



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE SCRUTINY STEERING BOARD

TUESDAY, 29TH JULY 2008 AT 6.00 P.M.

COMMITTEE ROOM, THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors D. L. Pardoe (Chairman), Dr. G. H. Lord (Vice-Chairman), A. N. Blagg, Mrs. M. Bunker, S. R. Colella and C. B. Taylor

AGENDA

1. To receive apologies for absence
2. Declarations of Interest and whipping arrangements
3. To confirm the accuracy of the minutes of the meeting of the Scrutiny Steering Board held on 1st July 2008 (Pages 1 - 4)
4. Scrutiny Request - Parking for Blue Badge Holders (Pages 5 - 12)
5. Bromsgrove Town Centre Area Action Plan Issues and Options Consultation (Pages 13 - 96)
6. Officer Responses to Scrutiny Recommendations (Pages 97 - 102)
7. Amendments to Current Task Groups (Pages 103 - 110)
8. Verbal updates on progress of Scrutiny Task Groups (to be given by the Task Group Chairmen)
 - (a) Anti-Social Behaviour and Alcohol Free Zones (Councillor C. B. Taylor)
 - (b) Refuse and Recycling – Value for Money (Councillor C. R. Scurrall)
9. Verbal Update on Joint Countywide Scrutiny on Flooding (Councillor D. L. Pardoe)
10. Forward Plan of Key Decisions (Pages 111 - 140)

11. Work Programme (Pages 141 - 142)
12. 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

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

18th July 2008

Agenda Item 3

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE SCRUTINY STEERING BOARD

TUESDAY, 1ST JULY 2008 AT 6.00 P.M.

PRESENT: Councillors D. L. Pardoe (Chairman), A. N. Blagg, S. R. Colella and C. B. Taylor

Officers: Mr. K. Dicks, Mr. P. Street, Mrs. C. Felton, Mrs. S. Sellers and Ms. D. McCarthy

9/08 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Mrs. M. Bunker and Dr. G. H. Lord.

10/08 DECLARATIONS OF INTEREST

No declarations of interest or whipping arrangements were made.

11/08 MINUTES

The minutes of the Special Meeting of the Scrutiny Steering Board held on 22nd May 2008 were submitted.

RESOLVED that the minutes of the meeting be approved as a correct record.

12/08 OVERVIEW AND SCRUTINY GUIDE

Members considered the recently updated Overview and Scrutiny Guide for Bromsgrove District Council which was due to be uploaded on to the Council's website and the library section of the Centre for Public Scrutiny (CfPS) website.

RESOLVED that the Overview and Scrutiny Guide be noted.

13/08 ADDITIONAL TASK GROUP MEMBERS

The Board considered the two additional completed membership forms for the Anti-Social Behaviour and Alcohol Free Zones Task Group from Councillors D. L. Pardoe and D. McGrath which had been submitted following a letter from the Board urging Members to consider joining the Task Group, particularly those not from the ruling group.

Councillor K. Taylor, Task Group Chairman, informed the Board that Councillor Miss D. Campbell had also indicated an interest in the subject matter and the Task Group would like her to participate in the scrutiny

investigation due to her role as Justice of the Peace (JP). It was explained that co-option was for those individuals who were not elected members, however, the Board could agree to an additional Councillor joining the Task Group, subject to a membership form being completed.

It was also clarified that in relation to the size of Task Groups, although the general rule was a maximum of seven, this did not prevent the Board in allowing a larger Task Group to continue, if it believed it could still carry out an effective scrutiny investigation. However, the Board was reminded that demand for such participation needed to be balanced against the need to maintain the small size of a Task Group.

RESOLVED:

- (a) that Councillors D. L. Pardoe and D. McGrath join the Anti-Social Behaviour and Alcohol Free Zones Task Group; and
- (b) that, subject to the necessary membership form being completed, Councillor Miss D. Campbell be allowed to join the Anti-Social Behaviour and Alcohol Free Zones Task Group.

14/08 **SCRUTINY TASK GROUP UPDATE**

The Chairman of the Anti-Social Behaviour and Alcohol Free Zones Task Group, Councillor K. Taylor, informed the other Members of the Board that the Task Group had met for the first time on 25th June 2008 where the terms of reference had been discussed at great length.

The Task Group Chairman raised his concerns over the large remit of the Task Group and questioned whether the Task Group could effectively scrutinise both Anti-Social Behaviour and Alcohol Free Zones at the same time. He also raised concerns over the wording of the terms of reference in relation to anti-social behaviour as it related to scrutinising the "causes" of anti-social behaviour which could be an extremely large piece of work on its own.

A lengthy discussion ensued around the terms of reference of the Task Group, the timescale for the Task Group to complete its work, potential witnesses that could be called to assist the Task Group, differing interpretations of what could be classed as anti-social behaviour, usefulness and effectiveness of Alcohol Free Zones, enforcement issues in relation to Alcohol Free Zones and incidents of anti-social behaviour as a consequence of ineffective Alcohol Free Zones.

Possible alternative ways of working were considered briefly, including the option of the Task Group scrutinising the subject matter in two parts (over a slightly extended period of time) so as to ensure a link between scrutinising Anti-Social Behaviour and Alcohol Free Zones remained.

The Scrutiny Steering Board was informed that the next meeting of the Task Group was scheduled to be held the following week.

RESOLVED:

- (a) that the update on the progress of the Anti-Social Behaviour and Alcohol Free Zones Task Group be noted;
- (b) that the Task Group continue as originally agreed (with the three additional Members as decided under the previous item) however, the Task Group's concerns be noted by the Board and the Task Group Chairman be requested to continue to report at every meeting on its progress and inform the Board of any issues and concerns the Task Group might have in the future; and
- (c) that when the Task Group invites representatives from West Mercia Police to give a presentation to the Task Group on issues surrounding anti-social behaviour and alcohol free zones, Members of the Scrutiny Steering Board be invited to attend as observers.

15/08 **RECOMMENDATION TRACKER**

The Scrutiny Recommendation Tracker was considered by the Board and several questions were answered in relation to the Cabinet approved scrutiny recommendations from the public transport (bus) scrutiny investigation, the air quality investigation as well as general recommendations from the Board.

In relation to the first recommendation on the list, it was confirmed that concessionary parking would be considered by the Cabinet the following evening and if agreed, the Performance Management Board would be requested to include the item on its work programme.

There was some concern that no responses had been received from other bodies such as Worcestershire County Council. However, in relation to public transport recommendations, it was confirmed that the Assistant Chief Executive had received responses since the July recommendation tracker report had been finalised and more information would be available within the next report in September 2008. In the meantime, the Executive Director - Partnerships and Projects was also able to give a brief update to Members including the possibility of working with the County Council to look into the feasibility of developing a purpose built bus station in Bromsgrove and regarding the accessibility study involving transport modelling which was due to be completed by the County Council later in the year. It was also mentioned that the Assistant Chief Executive had attended a meeting with Network Rail in relation to progressing the redevelopment of Bromsgrove Railway Station.

Officers were requested to ensure that there was a link between the Transport Strategy, the Regional Spatial Strategy (RSS) and the Local Development Framework (LDF).

In relation to recommendations from the air quality scrutiny, it was stated that letters had been sent from the Executive Director - Partnerships and Projects to relevant external agencies but as responses had not been forthcoming, follow up telephone calls would be the next step.

It was clarified that the primary purpose of the Scrutiny Recommendation Tracker was to provide the Board with an opportunity to monitor the implementation of all Cabinet approved scrutiny recommendations which had originated from scrutiny task group investigations.

RESOLVED that the Scrutiny Recommendation Tracker be noted.

16/08 **FORWARD PLAN**

Consideration was given to the Forward Plan which included key and non-key decisions due to be taken over the next few months.

The Board focussed on the key decisions and considered each one in detail. Several questions were raised on each key decision and these were answered by the officers present.

It was understood that more information relating to the redevelopment of the Town Centre would be provided to the Board at its next meeting by the Executive Director – Partnerships and Projects. However, the Chairman did request that correct and clear information should be provided to the public to ensure there was not an adverse impact on Market Hall traders. The Chief Executive reassured the Board that there was a more detailed action plan in place which provided greater clarity and improved communication between interested parties.

RESOLVED that the Forward Plan be noted.

17/08 **WORK PROGRAMME**

The Board considered all the items listed on its Work Programme.

It was confirmed that an update regarding the Joint Countywide Flooding Scrutiny would be provided by the Board Chairman at the next meeting.

RESOLVED that Scrutiny Steering Board's Work Programme be noted and be updated accordingly.

The meeting closed at 7.35 p.m.

Chairman

BROMSGROVE DISTRICT COUNCIL

SCRUTINY STEERING BOARD

29TH JULY 2008

SCRUTINY REQUEST – CAR PARKING FOR BLUE BADGE HOLDERS

Responsible Portfolio Holder	Portfolio Holder for Street Scene and Community Safety
Responsible Head of Service	Head of Street Scene and Community

1. SUMMARY

- 1.1 This report relates to a request received from a member of the public regarding car parking for Blue Badge holders (please see Appendix 1).

2. RECOMMENDATIONS

- 2.1 The Scrutiny Steering Board has three options which are detailed in paragraphs 3.7 to 3.10 and are as follows:
- (a) In light of a similar request relating to car parking for over 60s being referred to the Performance Management Board, this matter is dealt with in the same way and also referred to the Performance Management Board;
 - (b) The item is added to the Scrutiny Steering Board's work programme; or
 - (c) No action is taken.

3. BACKGROUND

- 3.1 An email from Mr. Leslie Irving (Vice-Chairman of the Older People's Forum) was received on Monday 14th July 2008. It requested the Performance Management Board to consider free parking for Blue Badge holders and the exact wording was as follows:

“To Performance Management Board I would like the subject of free parking for Blue Badge holders to be put on the Performance Management Board agenda for consideration. Attached is my letter to the local paper about my difficulties which also affect may others. Leslie Irving.”

- 3.2 Mr. Irving's letter to the local paper referred to above is attached as Appendix 1.

3.3 As there is no mechanism in place for members of the public to refer items to the Performance Management Board, Mr. Irving was advised of his options which included contacting his Ward Councillor and/or requesting the Scrutiny Steering Board to consider this matter.

3.4 Mr. Irving has since requested that the Scrutiny Steering Board considers this item and an extract from his second email is below:

“...Would you please put my request to the Scrutiny Steering Board for them to consider free parking on their car parks in Bromsgrove. I have not found one council similar to Bromsgrove that charges for Blue Badge Holders for parking and nationally the trend is the same. It would appear that Bromsgrove is the exception rather than the rule.... Leslie Irving.”

3.5 Members of the Scrutiny Steering Board will remember that a similar request was received from Mr. Charlie Bateman (Chairman of the Older People’s Forum) regarding concessionary parking for the over 60s and the Scrutiny Steering Board requested that the matter be referred to the Performance Management Board.

3.6 The Performance Management Board considered this request at its meeting held on 15th July 2008 where it was agreed that this matter would be added to its work programme and an officer report would be considered on concessionary parking for over 60s once six months worth of the necessary data was available. (Clarification on legal, equalities and diversity implications was also sought and it was requested that such information should be included in the officer report. It was agreed that other points Members would like to be included within the report could be directed to the relevant Portfolio Holder and Head of Service.) It is anticipated that the report will be considered by the Performance Management Board at its meeting due to be held on 21st October 2008.

3.7 As this new scrutiny request from Mr. Irving is closely linked to Mr. Bateman’s, the Scrutiny Steering Board could decide to request the Chief Executive to refer this matter to the Performance Management Board suggesting that the officer report covers both car parking for over 60s and car parking for Blue Badge holders.

3.8 Alternatively, the Scrutiny Steering Board could decide to add the topic of free parking for Blue Badge holders to its own work programme. However, this may be seen as a disjointed approach considering parking for over 60s has already been referred to the Performance Management Board.

3.9 It should be pointed out that even if this matter was referred to the Performance Management Board, it does not prevent the Scrutiny Steering Board in scrutinising this subject at some point in the future, as it is always a possibility that in due course the Performance Management Board may

request the Scrutiny Steering Board to consider undertaking a more detailed scrutiny investigation at a later date, if its Members felt that was appropriate.

3.10 However, on this point Members are reminded that a scrutiny exercise was undertaken fairly recently by the Car Parking Scrutiny Task Group which included looking at issues facing Blue Badge holders and there was consultation with many representatives such as those from local Disabled User Groups. The scrutiny investigation was completed in March 2007 and there were recommendations specifically relating to Blue Badge Holders. In April 2007, the Cabinet decided that no action would be taken with regard to removing car parking charges for the disabled but the Cabinet did approve the second option put forward by Scrutiny which was to allow Blue Badge holders an additional hour of parking over and above the time for which they had paid. Members of the Task Group reconvened for a Review Meeting earlier this year in March 2008.

3.11 The final option open to the Scrutiny Steering Board is to take no action.

4. FINANCIAL IMPLICATIONS

4.1 There are no financial implications directly relating to this report.

5. LEGAL IMPLICATIONS

5.1 There are no legal implications directly relating to this report.

6. COUNCIL OBJECTIVES

6.1 This report does not directly link to Council Objectives.

7. RISK MANAGEMENT

7.1 There is no risk, either negative or positive, directly associated with this report.

8. CUSTOMER IMPLICATIONS

8.1 There are no customer implications directly relating to this report. However, it should be pointed out that this issue has been raised by a local resident and customer of the Council and therefore Members are urged to give careful consideration to this request.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 There are no implications directly relating to this report for the Council's Equalities and Diversity Policies. However, if this issue was considered further, Members would need to consider such implications.

10. VALUE FOR MONEY IMPLICATIONS

10.1 There are no Value for Money implications directly relating to this report.

11. OTHER IMPLICATIONS

Procurement Issues – None.
Personnel Implications – None
Governance/Performance Management – None
Community Safety including Section 17 of Crime and Disorder Act 1998 – None
Policy – None
Environmental – None

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	N/A
Chief Executive	Yes
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	No

13. WARDS AFFECTED

All Wards.

14. APPENDICES

Appendix 1 – Letter to the local paper from Mr. Leslie Irving

15. BACKGROUND PAPERS

None.

