashboard	
	Task Group/Short Sharp Review Updates	
	WCC Health Overview & Scrutiny Committee – update from Representative	
	Cabinet Leader's Work Programme	
	O&S Board Work Programme	
15/01/18	Working Group Updates – Finance & Budget Measures Dashboard	
	CCTV Short Sharp Review Report	
	Task Group/Short Sharp Review Updates	
	O&S Recommendation Tracker	
	WCC Health Overview & Scrutiny Committee – update from Representative	
	Cabinet Leader's Work Programme	
	O&S Board Work Programme	
12/02/18	Working Group Updates – Finance & Budget Measures Dashboard	
	Task Group/Short Sharp Review Updates	
	WCC Health Overview & Scrutiny Committee – update from Representative	
	Cabinet Leader's Work Programme	
	O&S Board Work Programme	
26/03/18	Working Group Updates – Finance & Budget Measures Dashboard	
	Task Group/Short Sharp Review Updates	
	Scrutiny of the Crime and Disorder Partnership.	
	WCC Health Overview & Scrutiny Committee – update from Representative	
	Cabinet Leader's Work Programme	
	O&S Board Work Programme	
23/04/18	Overview & Scrutiny Board Annual Report and Review of the Work of the Board (including the role of the working groups).	
	Working Group Updates –	

Date of Meeting	Subject	Additional Information
	Finance & Budget Measures Dashboard	
	Task Group/Short Sharp Review Updates	
	WCC Health Overview & Scrutiny Committee – update from Representative	
	Cabinet Leader's Work Programme	
	O&S Board Work Programme	

Updates Received - Monthly

The Council's representative on the Worcestershire Health Overview and Scrutiny Committee (who must be a member of the Overview and Scrutiny Board) provides a verbal update to the Board each month.

The Council's representative on any Joint Scrutiny Task Group's will be expected to provide an update (verbal or written) on the work of that Group at each Board meeting.

The Chairman of any Working Group, Task Group or Short Sharp Review set up by the Board will be expected to provide a written or verbal update in respect of the work being carried out and progress of the investigation by the Group Members.

Reports to be Received by the Board (at its discretion)

Write Off of Debts Report	(last report received 27/06/16)
Sickness Absence Performance - biannually	(last report received 31/10/16)
Making Experiences Count	(last report received 27/06/16)
Summary of Environmental Enforcement	(last report received 08/08/16)

Planning Backlog Data

Received 6 monthly as follows:

31 st March	- to be received at April/May meeting
30 th September	- to be received at October/November meeting

Scrutiny of Crime & Disorder Partnership

The Board must hold at least one meeting at which it considers the scrutiny of Crime and Disorder Partnership.

Areas for further discussion and possible inclusion within the Work Programme carried forward from the 2015/16 Training Event

- Community Transport facilities
- Planning Issues – Particularly enforcement
- Local Plan Development
- Residential developments causing traffic problems
- Social Housing issues
- Lack of affordable social housing for young people
- BDHT addressing issues re sites.
- Youth provision
- Town Centre shops
- Town Centre Regeneration

When considering topics for investigations Members may wish to take into account the Council's Strategic Purposes as detailed below:

Our Strategic Purposes for Bromsgrove



Help me to live my life independently

Help me to be financially independent

Keep my place safe & looking good

Help me find somewhere to live in my locality

Provide good things for me to see, do & visit

Help me run a successful business

Support services enable us to deliver our purposes

For more information view the Council Plan at:
<http://www.bromsgrove.gov.uk/cms/council-and-democracy/council-plan.aspx>



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