CONTACT OFFICER

Name: Della McCarthy, Scrutiny Officer
E Mail: d.mccarthy@bromsgrove.gov.uk
Tel: (01527) 881407

This page is intentionally left blank

6th July 2008

To whom it may concern

The lack of care in the community is the hall mark of B.D.C. It is the only council within Worcestershire that charges Blue Badge holders to park on their car parks. All Wychavon pay and display car parks are free for Blue Badge holders. This covers Droitwich Broadway and Pershore. Even Worcester City Council where car parking is at a premium there is free car parking for two hours on short stay car parks and free all day on Long Stay car parks. Before my wife died she was wheel chair bound. I as her carer needed all the help I could get when parking the car and shopping. One extra burden in having to pay on site to park was a step too far. People in authority who have never been a carer must make it a point to find out the difficulties and stress the carers are under. This will make them better prepared when considering methods of parking fees. I contacted many other counties throughout the U.K. and with very few exceptions they were all free car parking to Blue Badge holders. The exceptions were usually seaside resorts with limited parking.

Leslie Irving (Vice-chairman. Older Peoples Forum)

This page is intentionally left blank

BROMSGROVE DISTRICT COUNCIL

SCRUTINY STEERING BOARD

29TH JULY 2008

TOWN CENTRE REDEVELOPMENT – PROGRESS REPORT

Responsible Portfolio Holder	Councillor Dr. D. W. R. Booth JP
Responsible Head of Service	Mr. P. Street, Executive Director - Partnerships and Projects.

1. SUMMARY

- 1.1 The purpose of this report is to inform the Board of the progress with the Area Action Plan and in particular the consultation surrounding the Issues and Options.

2. RECOMMENDATION

- 2.1 Members are asked to note the progress with the regeneration of the town centre and the work on the issues and options consultation.
- 2.2 As part of the Issues and Options consultation, Members' views are requested.

3. BACKGROUND

- 3.1 The town centre Area Action Plan Issues and Options consultation commenced on July 15th. The Consultation is with respect to the Bromsgrove Town Centre Area Action Plan, which, once complete, forms an essential component of the whole Bromsgrove Local Development Framework.
- 3.2 Based on the views expressed in these consultations, issues have been identified together with some options for dealing with them. The purpose of this new exercise is to determine which of these options are preferred.
- 3.3 The Government has introduced changes to the planning system. As a result the Council is preparing a new suite of planning policy documents to help plan for and control future change in the District. The Bromsgrove town centre Area Action Plan (AAP) will form part of this new suite. It will be focussed purely on Bromsgrove town centre and will set out a new vision for this important shopping and service centre.
- 3.4 In setting out our objectives for key town centre issues, such as transport, open spaces, retailing, public services and facilities, employment provision and housing, the plan will ask questions about the

future direction of the town. Ultimately, the AAP will provide a set of principles and guidelines which all new developments within the town centre will have to follow over the next 15-20 years.

- 3.5 The issues and options report is available for purchase, but can also be found on the Council's website. Reference copies can be found in various public buildings around the district. A summary of the issues and options report has been produced and has been distributed widely. It is planned to also use the farmers market and the street theatres as an opportunity to consult on the AAP. A questionnaire will accompany the report and local residents, key stakeholders and statutory consultees will be asked for their responses to the AAP.
- 3.6 The distribution of the issues and options summary and questionnaire will be circulated to libraries around the district and other public buildings. Advertisements highlighting the consultation will be published in certain newspapers across the district and also through the HUB.
- 3.7 The Issues and Options consultation will provide local residents, stakeholders and others to express their opinions on the regeneration of the town centre and the report and summary will act as a prompt to the principal considerations.
- 3.8 The period of consultation will be for eight weeks and at the end of the consultation period results will be analysed and these will form the basis of the preferred option. It is anticipated that consultation will take place on the preferred option in early 2009. This will then be submitted to the Secretary of State through the Government Office once the Local Development Framework Core Strategy has been approved.
- 3.9 The Consultation is being led by BDC as it forms part of the statutory requirement of developing their Area Action Plan. At the same time the County Council are exploring with Bromsgrove District Council, the Primary Care Trust, the Police and Fire Authority the disposal of a number of redundant County Council properties in the town centre and hence the corresponding development of a number of replacement facilities. Wherever practical the replacement facilities would support the delivery of joint services with these other organisations as appropriate.

4. FINANCIAL IMPLICATIONS

- 4.1 N/A

5. LEGAL IMPLICATIONS

- 5.1 The issues and options consultation is not statutorily required, but is regarded as best practice. The Town Planning and Compulsory Purchase Act 2004 introduced the concept of Area Action Plans and this requires an evidential trail in respect of community consultation.

6. COUNCIL OBJECTIVES

6.1 The regeneration of the town centre is a primary objective for the Council.

7. RISK MANAGEMENT

7.1 The principal risk of not having an issues and options consultation with regard to the Area Action Plan is that the community will feel excluded from the process and it may be made more difficult to demonstrate community engagement.

7.2 Through the issues and options process the community will see palpable signs of movement with regard to the town centre's redevelopment.

8. CUSTOMER IMPLICATIONS

8.1 The Council have been informed through a variety of forums and communications that local people believe that regenerating the town centre is their highest priority.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 It will be important that the needs of disabled and vulnerable people's are addressed. The issues and options consultation has been organised so to secure the opinions of disabled and vulnerable people with regard to the town centre.

10. VALUE FOR MONEY IMPLICATIONS

10.1 The issues and options consultation demonstrates a commitment to ensuring the community are involved in expressing their opinions on the use of resources to regenerate the town centre

11. OTHER IMPLICATIONS

Procurement Issues – None
Personnel Implications - None
Governance/Performance Management – Regeneration of the town centre is major project and forms part of the evidence of performance for the Council.
Community Safety including Section 17 of Crime and Disorder Act 1998 - None
Policy – Town Centre is a key policy area for the Council.
Environmental – Appropriate consideration is required of environmental issues when pursuing regeneration matters.

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	Yes
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	Yes

13. WARDS AFFECTED

All wards will be indirectly affected by a successful redeveloped town centre, but St John's Ward will be most directly affected.

14. APPENDICES

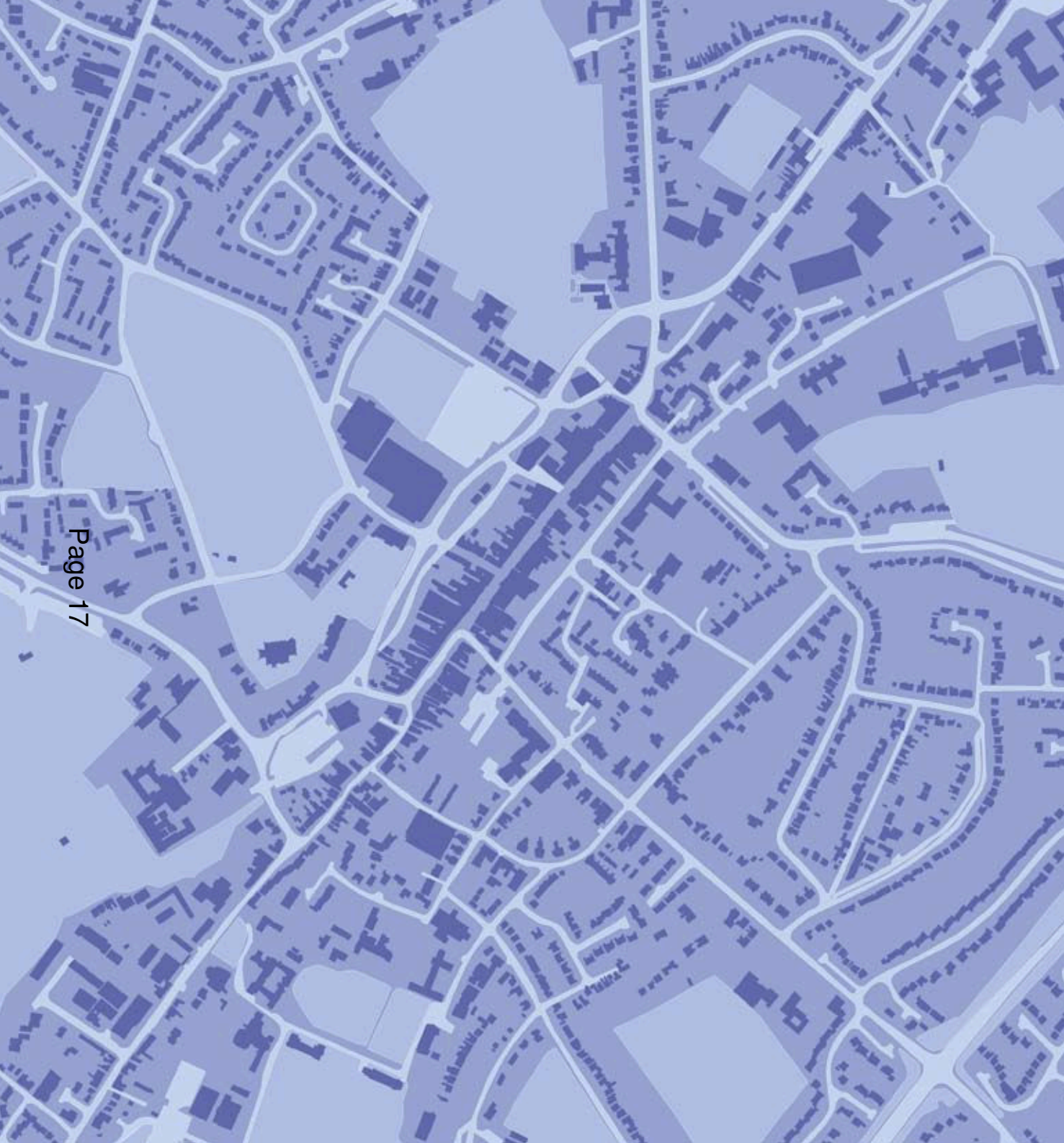
Appendix 1 - Bromsgrove Area Action Plan – Issues and Options Report
Appendix 2 - Bromsgrove Town Centre Regeneration Area Action Plan
Questionnaire

15. BACKGROUND PAPERS

No background papers

CONTACT OFFICER

Name: Phil Street
E Mail: p.street@bromsgrove.gov.uk
Tel: (01527) 881202



Bromsgrove Area Action Plan

Issues and Options Report June 2008



Bromsgrove
District Council
www.bromsgrove.gov.uk



Contents

1.	Introduction	5
2.	Vision and Objectives	15
3.	Consultation	19
4.	Transport, Movement and Accessibility	29
5.	Retailing	39
6.	Living and Working in Bromsgrove	45
7.	Environment and Open Spaces	53
8.	Opportunities for Change	59

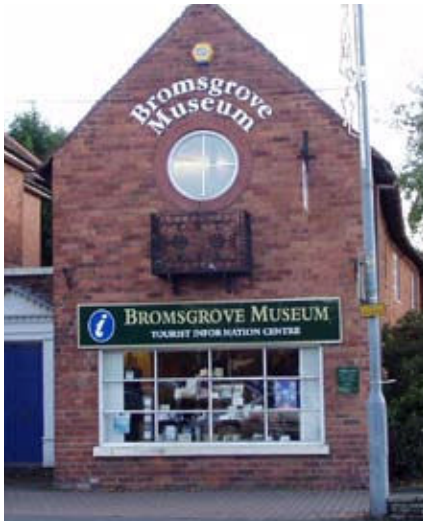
I. Introduction



Introduction



Birmingham Road, Bromsgrove



Bromsgrove Museum, Birmingham Road

This Issues and Options Report sets out a range of issues relevant to the town centre, and proposes possible actions for each issue which have been identified through consultation. The summary tables 1.1 - 1.4 (starting overleaf) provide an overview of the issues identified within the report, and potential actions for each. Sections four to seven of the report provide the context, policy background and a more detailed explanation for each.

As a Development Plan Document (DPD), the AAP will form part of Bromsgrove's Local Development Framework, and will contain policies that set out the planning framework for Bromsgrove Town Centre. The AAP, alongside the Core Strategy and other DPD's currently being prepared by the Council, will remain in place for the lifetime of the Development Plan, until 2026.

Your Views

At this stage, we would like your views on the issues and actions put forward. We would like you to respond by identifying your preferred actions for each of the issues raised. We would also like you to raise any additional issues together with views on how these additional issues might best be addressed in the emerging Area Action Plan for Bromsgrove town centre.

In thinking about the issues and actions presented, it must be remembered that the preferred option may not be a single discrete action, but rather may be a combination of a range of actions taking the best parts of each, or may be an action not yet put forward which emerges from public consultation.

The need for the Bromsgrove town centre Area Action Plan

Bromsgrove District Council has identified that a holistic approach to the redevelopment of the town centre is required, that takes into account the prime sites for regeneration, and includes a systematic consideration of other opportunities.

Bromsgrove Town Centre Issues and Options Overview

Tables 1.1 – 1.4 provide an overview of the issues and associated options, which are included within this report. Each issue is related to one of the four themes, which are covered in greater detail by sections four to seven of this 'Issues and Options' report.

We are also asking for your feedback on the town centre vision and objectives included within section two of the report.

The Big Question

How should our vision be achieved?

Choosing the future direction and identity of the town will be important in developing appropriate strategies which help us to achieve our vision and objectives.

Your views on the vision, objectives and the options for dealing with the various issues will help shape decisions on the most appropriate future direction and identity for the town. They will influence the degree of change. The town centre can move in a number of directions including modernisation to a greater or lesser extent.

Therefore in providing feedback to this report you may wish to consider which of the following you would like to see:

- The town centre defined by re-establishing a street market;
- The development of small, independent and niche retailers;
- Expanded retailing so the town can compete with other shopping centres;
- A vibrant town centre in the evenings;
- An improved quality of environment in the town centre;
- More people living in town; and,
- Improved accessibility and quality of public services in the town centre.

Table 1.1 – Transport, Movement and Accessibility Issues and Potential Actions

Issues	Potential actions
Issue BR1 - Bromsgrove Station	A – Introduce a new regular shuttle bus link between the town centre and the station
	B - Improve signage between the town centre and the station
	C - Improve cycle and pedestrian routes between the station and the town centre
Issue BR2 - Road Network	A - Alter the road network to introduce a one-way system which includes the widening of Windsor Street
	B – Introduce improvements to the junction of Stourbridge Road and Birmingham Road
	C – Close Market Street to through traffic
	D – Reinstate traffic on the High Street
	E – Introduce a new link road to connect Bromsgrove town centre and the A38
Issue BR3 – Buses, pedestrian linkages and mobility	A - Bus stops should be retained in their current location
	B - Bus stops should be relocated to the site of the Windsor Street car park
	C - Reduce barriers to mobility
Issue BR4 – Car Parking	A - Increase the provision of short stay car parking spaces in the town centre
	B - Car parking charges should be reviewed
	C - Reduce the overall number of car parking spaces in the town centre
	D – Create a network of new multi-storey car parks serving the town's principal approaches

Table 1.2 – Retailing Issues and Potential Actions

Issues	Potential actions
Issue BR6 – Retail Offer	A - Attempt to attract a high quality anchor store for the Market Hall site
	B – Seek to encourage more independent and niche retailers to the town centre
	C – Seek to more tightly control the mix and range of retail units in the town centre
Issue BR7 – Market	A - Provide an outdoor street market in the town centre
	B - Do not provide a street market in the town centre
Issue BR8 – Evening Economy	A - Promote the provision of cafés and restaurants in the town centre, in association with an increased residential population, in order to stimulate the evening economy
	B - Maintain evening economy uses at their present level at the western end of the High Street

Table I.3 – Living and Working in Bromsgrove, Issues and Potential Actions

Issues	Potential actions
Issue BR9 – Town Centre Housing Provision	A – Seek to increase the town centre population through the provision of mixed use developments on previously used brownfield land and housing above shops and businesses
	B – Retain the current town centre housing stock, and do not plan for any increase in the size of the town centre population
Issue BR10 – Future Employment Strategy for Bromsgrove Town Centre	A - Encourage small scale employment uses in town centre as part of new mixed use developments.
	B – Designate larger sites for employment uses within the town centre
	C – Retain the existing balance of employment uses within the town centre, or consolidate employment provision to enable the creation of further retail and housing development opportunities
Issue BR11 – Leisure Provision	A – Replace Dolphin Centre with new leisure facility on the existing site
	B – Retain and refurbish the Dolphin Centre
	C – Reprovide a public leisure facility on an alternative site in the town centre
	D – Reprovide a public leisure facility on an alternative site outside the town centre
Issue BR12 – Public Services	A - Re-locate a number of public services, including the police service and library to co-locate services and improve efficiency
	B - Relocate District Council offices to a town centre location
Issue BR13 – Crime & Safety	A - Ensure that CCTV coverage is comprehensive in the High Street
	B - Design out crime on new developments, and improve the safety of existing areas which are poorly lit and have limited overlooking

Table I.4 – Environment and Open Spaces Issues and Potential Actions

Issues	Potential actions
Issue BR14 – Public Realm	A - Make improvements to the public realm in the High Street, including improving the quality of the paving in the pedestrianised area, improving the quality of shop fronts and reducing street clutter
	B - Involve the local community in town centre public realm improvements
	C - Implement a regular maintenance programme for the High Street
Issue BR15 – Spadesbourne Brook	A - Re-landscape the brook and improve the environmental quality of the surrounding area
	B - Culvert the brook
	C – Restore the natural habitat of the brook as much as possible in order to enhance biodiversity
Issue BR16 – Recreation Ground	A - Improve Recreation Ground facilities and linkages to the town centre
	B - Make the Recreation Ground more accessible to the town centre by 'swapping' the space with the adjacent car park
	C – Extend the Recreation Ground to cover the Recreation Road South Car Park

Bromsgrove Town Centre

Bromsgrove is an historic market town, which today acts as a major commuter centre for the West Midlands. As shown in Figure 1.1, the town is approximately ten miles south-west of Birmingham, strategically located near to the M5 and M42. The town was mentioned in the Domesday Book, and was the centre for the medieval wool trade. Bromsgrove still contains a number of historic and listed buildings.

According to recent population projections undertaken by Worcestershire County Council, the population of Bromsgrove is approximately 91,400 – similar in size and scale to the neighbouring towns of Kidderminster, Droitwich Spa, Worcester and Redditch. The M5 and M42 meet to the north of the town, offering good road links to the rest of the country, and the A38 and A448 offer good local access to the neighbouring towns. Bromsgrove train station is located approximately one mile outside the town centre, and provides services to a variety of destinations on the London Midland network, including Birmingham, Hereford and Worcester.

The AAP for Bromsgrove town centre provides an opportunity to create a coordinated framework for the future development of the town centre. This will ensure that new development and traffic improvements complement and enhance the centre's historic and environmental quality. The process involved in preparing the AAP will also provide a key opportunity for members of the local community and local stakeholders to have a significant input into the future of the town.

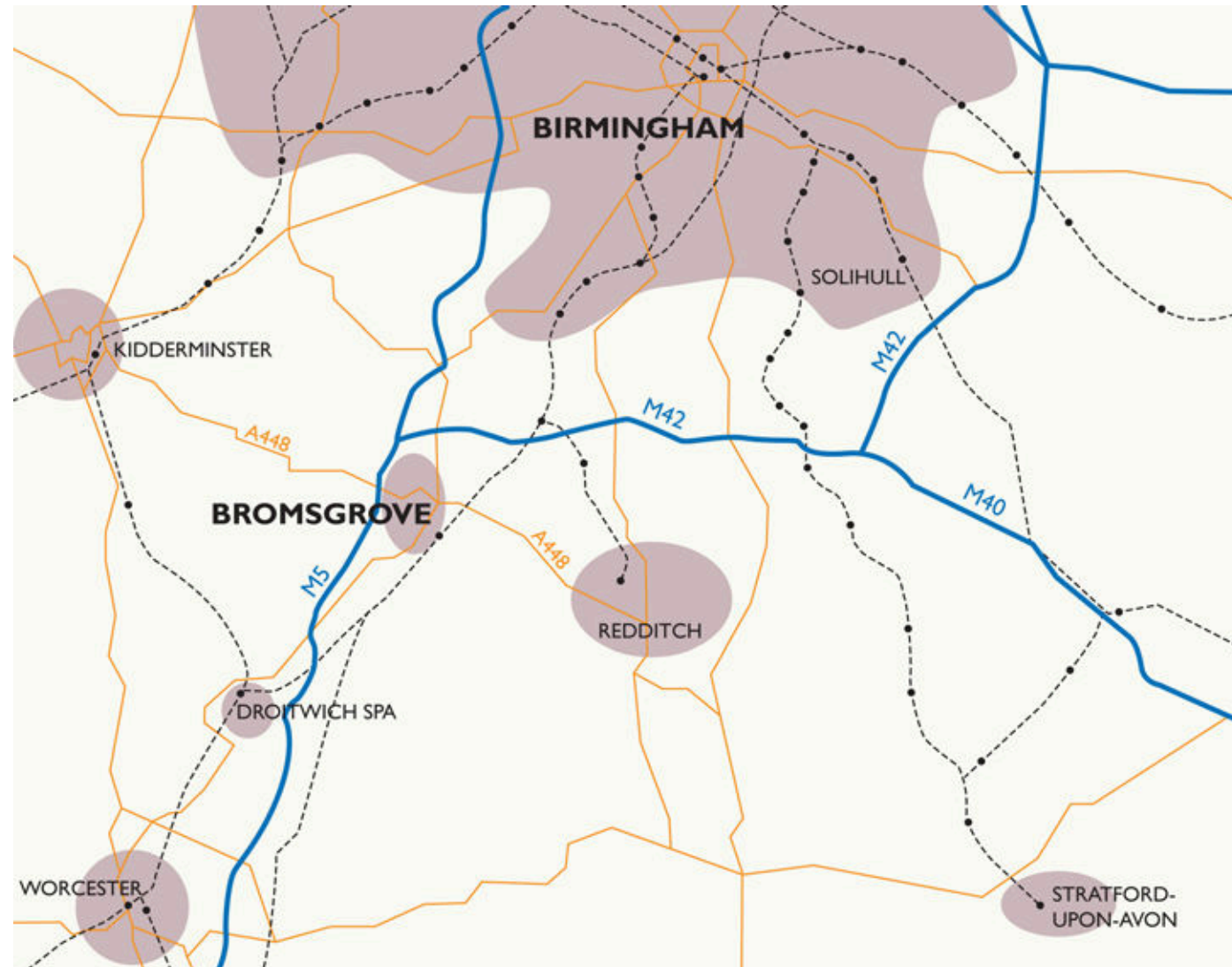


Figure 1.1: Bromsgrove Context Plan

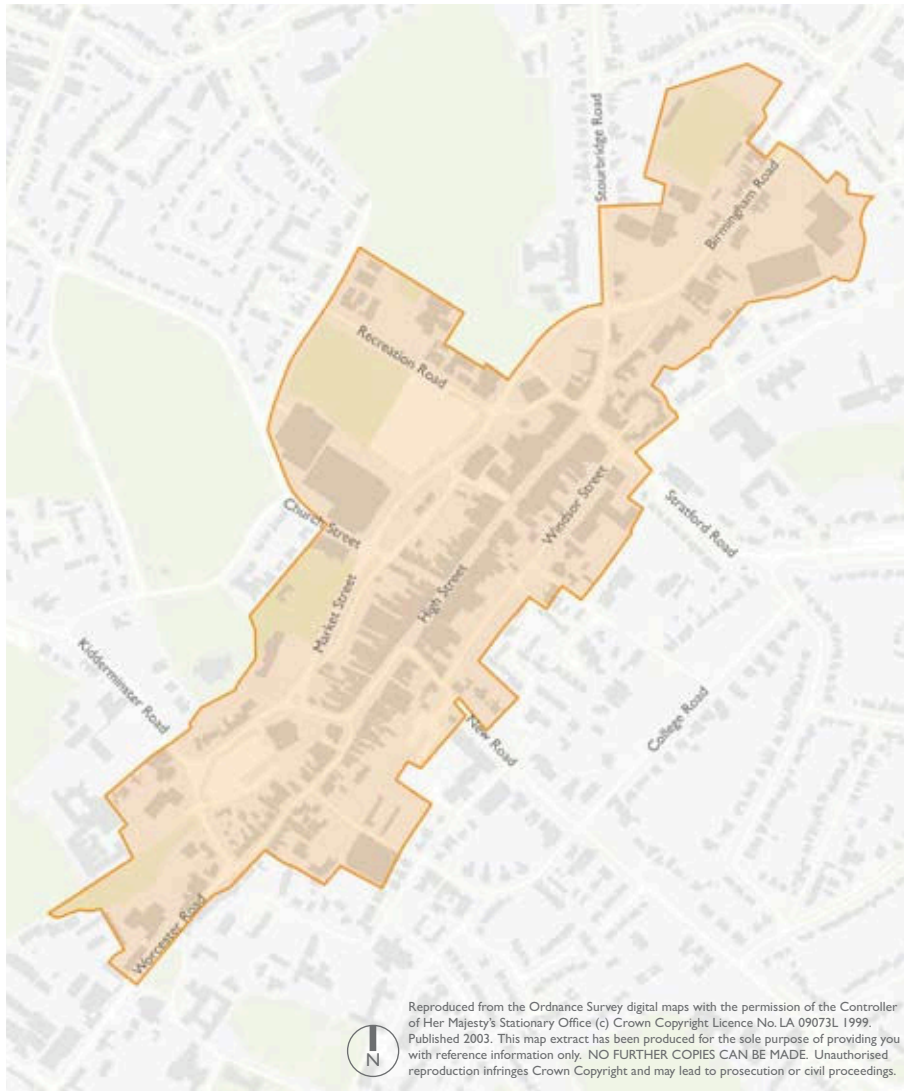


Figure 1.2: Existing Bromsgrove town centre boundary

AAP Process

The process for developing and adopting an AAP is set out in PPS12, and involves considerable informal and formal public consultation and participation.

The Planning and Compulsory Purchase Act, which came into force in September 2004, introduced a major reform to the planning system in England and Wales. The main aims of the legislation are to speed up the planning system, increase its flexibility and enable greater community involvement in the planning process. The reform also changes the emphasis in development planning towards shorter, streamlined plans which will have a clear, strategic vision and a spatial dimension. Formulating spatial rather than purely land-use policies provides for a more holistic approach to planning.

The Bromsgrove town centre Area Action Plan will provide a comprehensive planning policy framework for the area, covering all the major planning policy issues of transport, urban design, employment and retail. The AAP will also provide site-specific guidelines for individual opportunity areas within the town centre.

The role of the Issues and Options report is to summarise the key issues for Bromsgrove town centre, as identified through baseline evidence gathering, and to provide a series of options for how policy might respond to each of these issues. In an attempt to make this document as open and accessible as possible, these issues and options have been clearly identified within each section.

AAP context

Area Action Plans should be used to provide the planning framework for areas where significant change or conservation is needed. AAPs can:

1. Deliver planned growth areas;
2. Stimulate regeneration;
3. Protect areas particularly sensitive to change;
4. Resolve conflicting objectives in areas subject to development pressures; or
5. Focus the delivery of area-based regeneration initiatives.

Incorporating Sustainability

The new planning system places a statutory requirement on local authorities to undertake their planning functions with a view to contributing to the achievement of sustainable development. In order to ensure that plan preparation is based on principles of sustainable development, all Local Development Documents – statutory and supplementary – will be subject to a Sustainability Appraisal (SA) incorporating Strategic Environmental Assessment (SEA). The SA will examine the environmental, economic and social impacts of each document. The findings of the SA will be a material consideration in determining the soundness of Development Plan Documents during the examination stage.

Bromsgrove LDF Sustainability Appraisal Scoping and Baseline Report

The report was completed by Bromsgrove District Council in March 2008, forming an important part of the Sustainability Appraisal for Local Development Documents, and has been subject to consultation in accordance with PPS12 and The Town and Country Planning (Local Development Framework) Regulations 2004.

The Sustainability Appraisal Process will run in parallel with the preparation of Local Development Documents. The Scoping Report covers Stage A of the process as outlined in Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents; Guidance for Regional Planning

Bodies and Local Planning Authorities (ODPM, 2004) and as illustrated in Figure 1.3 below.

The Scoping Report sets the local context, establishes the baseline, and defines the sustainability objectives against which the policies and proposals contained in the Local Development Document will be appraised against.

The objectives and associated indicators will be used throughout the production of LDF documents to continually influence and assess the impact of future proposals and policies. Although the Scoping Report relates to the entire District, several of the objectives are particularly relevant to Bromsgrove town centre, and have therefore been used to appraise the sustainability of the Issues and Options report of this AAP.

Each of the objectives included within the Bromsgrove Town Centre AAP Issues and Options report have been appraised against the objectives contained in Table 1.5 below. A review of this appraisal is included as an Appendix A.

Bromsgrove Sustainable Community Strategy 2007-2010

The Bromsgrove Sustainable Community Strategy 2007-2010 (Bromsgrove Partnership, 2007) has been developed by the Local Strategic Partnership, covering a range of priorities including the town centre and regeneration. It is essential that the LDF maintains clear linkages with this strategy.

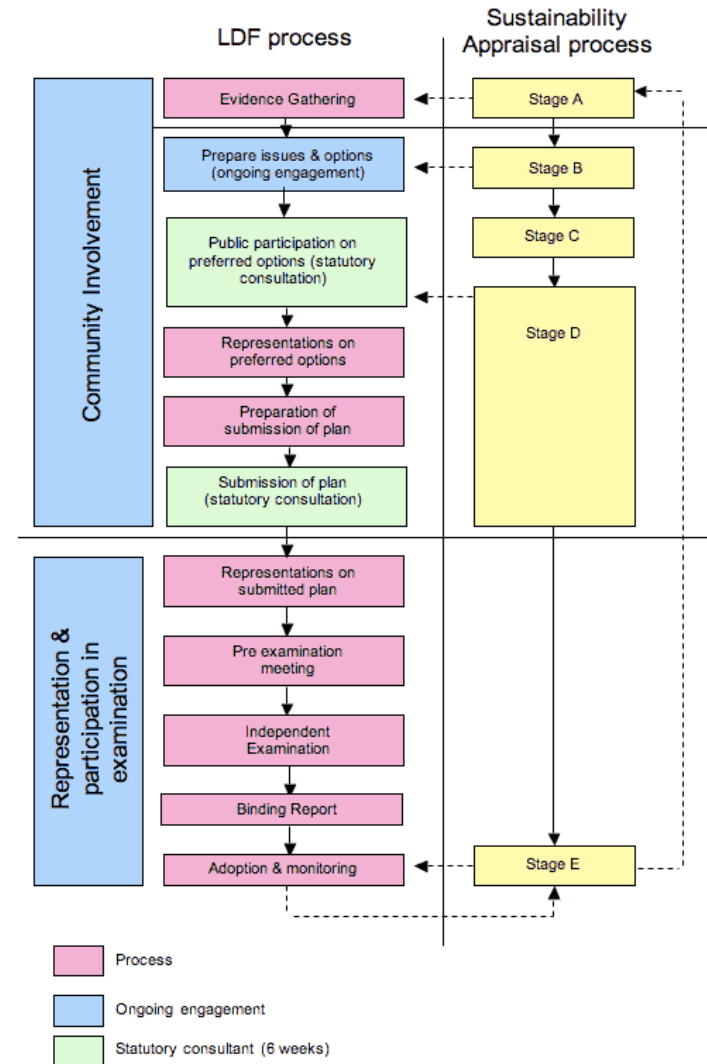


Figure 1.3: Programme and stages of assessment (ODPM, 2004)



Parkside Middle School, April 2008

Social objectives

1. Provide decent affordable housing for all, of the right quality and tenure and for local needs, in clean, safe and pleasant local environment
2. Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio economic status or educational attainment
3. Reduce crime, fear of crime and anti- social behaviour
4. Reduce need to travel and move towards more sustainable travel patterns
5. Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community

Environmental objectives

6. Maximise previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest
7. Conserve and enhance the historic built environment heritage and seek well-designed, high quality built environment in new development proposals
8. Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas.
9. Promote energy efficiency and energy generated from renewable energy and low carbon sources
10. Protect and enhance the quality of water, soil and air quality
11. Reduce causes of and adapt to the impacts of climate change

Economic objectives:

12. Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits
13. Promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives
14. Raise the skills levels and qualifications of workforce
15. Sustainable use and development of material assets

Table 1.5 Sustainability Objectives

The Strategy aims to promote Bromsgrove as a thriving market town which will: “attract locals and visitors alike both for the shopping experience and the many other activities that the town will provide. As a thriving market town there will be regular activities like a street market, specialist markets, such as Easter markets, continental markets, farmers markets, antique fairs, the bonfire night, street theatre and so on... The town will be significantly regenerated to achieve this, with a new civic heart, perhaps relocating the Council House to the town centre, a new road layout and a community focal point.”

Additionally a unique shopping environment, consisting of small specialist shops, High Street accommodation, restaurants, cafes and a retail mix that reflects the growing affluence of the District is promoted by the strategy. It also aims to promote good accessibility for people with disabilities, good toilet facilities and encourage children and young people into the town centre. The evening economy should include a range of entertainment which caters for the young, families and the elderly. In terms of transport, the Strategy also supports the upgrade of Bromsgrove Station to provide an additional 300 car parking spaces, longer platforms, better access and a bus interchange linking with the town centre.

Report Structure

The structure of this Issues and Options report is as follows:

- **Section 2** sets out an overarching vision for the town centre, and objectives which relate to each of the thematic sections included within the report;
- **Section 3** provides an outline of the consultation programme for the Bromsgrove town centre AAP, the key findings of the consultation carried out to date, and indicates the key priorities for the town centre, as suggested by consultees;
- **Section 4** sets out the issues and potential actions which relate to transport, movement and accessibility;
- **Section 5** sets out the issues and potential actions which relate to retailing;
- **Section 6** sets out the issues and potential actions which relate to living and working in Bromsgrove;
- **Section 7** sets out the issues and potential actions which relate to the environment and open spaces; and,
- **Section 8** seeks your views on potential changes to the town centre boundary and identifies a number of sites within the town centre which potentially provide opportunities for change. Issues and options relevant to each of these sites are identified.



Bromsgrove High Street, Jan 2008

2. Vision and Objectives



Vision



St John's Court



Thomas Horton Solicitors, April 2008

Bromsgrove will become a thriving market town which will: “attract locals and visitors alike both for the shopping experience and the many other activities that the town will provide. As a thriving market town there will be regular activities like a street market, specialist markets, such as Easter markets, continental markets, farmers markets, antique fairs, the bonfire night, street theatre and so on... The town will be significantly regenerated to achieve this, with a new civic heart, perhaps relocating the Council House to the town centre, a new road layout and a community focal point.”

This statement sets out the Council's proposed vision for the future of the town centre, as taken from the Community Strategy. Following on from this vision, the Council has identified a number of objectives for Bromsgrove town centre, which relate to the sections included within the report. These objectives have been identified through the preparatory work undertaken for the AAP.

Your Views

At this stage, we would like you to let us know your views on the vision and objectives of the AAP, and the different approaches identified. If you do not agree with the vision, objectives or approaches, please tell us how you think they should be changed.

Objectives

Transport, movement and accessibility

- To improve pedestrian priority, linkages and mobility within and across the town centre;
- To improve pedestrian and cycle linkages between Bromsgrove Station and the town centre, and promote shuttle bus services; and
- To improve the junction arrangement where Birmingham Road meets Stourbridge Road to benefit all users.



Retailing

- To improve the range and quality of the retail offer in order to enhance the viability of the town centre as a sustainable shopping destination and attract a major retail anchor to the Market Hall site;
- To promote the development of local shops and services where feasible;
- To improve the range of the evening economy uses within the town centre, to include a choice of bars, cafes and restaurants, and to improve the quality in order to promote the vitality of the town centre; and
- To provide a regular outdoor market in the High Street.



Living and working in Bromsgrove

- To deliver high quality housing which provides a mix of unit sizes and tenure, in order to promote a sustainable community which contributes to the vitality and viability of the town centre;
- To ensure that residential unit numbers, densities and affordable housing provision is sufficient and appropriate for the local area;
- To improve the quality and efficiency of public service provision; and
- To ensure that crime is kept at a low level by extending CCTV coverage in the town centre and designing out crime where possible.



Environment and open spaces

- To radically improve the quality of the pedestrianised High Street;
- Improve pedestrian linkages and accessibility between the High Street and town centre open spaces; and
- To improve and enhance the quality and value of open spaces in the town centre, particularly the Recreation Ground and Spadesbourne Brook.



3. Consultation



Consultation

Introduction

In preparing this report, the Council is looking to the community and stakeholders to tell us the following:

- What your opinions are on the issues and actions presented;
- What actions are your preferred options that you want the Council to take forward; and
- Any issues or actions we haven't considered that you would like us to consider.

Consultation Programme

A significant amount of consultation has already taken place to inform this issues and options stage. In addition the Council have undertaken some early masterplanning work with the involvement of the community which has been very useful in defining the key issues and opportunities facing the town. Whilst not formally part of the AAP process, this earlier work was successful in engaging the community and involving them in scoping out and agreeing ideas to improve the environmental quality of the town centre.

This section provides a summary of this early consultation and that undertaken specifically for the Bromsgrove town centre AAP.

Early Consultation Work (2003)

Bromsgrove Town Centre Strategy Consultation

Urban Practitioners was commissioned by Bromsgrove District Council to produce the Bromsgrove Town Centre Strategy in 2003. As part of the preparatory work for the strategy, a major consultation event was held on the 27th November 2003 at the District Council offices. The purpose of this event was to provide an opportunity for local residents, businesses, community groups and relevant organisations to express their opinions on the key issues and opportunities relevant to the future of Bromsgrove. The event was attended by over 80 local representatives.

The consultation event was structured into three parts: a walking audit of the town centre; a 'dreams' workshop; and a 'solutions' workshop.

During the walking audit, participants were encouraged to write on post-it notes what they considered to be the area's issues and dreams. Following the walking audit, issues and dreams were collected and read out to the whole group. Post-it notes were then divided into themes and placed on a large display board. Finally, participants were divided into seven workshop groups to identify practical solutions and priorities for the town centre. At the end of the session, each group made a short presentation of their findings and ideas to the meeting.

Key findings were as follows:

Townscape

- Concern with the unattractive, run-down appearance of the town, and poor appearance of the areas to the rear of the High Street
- Concern with the deterioration of historic buildings
- Need for a town centre focal point
- Redevelopment of the 'Iceland', Blockbuster video, and KSH and Flooring sites would be desirable
- Mill Lane in need of improvement
- Protection of views of St John's Church required

Environment and Safety

- Concern over poor appearance and condition of Spadesbourne Brook. It should be cleaned and highlighted as a prime feature for the town
- Lack of open space
- Poor lighting
- Increase in landscaping and planting required across the town centre

Facilities / activities

- Poor quality and limited variety of shops. Improved retail offer required
- Concern over empty and neglected town centre properties
- Public conveniences in need of refurbishment
- Encourage people to live in the town centre

- New or expanded library a priority for the town centre
- Arts Centre would improve range of town centre facilities

Legibility / signage

- Signage uncoordinated and insensitive to the character of the town
- Shopfronts do not all complement historic architecture
- Too much street clutter
- Poor first impression of town when entering from Stourbridge Road
- Interesting shopfronts could be encouraged on High Street, and clearer guidance on paintwork and signage should be available
- Profile of historic buildings in the area should be raised

Streetscape

- Poor quality of paving in the town centre
- The illumination of the Housman statue required
- Reduction in litter desirable

Traffic and movement

- Parking provision inadequate and bus station in need of refurbishment
- Links between Market Hall and the High Street considered to be poor
- Bus station could be covered and enclosed or transformed into proper public space
- Improved pedestrian access from ASDA to the High Street desirable

High Street

- High Street run-down and lacking in character
- Rear of High Street too industrial
- Development at the rear of the High Street properties to provide frontage onto Market Street and Crown Close desirable
- High Street could be covered to create a precinct
- Increased routes linking the High Street to the surrounding roads

The Market Hall

- Market Hall building unattractive with poor frontage
- Alternative use could be found for site
- Town square or focal point could be created either on the site or in front of it
- Adjacent car park suitable for multi-storey car park and new retail development
- Redevelopment should incorporate the Spadesbourne Brook



2003 consultation and report covers

AAP Consultation Events (2007-08)

One-to-one meetings with key stakeholders

A number of meetings have taken place at an early stage in the preparation of the Bromsgrove town centre AAP, in order to identify the key issues and alternative options for the town. Meetings have been held with:

- Mark Weaver, Chair LSP
- Councillor George Lord
- Chief Inspector Tony Love
- Alan Stokes, Property Services, Worcestershire County Council
- Dave Hammond, Planning, Bromsgrove District Council
- Jim Griffiths, Bromsgrove Society
- Councillor Ted Tibby
- Councillor Rita Dent
- Kevin Dicks, CEO, Bromsgrove District Council
- Matthew Horton, Managing Director, Thomas Horton LLP
- Mike Brown, Chief Executive and John Morgan, Board Chairman, Bromsgrove District Housing Trust
- Councillor Roger Hollingworth, Leader of Bromsgrove District Council.

Focus Groups

The following focus groups have been held to identify a range of views from individuals and organisations:

- Traders' - 17th January 6-7.30pm
- Simone Maury - Shiny
 - Martin Connellan - Bromsgrove Cobbler
 - Simon Cuppitt - Cuppitts
 - Karen Phillips - The Clothes Rail
 - Bryan Pearce - Tools for Cooks
 - Sue Pearce - Tools for Cooks
 - Russell Martin - Scruples
 - Kaul Hegenbank - KSH Flooring
 - Linda Hegenbank - KSH Flooring
 - Dennis Norton - Holt House
 - Myra Walters - Perry Lane Pharmacy
 - Simon Greaves - Le Savon
 - Dean Reilly - Bromsgrove Sports
 - Adrian Kriss - Adrian Kriss & Associates
 - Keith Hitchinson - Subway
 - Christina Hitchinson - Subway
 - James Sommerville - Thomas Horton LLP
 - Joan Holland - Thomas Horton LLP

Council Officers and Representatives of the Disability Users Group - 17th January 10-12pm

- Celia Biolcati - Conservation Officer, Bromsgrove District Council
- Andy Coel – Housing Manager
- Mary Collet - Disability Users Group
- Mrs Breillat – Disability Users Group

- Mr Breillat - Disability Users Group
- Sarah Coller - Assistant Equalities Officer, Bromsgrove District Council
- Ray Crossland - Bromsgrove Access Committee, Disabled Access Group
- John Godwin - Leisure and Community Services, Bromsgrove District Council

Disability Users Group meeting – 8th February 11-12pm

- Ray Crossland - Bromsgrove Disabled Access Group
- Anne Crossland - Bromsgrove Disabled Access Group
- Gwyneth Breillat - Bromsgrove Disabled Access Group
- Kenneth Breillat - Bromsgrove Disabled Access Group
- Fiona Scott - Equality Officer Bromsgrove District Council
- Ann Batchelor - Bromsgrove resident
- Joe Scott - Bromsgrove resident
- Margaret Norton - Bromsgrove resident
- Mary Collett - North Worcester S.P.I.N
- Eileen Mulhall - North Worcester S.P.I.N
- Robin Edwards - Bromsgrove resident
- Sarah Kelsey - Equalities Assistant Bromsgrove District Council
- Paula Bullock - Padstone Day Centre service user
- Anjela Tsang - Padstone Day Centre staff

Workshops

A workshop was held with a number of Council members and officers on the 7th November 2007, in order to understand their priorities for the town. Representatives from Worcestershire County Council and other organisations were also present at the workshop.



Bromsgrove traders' workshop, Jan 2008

Key findings

All of the consultation meetings and exercises were structured around the following four themes, which encapsulate the main issues relating to the town centre:

- Transport, movement and accessibility;
- Retailing;
- Leisure and community services; and
- Environment and open spaces.

Therefore, this section identifies the findings for each of these four themes in turn. Please note this section reflects the most frequently stated opinions, and in some instances key findings were contradictory.

Transport, movement and accessibility

Bromsgrove Station

- Station is too remote from the town centre
- Station car parking is poor
- Regular shuttle service needed between the station and the town centre
- Pedestrian and cycle route needs improving between the station and the town centre.

Buses

- Current location of bus station should be retained
- Buses are not accessible to those in wheelchairs
- Dial-a-ride bus service required
- Coordinated provision of school buses required.

Road Network

- Junction of Stourbridge Road and Birmingham Road is often congested and needs improving
- Transport problems discourage shoppers and visitors to the town centre
- Gridlock occurs when motorway is jammed
- The road network is constrained by a number of physical limitations, including trees in the town centre and the Horton building

- A new bypass for the town centre should be considered, and there is a need to stop people using the town as a through route (for example, between Kidderminster and Redditch)
- A survey of traffic flows and the road network generally is required for the town centre
- Market Street should be closed to enable the High Street to be opened out to the west and better link ASDA with the town centre.
- Reinstate traffic onto the High Street
- Windsor Street should be widened to form part of a two-way loop around the town

Car Parking

- Car parking charges restrict trade in the town centre. However, car parking charges provide an important source of revenue for the Council
- Parking should be free in the evenings and on Sundays
- Pay and display car parking should be replaced by pay on return car parking
- Create a network of new multi-storey car parks which serve each of the town's principal approaches
- More short stay car parking is required to service the town centre shops
- More disabled parking spaces required to service the town centre shops, and shop-mobility
- Car parking strategy required.

Taxis

- Additional taxi rank is required in the town centre near the evening economy uses. This has been successfully trialled and is currently being implemented.

Retailing

Range of Retail and Vitality

- There is a need to increase the quality and the range of the retail offer
- There is a need to attract a quality convenience food store, preferably to the Market Hall site
- An anchor tenant is required in the High Street
- Once a new 'anchor' retailer has been attracted, a focus to the High Street is required, such as the provision of niche and boutique shops
- The number of fast food takeaways should be reduced
- A food store is required in the High Street
- Redeveloping the Market Hall site would be beneficial for the town centre and town centre businesses
- Town centre improvements are likely to have a positive impact on town centre retail
- Need to encourage more independent retailers to the town centre.

Evening Economy Uses

- Increase in the provision of restaurants and cafés required. This could be linked to the open spaces adjacent to the town centre (such as the Market hall site, the brook and Market Street).

Market

- Occasional themed markets and farmers markets would have a positive impact on the town centre
- An outdoor market in the High Street is traditional, and may help to stimulate further town centre activity.
- ASDA car park could accommodate the market
- The town centre should no longer accommodate a market, as the town needs to modernise, and poor quality market stalls create a negative perception of the town centre. Additionally, an outdoor market would create an increase in litter, and cause an obstruction to movements, reducing accessibility in the High Street

Leisure and community services

Dolphin Centre

- The Dolphin Centre should be improved or replaced. Opinion is split as to whether the centre should be redeveloped on the same site, elsewhere in the town centre or relocated to an edge of centre location
- The range of facilities at the Dolphin Centre should be expanded.

Range and Quality of Facilities

- Leisure and community facilities must be accessible to disabled users
- A bowling alley and cinema should be provided in the town
- New Primary Care facility should be developed on part of the grounds of Parkside School.

Re-location and Improvements to Services

- It may be possible to co-locate a number of public services, such as the police and ambulance services, in order to increase efficiency in providing new facilities for these services
- The police and ambulance services should be relocated to new premises outside of the town centre
- The Library requires redevelopment or relocation
- The Victoria Ground is adequate for the current requirements of Bromsgrove Rovers Football Club

- The relocation of the District Council offices should be considered, either to a building within the town centre or to an alternative location outside the town centre.

Crime and Safety

- Ensure that CCTV coverage of the High Street is comprehensive
- Design out crime on new developments, and improve safety of existing areas which are poorly lit and have limited natural surveillance.

Housing

- Consider the potential to increase town centre housing provision as part of new mixed use development schemes, and improvements to the evening economy.



High Street, Jan 2008



Church Street, Jan 2008



High Street, Jan 2008



High Street, Jan 2008

Environment and open spaces

Public Realm

- The quality of the public realm in the High Street needs to be improved
- The pedestrianised part of the High Street should be improved to look more attractive and reduce uneven surfaces (cobblestones should be removed)
- The local community should be involved in making improvements to the High Street and local schools could provide public art
- A regular maintenance programme is required for the High Street
- Some shop fronts are poorly maintained and require improvement
- There is too much street clutter in the High Street
- Street cafés should be encouraged, in order to develop a café culture. This could potentially be to the west of the High Street, in association with the option to close Market Street (see Transport, Movement and Accessibility).

Open Spaces

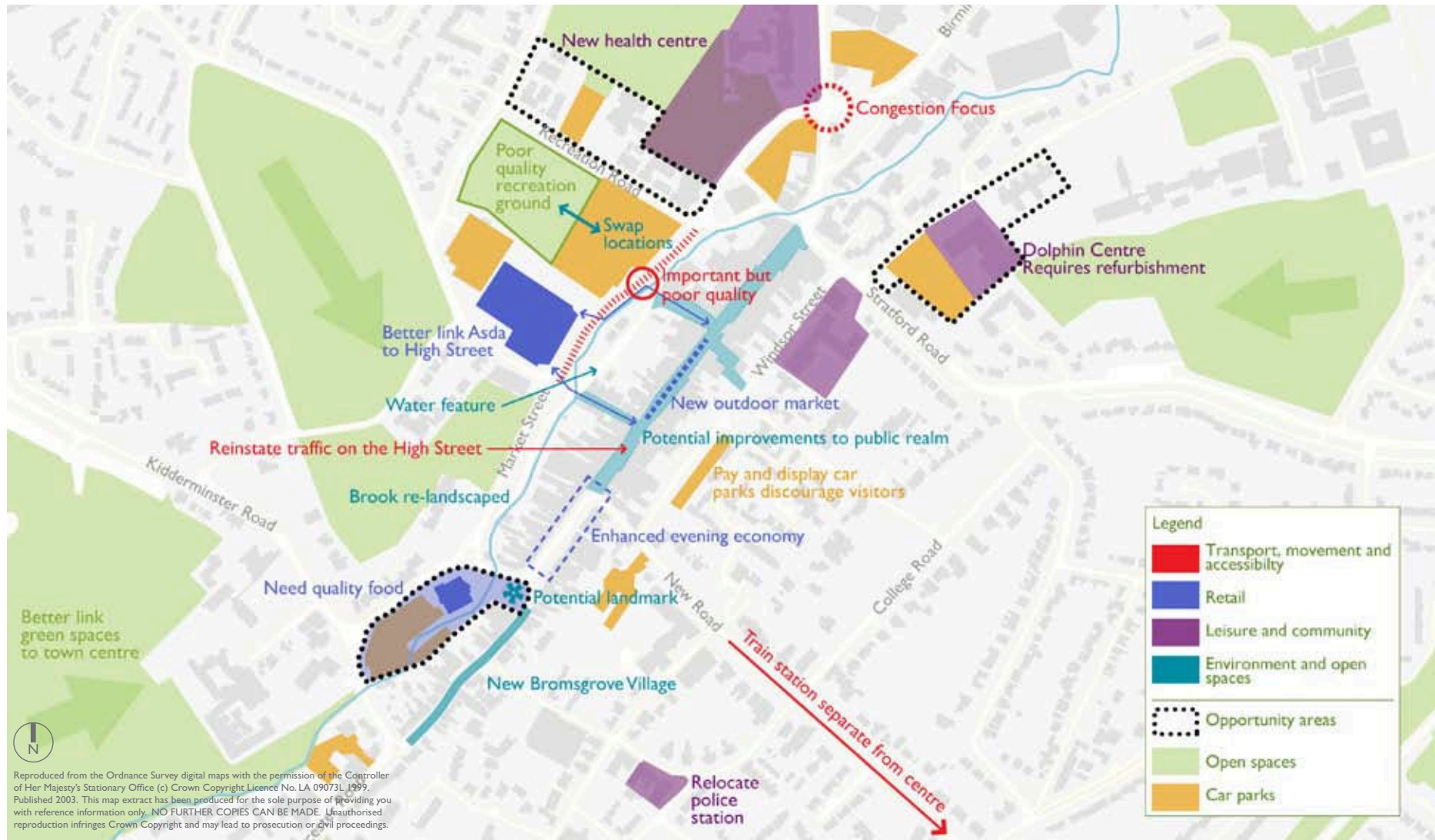
- Increased seating required in churchyard and areas of open space in town centre
- Recreation Ground is under-utilised and should either be improved with a regular amenity function or redeveloped for alternative uses. The opportunity may exist to swap the current open space with the adjacent car park to bring the open space

closer to the town centre, or to extend the Recreation Ground over the site of the current surface car park.

- The Brook should be re-landscaped
- The Brook should be culverted
- Create a water feature alongside Market Street (if the Brook is culverted)
- Linkages between the town centre and open spaces need to be improved.

Areas of Character

- The 'Blockbusters building' on the High Street should be demolished and replaced with a new landmark building which is suitable for this 'gateway' location
- Worcester Road should be promoted as 'Bromsgrove Village'
- Future development of the Market Hall site and other future developments need to be sympathetic to the character of the town.



Reproduced from the Ordnance Survey digital maps with the permission of the Controller of Her Majesty's Stationary Office (c) Crown Copyright Licence No. LA 09073L 1999. Published 2003. This map extract has been produced for the sole purpose of providing you with reference information only. NO FURTHER COPIES CAN BE MADE. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.

Figure 3.1: Consultation summary plan

4. Transport, Movement and Accessibility



Transport, Movement and Accessibility



Town centre pedestrian signage, Jan 2008



Stratford Road, Jan 2008

Context

Bromsgrove benefits from a strong strategic location with very good vehicular access to the UK motorway network. The motorway network in the Bromsgrove area has experienced major improvements in recent years, with the extension and completion of the M42 and M40 motorways, and the widening of the M5. However, road congestion is an increasing problem for Bromsgrove, particularly during rush hour and when traffic attempting to avoid motorway congestion diverts to local roads.

Bromsgrove experiences high levels of private car ownership and car usage, reflecting the relative prosperity of the local population, good access to the strategic road network, and limitations to public transportation. According to Network Rail's Strategic Business Plan (Network Rail, October 2007) growth in usage of the rail service in Bromsgrove is being suppressed, principally by the inadequate station, car parking facilities and infrequent service levels. Proposals are in place to upgrade capacity at Bromsgrove Station, and to increase the service frequency. However, the current station location poses fundamental difficulties in terms of accessing the town centre. As a result the role of the station in promoting town centre regeneration is limited at present.

Bromsgrove Station is located approximately one mile from the town centre, as illustrated in Figure 3.1, and pedestrian, cycle and bus linkages are poor between the town centre and the station. Accessibility to the station platforms is restricted as one of the

platforms can only be accessed via steps and a footbridge.

Bus services are able to penetrate into the town centre, and the bus stops located between Market Street and the High Street offer a convenient location for shoppers. However, there are problems with accessibility, both in terms of wheelchair access to the buses and in pedestrian accessibility to the bus stops from ASDA on the other side of Market Street.

The overall quantity of car parking is generally adequate for the town centre. However there are issues relating to car parking charges, methods of operation, and the quantity of short stay and disabled parking spaces close to shops and services.

Relevant Planning Policy

Planning Policy Guidance Note 13 (PPG13) provides the following national planning policy guidance for transport:

“Our quality of life depends on transport...we need a safe, efficient and integrated transport system to support a strong and prosperous economy. But the way we travel and the continued growth in road traffic is damaging our towns, harming our countryside and contributing to global warming”.

Land use planning has a key role to play in promoting more sustainable travel by shaping the patterns of development and influencing the location, scale, density and mix of land uses.

As PPG13 states; *“Planning can help reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking and cycling”.*

Within the West Midlands, the Regional Transport Strategy is incorporated into the Regional Spatial Strategy. In respect of Bromsgrove, the strategy seeks to improve accessibility and mobility so that more sustainable modes of travel are encouraged and local regeneration initiatives are supported. This is combined with the need to encourage behavioural change, such as reducing the need to travel, across the entire Region. Policies in the Transport Strategy should not be viewed in isolation from the rest of the Regional Spatial Strategy with the importance of transport reflected in planning policies throughout the Spatial Strategy which guide developments to appropriate locations and seek to minimise the impact of transport on the environment.

Bromsgrove District Local Plan (Bromsgrove District Council, 2004) contains several policies relating to transport, movement and accessibility in Bromsgrove town centre. Policy TR13 encouraged applications which promote the use of a variety of transport, and policy TR15 encouraged increased use of rail services, by enhancing car parking at Bromsgrove Station. Policy TR16 aimed to pursue opportunities to improve/provide cycle facilities in the District and to develop a network of cycle routes.

Additionally, the Plan promoted the further pedestrianisation of the southern section of

the High Street and Worcester Road, in order to improve the pedestrian environment, and stated that the Council will explore alternative routes for cross-town movement of traffic. This could involve the re-routing of traffic around the existing network using traffic management measures or if feasible the construction of a new link between New Road and Station Street.

We welcome your feedback on whether or not you think that these Local Plan policies are still relevant to Bromsgrove town centre, or whether they need to be updated through the AAP process.

Consultation on the Core Strategy Issues and Options suggested that transport problems for the disabled and those with mobility difficulties should be addressed by providing access to trains at the station, wheelchair accessible taxis and help fund community transport. Other issues raised included the distance from the train station to the town centre and the poor quality of Bromsgrove Bus Station.

The Local Transport Plan for Worcestershire is currently under review and will, when published, form the basis for future transport development in the County. New documents produced as part of the Local Development Framework will need to link to the Transport Plan to try and reduce the need to travel and promote more sustainable means of transportation.

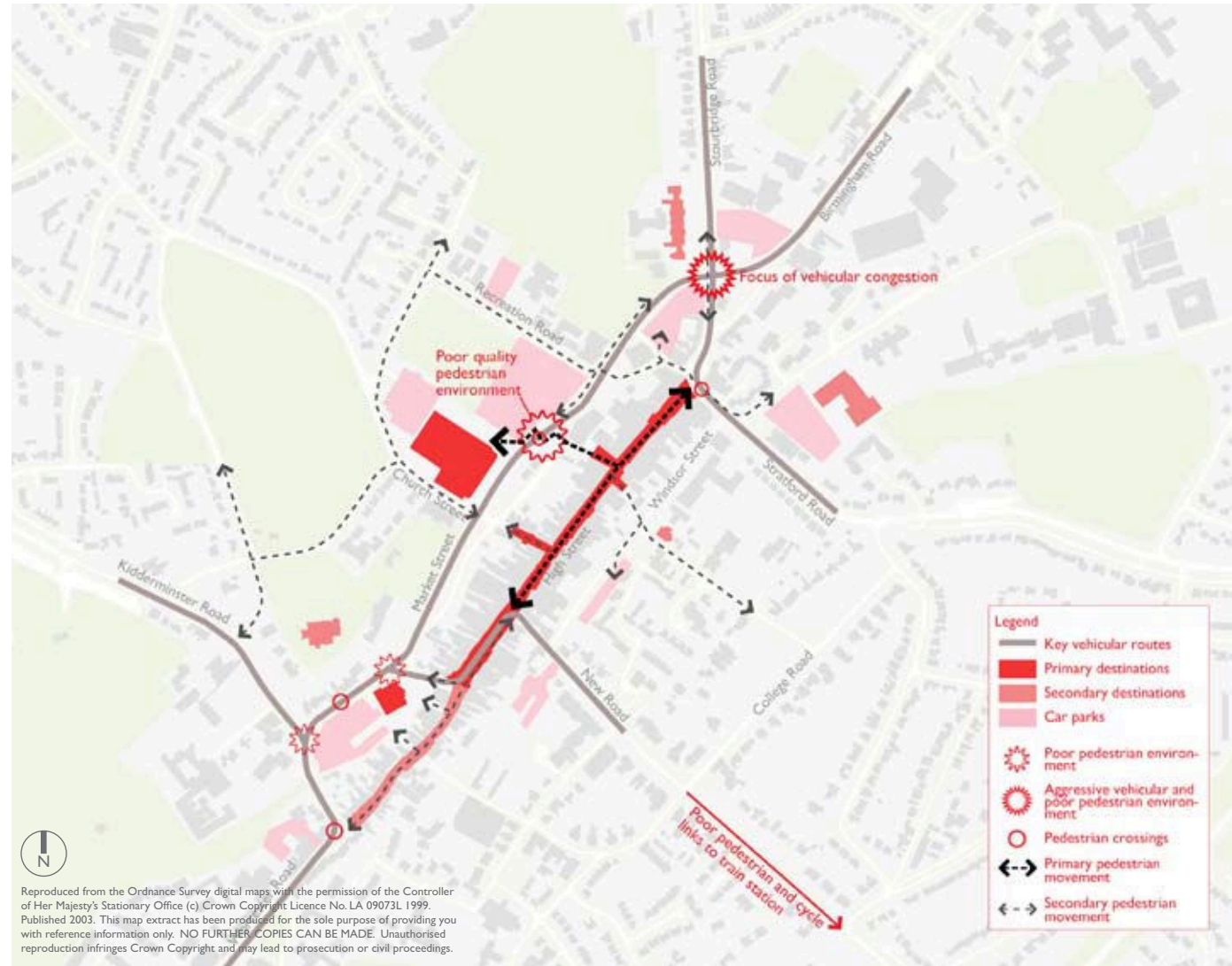


Figure 4.1: Transport, movement and accessibility summary plan

Reproduced from the Ordnance Survey digital maps with the permission of the Controller of Her Majesty's Stationary Office (c) Crown Copyright Licence No.LA 09073L 1999. Published 2003. This map extract has been produced for the sole purpose of providing you with reference information only. NO FURTHER COPIES CAN BE MADE. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.



Town centre signage to station, Jan 2008

Issue BRI – Bromsgrove Station

ACTION A - Introduce a new regular shuttle bus link between the town centre and the station

A regular shuttle bus service taking visitors to and from the bus stops adjacent to the High Street and Market Street would enable visitors to reach Bromsgrove town centre using the train service, rather than private car. This may also encourage new visitors and shoppers to the town centre, who would previously have travelled to other town centres that were easier to reach by train. Any reduction in private car usage would have the added benefit of reducing town centre congestion, and promoting the use of public transportation encourages the development of more sustainable travel patterns. A bus link would also enable those living close to the town centre and commuting elsewhere to use the train rather than the car, providing the train serves their destination.

ACTION B - Improve signage between the town centre and the station

This would help to make it easier to walk between Bromsgrove Station and the town centre. This may encourage an increase in visitors and shoppers to the town centre, and reduce reliance on the private car. However, limitations with the current

train service may limit the extent of the impact, and improvements in accessibility may encourage people to shop elsewhere. Additionally, improving signage will only help to improve accessibility to the station for the more mobile sections of the population, and does not reduce the distance or journey time involved.

ACTION C - Improve cycle and pedestrian routes between the station and the town centre

This would help to improve accessibility between the station and the town centre for cyclists and pedestrians. This may encourage an increase in visitors and shoppers to the town centre, and reduce reliance on the private car.

Physical measures to improve cycle and pedestrian routes could include looking at opportunities to: widen pavements; to improve lighting; implement dedicated cycle lanes; and to give greater pedestrian and cycle priority at key junctions. These measures would be complemented by physical improvements at the station itself.

Issue BR2 – Road Network

ACTION A – Alter the road network to introduce a one-way system which includes the widening of Windsor Street

The objective of introducing a one-way system around the town centre would be to reduce congestion, particularly at current problem areas such as the junctions of Stourbridge Road and Birmingham Road. This could also improve the pedestrian environment around the High Street and Market Street by creating a larger pedestrianised area. A section of Market Street could become pedestrianised, with the potential for bus access to remain. This would enable the potential for new development and for significant environmental improvements to the Market Street area and Spadesbourne Brook.

However, the changes would be likely to require the bus stops to be moved to necessitate a change in location for the bus stops, which would result in reduced bus penetration into the town centre. Although a one-way system may act to reduce congestion, there may also be increased journey distances and times for those travelling through the town centre, for example from New Road to Stourbridge Road.

As illustrated by Figure 4.2, relocating the bus stops to the site of the Windsor Street car park would enable the development of

improved bus linkages with Bromsgrove Station. However, this would require the loss of some or all of the car parking facilities at Windsor Street, which would reduce the number of car parking spaces available in the town centre. The alterations would also require the widening of Windsor Street, and vastly increase the amount of traffic using the street. This may impact negatively on surrounding business and residential areas, and could potentially be detrimental to the character of the town centre. As shown on Figure 4.2, the one-way system could also be extended to the south, by extending Windsor Street to join Paradise Row. The traffic could then join Worcester Road via Station Street. This would reduce the need for vehicles to join the High Street at the junction of New Road. However, this would require the building of a new section of road, and the demolition of some buildings. Care would need to be taken to ensure that the conservation area and surrounding listed buildings would not be adversely effected.

ACTION B - Introduce improvements to the junction of Stourbridge Road and Birmingham Road

The introduction of a roundabout at the junction of Stourbridge Road and Birmingham Road may help to improve vehicular flows at this junction.

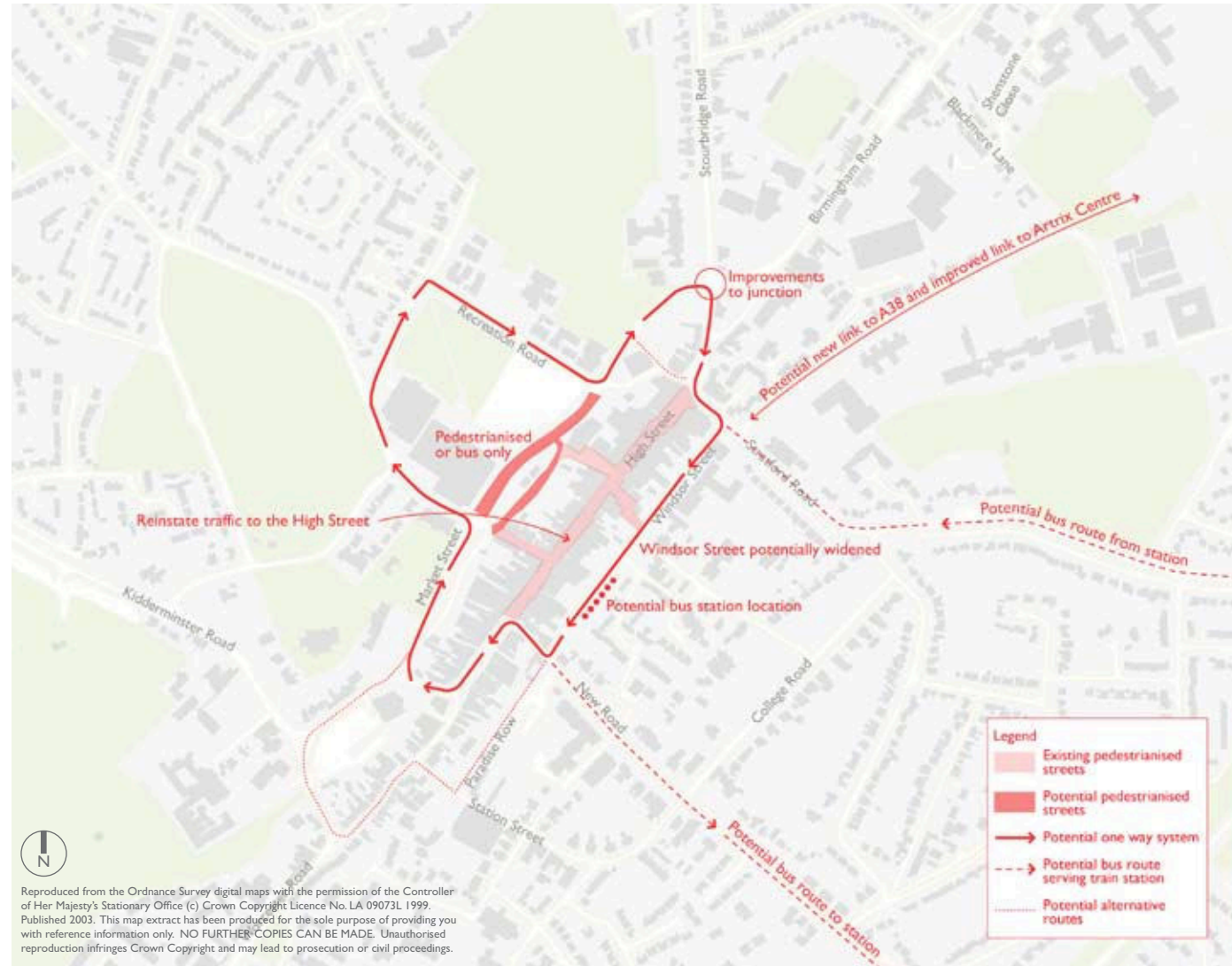


Figure 4.2: Potential road network alterations



The Strand, Jan 2008



High Street, Jan 2008

ACTION C - Close Market Street to through traffic

The possibility exists to either pedestrianise Market Street or to make it bus only between the junctions of Crabtree Lane and Recreation Road. This would enable the potential for new development and for significant environmental improvements to the Market Street area and Spadesbourne Brook. Additionally, it would improve the integration and accessibility between town centre uses on either side of Market Street.

However, this would necessitate traffic to be diverted along alternative routes, which would increase journey times and distances, and could potentially lead to an increase in traffic congestion.

ACTION D - Reinstate traffic on the High Street

The High Street was pedestrianised approximately 25 years ago. In this time there has been a change in the retail character of the town centre, with the arrival of the ASDA supermarket to the west of Market Street, and the reduction in the number of smaller and independent traders and retailers in the town centre. Currently, there are a number of vacant stores along the High Street.

According to some, this change in character has occurred as a direct consequence of

the pedestrianisation of the High Street. However, others see that this change has been brought about by a range of other factors, such as:

- National retail trends and the change in shopping habits, leading to the growth of supermarkets and the reduction in independent retailers;
- Lack of suitable short stay car parking facilities within Bromsgrove town centre, and the cost of using Council owned car parks;
- Increased competition from other nearby town and city centres which offer a greater range and quality of retail and services; and
- Town centre congestion in Bromsgrove.

It has been suggested that the reintroduction of traffic into the High Street could improve the vitality and viability of the High Street and town centre more generally.

Reinstating traffic along the High Street would help to create a simpler road system in the town centre, and would represent a partial return to the original road network. Allowing vehicles to access the entire High Street would also enable people to directly access shops and town centre facilities.

However, reinstating traffic along the High Street would increase noise, congestion and pollution along the High Street, and make the environment less pleasant for pedestrians

and shoppers. Additionally, whilst reinstating traffic along the High Street may help to simplify the town centre road network, it may result in even higher levels of town centre vehicular congestion as the road would be narrow, and the frequency of car parking spaces, loading bays and pedestrian crossing facilities required could have a significant impact on the traffic using the High Street as a through road. Detailed consultation with traders would need to take place before any decision to reintroduce vehicles onto the High Street could be taken, in order to understand the predicted impacts on servicing arrangements, parking and trading levels.

The limited pedestrianisation of the High Street could also be considered as a potential action, whereby the High Street remains pedestrianised during the busiest shopping hours of the day, but is opened to vehicles at other times.

ACTION E - Introduce a new link road to connect Bromsgrove town centre and the A38

As illustrated on Figure 4.2, the potential exists for a new link road between the A38 and Bromsgrove town centre, expanding the existing School Drive to the east of the town centre. This would enable improved access between the town centre and the A38, and

would improve accessibility to the facilities and amenities on route, including the Dolphin Centre, the Artrix Centre and David Lloyd centre. However, this would require the development of a new section of road which dissects the recently developed Artrix Centre car park.

Ideally, a physical link (pedestrian or vehicular) would also be constructed between School Drive and Birmingham Road to the east of the town centre to reduce the physical impermeability of the block. This could potentially connect Blackmore Lane and Shenstone Close with School Drive. However, recent planning consents may restrict the possibility to achieve such a link.

Issue BR3 – Buses, pedestrian linkages and mobility

ACTION A - Bus stops should be retained in their current location

The current location of bus stops provides a high degree of penetration into the town centre. Consultation with local residents and business reveals that people are generally satisfied with the location of the bus station, along Market Street, as it provides good levels of accessibility to the High Street environment and the range of shops and services it provides, as well as ASDA on the other side of Market Street.

ACTION B - Bus stops should be relocated to the site of the Windsor Street car park

Relocating the bus stops to Windsor Street car park would enable the bus stops to retain a town centre location, and provide the potential to promote bus linkages with Bromsgrove Station. However, this would require the loss of some or all of the car parking spaces currently available at Windsor Street car park (69 spaces), and would not provide such convenient access to town centre businesses at the northern end of the High Street and Market Street, including ASDA and Shop Mobility.

ACTION C – Reduce barriers to mobility

At present, less mobile users of the town centre find using bus services difficult or impossible. Therefore, buses should ensure that they provide suitable wheelchair access, and bus stops should be convenient for all town centre uses.

Improvements are required to pedestrian linkages to the west of the High Street, and there is a need to reduce the physical and visual barriers currently presented by Market Street. There is a particular need to improve pedestrian crossing facilities between ASDA, the bus stops and the High Street and the footpath along Market Street to the north of the bus stops (behind Iceland). This path dramatically narrows as it cross over the Brook at this point and this cause congestion for pedestrians and problems for the elderly, those in wheelchairs or with pushchairs.

There should be an increase in the number of disabled car parking spaces in the town centre, particularly at Shop Mobility. The provision of a dial-a-ride facility would enable the mobility impaired to access to the town centre more easily.

Barriers to mobility should be removed throughout the town centre, by ensuring that dropped kerbs and ramps are consistently provided, pedestrian crossings are fully functional and easy to use, and paving is even.



Mill Lane, Jan 2008



Mill Lane, Jan 2008

Issue BR4 – Car Parking

ACTION A - Increase the provision of short stay car parking spaces in the town centre

An increase in the number of short stay car parking spaces available in close proximity to the High Street would enable shoppers to more easily pick up or drop off goods, and provide a boost to town centre businesses. However, providing short stay car parking in close proximity to the High Street may increase town centre congestion, as large numbers of motorists may be tempted to search for a relatively small number of spaces, leading to waiting and cruising for spaces.

ACTION B - Car parking charges should be reviewed

Many local residents, businesses and visitors to the town centre express concern about the cost of car parking, long hours of operation for car park charging, and the pay and display method for collecting car parking revenue. Reducing car parking charges may encourage a greater number of visitors to the town centre, both during the day and in the evening. Additionally, pay on foot car parking would provide greater flexibility to those parking their cars in the town centre, as they would no longer be restricted to a time period specified on arrival.

However, reducing car parking charges would encourage greater use of private cars in and around the town, rather than promoting use of sustainable modes of transportation. Additionally, encouraging an increase in parking is likely to increase town centre congestion.

ACTION C - Reduce the overall number of car parking spaces in the town centre

Reducing the overall number of car parking spaces in Bromsgrove town centre would encourage greater use of sustainable modes of transportation, such as buses, trains, cycling and walking. However, the current provision of public transportation in the town is unlikely to provide a viable alternative for private car usage for the majority of visitors and residents. Therefore, any significant reduction in the overall number of car parking spaces without any accompanying improvement in the provision of public transportation would be likely to have a detrimental impact of businesses in Bromsgrove town centre.

ACTION D - Create a network of new multi-storey car parks serving the town's principal approaches

Current car parking facilities could potentially be consolidated and improved by providing a network of multi-storey car parks at the principal approaches to the town centre. This could be particularly beneficial if current parking facilities were to be lost at Windsor Street car park (see BR2 Action A above) and Recreation Road South (see BR14 Action C below). Multi-storey car parking facilities could potentially provide a similar quantity of car parking spaces in appropriate town centre locations on smaller land parcels, therefore freeing up valuable town centre land for other uses.

However, multi-storey car parks would need to be well designed and care would need to be taken to ensure that they do not have a detrimental impact on the town centre's conservation area or listed buildings. Design considerations should also include ground floor usage with the intention to minimise non-active frontage. Additionally, car parks would need to be carefully sited to ensure that they encourage a reduction in town centre congestion. This could potentially be achieved by locating the multi-storey car parks at the town's principal approaches (see Figure 4.3), thereby reducing the need for visitors to travel into or through the town centre in order to find a car parking space.

Suitable locations for multi-storey car parks, as illustrated on Figure 4.3, include the existing Windsor Street car park, the Dolphin Centre car park (see site 9 on Figure 8.2), the Fire Station and Library (see site 6 on Figure 8.2) subject to the appropriate relocation of these services in the future, and the Market Hall and George House site (see site 2 on Figure 8.2) in association with any potential future redevelopment.

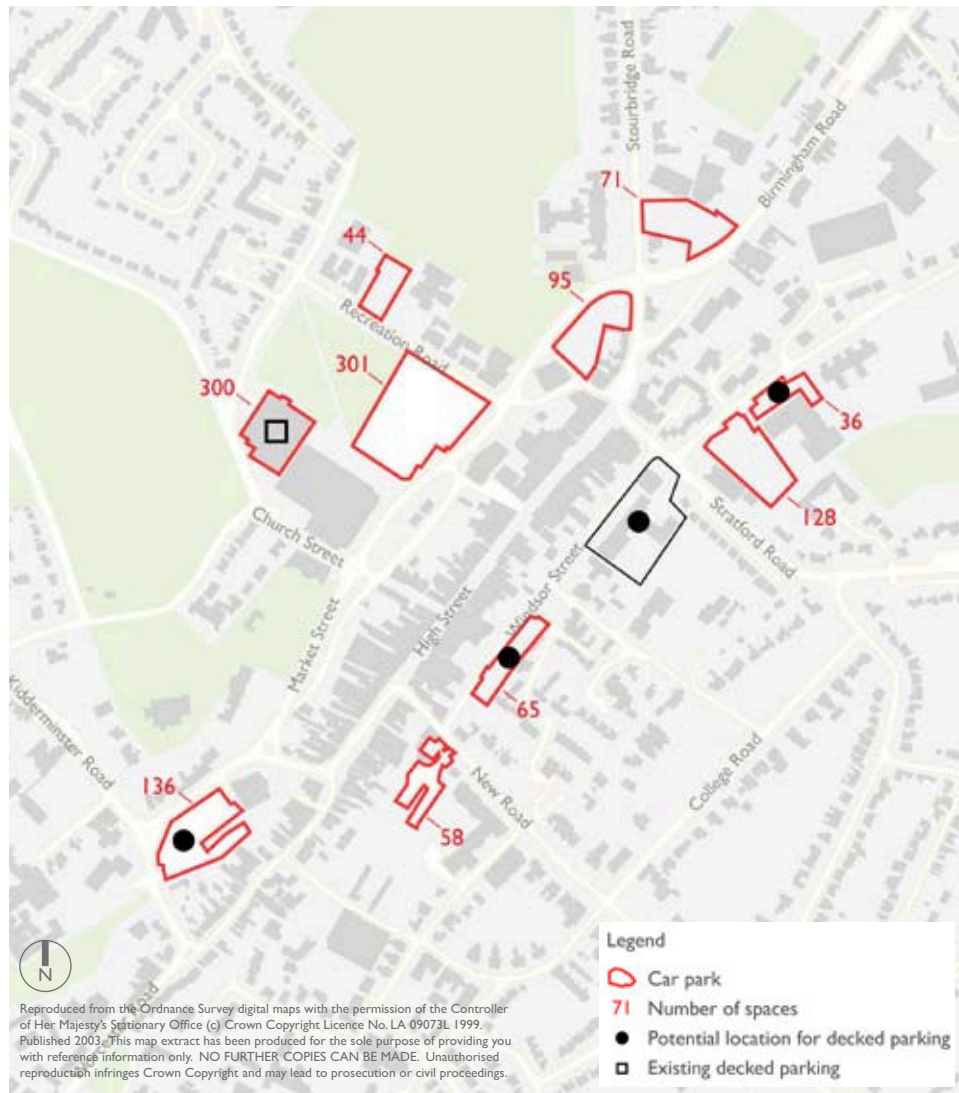
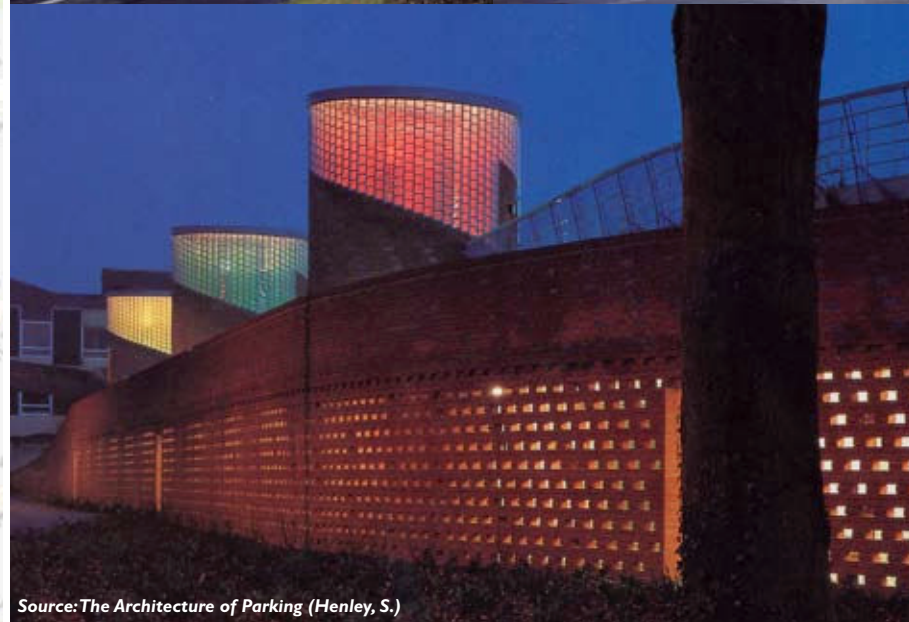
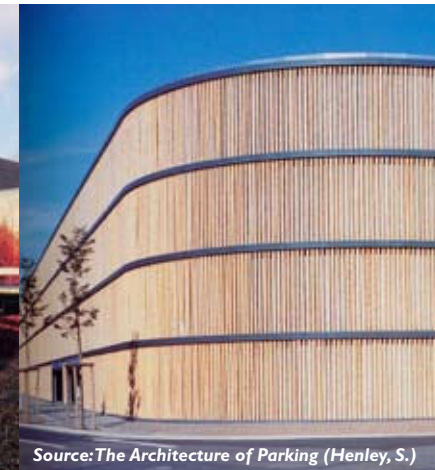


Figure 4.3: Car parking provision and potential multi-storey locations



Examples of decked car parks

5. Retailing



Retailing



George House, Jan 2008



Market Hall, Jan 2008

Context

Bromsgrove town centre remains the main retail destination within the District. However, not all local residents use Bromsgrove town centre as their primary shopping destination, and other nearby competing centres offer types of stores not currently available.

Within Bromsgrove town centre there is a significant representation of comparison retailers along the High Street, including a number of national chain stores, such as Argos, WHSmith, Superdrug and Woolworths. There is also a small cluster of larger warehouse retail units to the east of the town centre on Birmingham Road, which includes Lush furniture store.

The major convenience retail offer is provided by ASDA, located to the western side of Market Street. However, there are currently aspirations to improve the range and quantity of the convenience retail offer within the town.

An indoor market is provided inside the Market Hall building at the western end of the High Street. However, this is already recognised by the Council as a major opportunity site and work, in parallel to the Core Strategy and AAP for Bromsgrove Town Centre, is underway to assist in promoting this key site for redevelopment, with the market potentially relocated outside along High Street.

The shop accommodation in the town centre

is mixed, and many small and independent businesses occupy small premises that do not lend themselves to redevelopment. As a result, there is a shortage of suitable larger retail accommodation that suits modern retailing needs.

According to the Bromsgrove Town Centre Retail Capacity Analysis Update (CBRE, December 2007) there is a quantitative need for additional comparison and convenience retail over the study period up to 2022.

Bromsgrove town centre includes relatively few evening economy uses. However, those that do exist are generally clustered at the western end of the High Street and on Worcester Road.

Relevant Planning Policy

National planning policy for town centres and retail development is set out in PPS6 'Planning for Town Centres'. The Government's key objective for town centres is to promote their vitality and viability by:

- planning for the growth and development of existing centres;
- promoting and enhancing existing centres, by focusing development in such centres; and,
- encouraging a wide range of services in a good environment, accessible to all.

To achieve this the Government wants to see enhanced consumer choice by making

provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community. They also want to see improved accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport. While the town centre is still seen as the primary place for new retail development, opportunities must be found for large-format retailers such as DIY stores and electrical appliance retailers, especially those who sell white goods like fridges and washing machines. The Government want these to be located if possible on edge-of-centre sites which could combine retail, leisure and mixed-use development. This is so large format stores don't compete with town centres but instead support them.

Policy UR3 of the Regional Spatial Strategy (RSS) requires that strategies are developed to maintain and enhance the underpinning of all centres to serve their local communities in terms of retail provision, access to services and cultural and leisure facilities. The role of Bromsgrove Town Centre is not to provide retailing facilities for those from other districts but to serve the needs of the Town's population and nearby rural settlements.

The Bromsgrove District Local Plan (Bromsgrove District Council, 2004) aimed to retain Bromsgrove town centre as the main location for general shopping facilities in the District, and sought to strengthen Bromsgrove's shopping role in order to better compete with neighbouring centres (policy S20). The plan proposed primary

and secondary shopping areas within the town centre in order to achieve a balance between different categories of shopping provision. Within Bromsgrove town centre, primary shopping areas have been defined as the pedestrianised High Street, the east side of the Strand, the retailing outlets to the north of Market Place, the north part of Worcester Road including access to Market Hall, and the pedestrianised Church Street, Mill Lane and Chapel Street. These frontages form the commercial core of the town centre and contain the main concentration of Class A1 retail outlets. The remaining section of Worcester Road within the conservation area has been designated as a secondary shopping street, along with the north side of Strand and the south side of Birmingham Road. The secondary shopping area contains a wider range of retail and related uses than the primary shopping area.

Within the primary shopping area the District Council will normally allow proposals for retail development at ground floor level and retail, office or residential use at upper floor level (BROM13). Within the secondary shopping area retail uses at ground floor level will be acceptable. Retail, residential or office use may also be considered as appropriate in these locations (BROM14).

The Plan also included policies which seek to enhance the overall shopfront and architectural quality, and to retain and enhance the character of main shopping areas (policies S23, S24, S26 and S27). Policy BROM16 also stipulates that the Council wishes to retain small scale shop units in



Figure 5.1: Summary of retail options



High Street, Jan 2008



Chapel Street, Jan 2008

the pedestrian streets and within the town courts and alleyways of the town centre. SPG2 'Shopfronts and Advertisements Design Guide' (Bromsgrove District Council, 1995) includes further detailed guidance.

We welcome your feedback on whether or not you think that these Local Plan policies are still relevant to Bromsgrove town centre, or whether they need to be updated through the AAP process.

The Core Strategy Issues and Options consultation has identified that policies should ensure that proposals for the town centre foster a range of uses, including leisure uses as a means of stimulating the evening economy and residential development to support the regeneration of the town centre.

Issue BR6 – Retail Offer

ACTION A - Attempt to attract a high quality anchor store for the Market Hall site

The Market Hall site is located at the western end of the High Street, and presents an opportunity to improve the range and quality of shops offered in the town centre by developing a major anchor store which visually defines the area. An anchor store would be a large store, such as a department store or supermarket that would attract customers to the town centre, who are then expected to visit other shops.

It is vital that any new high quality anchor store be integrated into the wider town centre environment, and acts to complement existing businesses by generating further town centre activity. Visibility of the site along the High Street axis will depend on whether the site currently occupied by the Blockbuster store is included in any development plans.

ACTION B – Seek to encourage more independent and niche retailers to the town centre

A strategy to promote the town centre as an attractive location for independent and specialist niche retailers could help to improve the vitality and add to the character of the town centre. This approach would align well against the current planning policy of seeking to retain small scale shop units in

the town centre under the currently adopted policy BROM16.

However, such retailers may be more susceptible to unfavourable market conditions than larger multiple retailers. It should also be noted that the town is considered to already be relatively well served by small, independent retailers, as was evident during the traders' workshop. Views were expressed at that workshop that more should be done to promote the town and a managed programme of events and street markets would help support the smaller independent traders in the centre.

ACTION C – Seek to more tightly control the mix and range of retail units in the town centre

During the consultation and workshops with retailers already trading in the town, concerns were expressed regarding the need to protect and promote the market character of the town centre. One effective way of achieving this is the controls the planning system is able to use in determining the mix of shopping uses in the town centre. The currently adopted Local Plan distinguishes between primary and secondary shopping streets although no distinction within primary shopping streets is made between any of the A-class (retail) land uses. Introducing tighter and clearer controls on the mix of uses within the A-class in Bromsgrove town centre could help in protecting and enhancing the town's core retail function. See also Issue BR8 below.

Issue BR7 – Market

ACTION A - Provide an outdoor street market in the town centre

Provision of an outdoor street market on the High Street could help to encourage visitors and shoppers to the town centre. However, the quality of the market could potentially define the perception of quality of retail offer and quality of town centre environment. Therefore, it will be important to ensure that the appearance of the street market has a positive contribution to the town centre. An outdoor street market would require increased street maintenance.

An outdoor street market would need to be suitably sited to ensure that it does not present a barrier to pedestrian accessibility, but at the same time helps to stimulate increased town centre activity. Potential sites for the market include the pedestrianised section of the High Street, Crown Close / Market Street, Windsor Street, Mill Lane or Church Street.

ACTION B - Do not provide a street market in the town centre

The likely future redevelopment of the Market Hall site means that the market will lose its home. Although Bromsgrove is traditionally a market town, the nature of the town has changed significantly over the years. Therefore, the question has been raised as to whether a market should be retained at

all within the town centre, particularly given the need to respond to market conditions in order to promote the vitality and viability of the town.

Should the regular street market not be provided, the town centre could provide occasional themed markets and farmers markets.

Issue BR8 – Evening Economy

ACTION A - Promote the provision of cafes and restaurants in the town centre, in association with an increased residential population, in order to stimulate the evening economy

Accompanying an increase in the town centre population with the provision of additional evening economy uses, either through new mixed-use development, or by the provision of separate residential and evening economy functions, could potentially stimulate the town centre evening economy. It would be easier to attract an increase in residential population to the town centre if the evening economy uses are present, and the evening economy uses would benefit from a permanent residential town centre presence.

The stimulation of the evening economy would help to increase the vibrancy of the High Street and surrounding roads into the evening, where at present activity tends to stop after the shops and businesses close during the late afternoon. Increased activity in the evening may stimulate the town centre economy by encouraging longer opening hours for shops, and the increased presence of people in the evening would provide added safety.

Conversely, however, town centre activity in the evening may require an increase in policing, and greater security measures for local shops and businesses, particularly if the

evening economy uses are not contained in a specific area of the town centre.

Possible locations for the evolution of a cluster of evening economy uses include the Strand area and the north-eastern end of the High Street, the lower end of High Street between New Road and Worcester Road and Worcester Road itself where there is already something of a cluster of evening economy uses.

ACTION B - Maintain evening economy uses at their present level at the western end of the High Street

Worcester Road currently represents a small cluster of evening economy uses in the town being the location of the town's main night club. The present level of evening economy uses does not present any significant crime or disorder problems for the town centre. However, the range and quality of evening economy uses is relatively limited.

6. Living and Working in Bromsgrove



Living and Working in Bromsgrove



St John's Church, Jan 2008



Artrix Centre, Jan 2008

Context

Within Bromsgrove District the resident population reflects national characteristics with reducing household sizes and an increasing elderly population. At present there is a range of housing types within Bromsgrove town centre, which includes sheltered accommodation for the elderly and market housing of different sizes and tenures. The Regional Housing Strategy characterises southern districts such as Bromsgrove as having a predominance of moderate to high priced neighbourhood zones and a lack of social housing provision within settlements.

The majority of employment in Bromsgrove town centre is retail or service sector related. However, there are also a small number of manufacturing and light industrial firms within the town centre. In terms of individual employers, Bromsgrove School and Bromsgrove District Council are the largest single employers within the town centre area.

Following the trends of the wider district, there is an imbalance between the type of jobs and pay available in Bromsgrove compared to the average wages of its population. Industries with higher paid jobs need to be encouraged to stay or locate in or around the town centre to reduce the daily flow of the population to other employment centres and promote more sustainable working and commuting patterns. New business parks located adjacent to the A38, such as Bromsgrove Technology Park, Aston Fields and Buntsford Gate reflect new high technology and office related uses located in

close proximity to the town centre, and offer opportunities for expansion.

The Artrix Art Centre, the Dolphin Leisure Centre, the David Lloyd Leisure Centre and the Victoria Ground (home of Bromsgrove Rovers Football Club) are located within, or in close proximity to the town centre. The Artrix Centre was opened in 2005, and consists of a 320 seat theatre which showcases music, theatre, dance and film productions, a rehearsal studio and a number of multi functional rooms. The Dolphin Centre was constructed in the 1960's and consists of a swimming pool, sports hall and fitness suite. The facility underwent a substantial renovation approximately three years ago, however the design and structure of the Dolphin Centre means that it is in need of replacement. The David Lloyd Leisure Centre is a private leisure facility.

The Victoria Ground is located to the north east of the town centre, on the Birmingham Road. Bromsgrove Rovers FC are one of the oldest football clubs in England, formed in 1885. The club have been located at the Victoria Ground, which has a capacity of approximately 5,000, since 1910. The ground is likely to remain adequate for the club for the foreseeable future.

The principal library for the district is situated within the town centre. Although the library is located within the town centre, it is located on Stratford Road, rather than the High Street. The building is also of poor quality and no longer considered particularly fit for purpose. The replacement of the library is currently under consideration.

The police and fire services are also located within the town centre, at the Crescent and Windsor Street respectively. However, the relocation of these services to new sites outside of the town centre is also currently under consideration. Consultation on the future of the potential relocation of the Fire Station is due to commence during the summer of 2008, in association with the Fire Service's Integrated Risk Management Plan 2008.

Figure 5.1 illustrates the potential to relocate a number of leisure and community facilities under County Council ownership to alternative sites in and around the town centre. These proposals are being promoted by Worcestershire County Council, with the aims of providing improved facilities in more appropriate locations, and co-locating services where possible to maximise efficiency and encourage resource sharing.

Relevant planning policy

Government guidance states that plans should encourage mixed and balanced communities, with policies that cater for single person households and avoid the creation of large areas of housing of similar characteristics in new housing developments. The Government is committed to ensuring the maximum and efficient use of land. One of its key objectives is that as much new housing is built on previously developed land or 'brownfield' sites.

The West Midlands Regional Spatial Strategy Phase Two Revision Draft (presented to the

Secretary of State by the West Midlands Regional Assembly in December 2007) seeks to retain a strong emphasis on urban renaissance and the concentration of new housing development within the Major Urban Areas. At the same time, new housing provision will need to be made in other parts of the Region to meet housing demand. For Bromsgrove town centre, no specific housing allocations are made, however, the RSS allocates an indicative annual average of 105 new homes for Bromsgrove from 2006-2026. Policy UR3 relates to enhancing the role of City, Town and District Centres. As a Town Centre, Bromsgrove Town should be encouraging more people to live in or close to the town centre through the reuse of sites, development of mixed-use schemes, the conversion of property and initiatives such as "living over the shop".

Policy PA1 of the Regional Spatial Strategy promotes economic growth in market towns where it can help to create more sustainable communities through providing a better balance between housing and employment. In order to encourage the diversification of the regional economy, three High Technology Corridors (HTC) are identified, which link to the Region's critical research and development capabilities and advanced technologies. Bromsgrove is within the Central Technology Belt. The District is also required to maintain a portfolio of available employment land to meet the needs of the local economy and businesses wanting to relocate to Bromsgrove. A range of sites must be provided to suit the needs of different types and size of business.

In respect of the tourist and cultural economy the Regional Spatial Strategy (RSS) requires that Development Plans should generally encourage both the improvement of existing provision as well as the creation of new facilities, subject to the capacity of infrastructure and the environment to accommodate new facilities and visitors associated with them.

In terms of housing allocations, the Worcestershire Structure Plan contains housing requirements for the District to 2011. It also contains a phasing target to 2006. The District has exceeded the phasing requirement and has enough dwellings with permission to significantly exceed the 2011 requirement. As such the District does not need to allow any further housing to meet its housing requirements as set out in the Structure Plan. Supplementary Planning Guidance was adopted in 2003 which has effectively placed a moratorium on the granting of permission for new general market housing proposals. As existing housing supply decreases as properties are built, the Council may have to begin to allow targeted proposals so as to maintain a constant supply of housing for the District. The Structure Plan also includes the employment land allocations targets.

Allocations for new employment land will be released through an 'Allocations' plan. This plan will be produced once new housing and employment figures are released through the Regional Spatial Strategy, probably in late 2008. As the Council has already identified employment land to meet its current requirements within the District to 2011, as

taken from the County Structure Plan, there is no pressing need to allocate further land until new requirements are known.

The existing Local Plan (Bromsgrove District Council, 2004) aimed to retain and provide new or enhanced community facilities where possible (Policy S28). Proposals that result in the loss of playing fields were discouraged, unless the alternative provision could be made and the provision of playing fields to Council standards would still be met, or the scheme would lead to an improvement in the facilities available elsewhere on the site (policy S32).

The Plan did not contain any policies on crime prevention. However, the Bromsgrove Community Safety Partnership have produced a Community Safety Strategy called, 'Keeping Bromsgrove Safe'. The Local Development Framework and initially the Core Strategy will have regard to the priorities of this document. The strategy identified 5 key priorities; reducing crime; keeping communities feeling safe; achieve cleaner, greener and safer public spaces; reduce the harm of drugs and alcohol; and realise the potential of our young people.

We welcome your feedback on whether or not you think that these Local Plan policies are still relevant to Bromsgrove town centre, or whether they need to be updated through the AAP process.

The Core Strategy Issues and Options consultation has identified that 'town trails' should be developed to encourage people into Bromsgrove town centre as part of a leisure experience.



St John's Church, Jan 2008

Issue BR9 – Town Centre Housing Provision

ACTION A – Seek to increase the town centre population through the provision of mixed-use developments on previously used brownfield land and housing above shops and businesses

The potential exists to incorporate further housing within mixed-use town centre developments on 'brownfield' sites, and above existing town centre shops and businesses. Any new housing provided would need to represent a range of tenures and costs. However, new town centre housing, particularly above shops in the High Street, would offer an opportunity to increase the provision of affordable housing units. This may also contribute towards the vitality and viability of the town centre, particularly in tandem with improvements to the evening economy.

The inclusion of housing uses in town centre developments is in accordance with national, regional and local planning policy. Town centres are accessible locations being well served by public transport services and residents would have easy access to a good range of shops and services. Therefore, town centres are considered to be sustainable locations for new residential developments.

Through the provision of town centre housing in both new mixed-use developments and above shops, Bromsgrove town centre can play an important role in meeting regional

housing allocations put forward by the West Midlands Regional Spatial Strategy.

ACTION B – Retain the current town centre housing stock, and do not plan for any increase in the size of the town centre population

The Regional Spatial Strategy does not include any specific housing targets for Bromsgrove town centre, and the targets for Bromsgrove District contained in the Structure Plan have already been met. Additionally, there are only a limited number of brownfield sites likely to be available offering opportunities for new mixed use development.

Whilst it is understood that housing is an appropriate land use in town centres, it is not the principal land use of the majority of town centre redevelopment proposals. The viability of including housing in town centre redevelopments will vary over time with changing market conditions. Applications are always determined on their own merits and a policy approach could be taken under this option whereby far greater emphasis is placed on commercial land uses in town centre redevelopment proposals. There would be no requirement to provide housing uses in town centre redevelopment proposals although there may still be a role for housing uses in enabling some sites to come forward.

Issue BRI0 – Future Employment Strategy for Bromsgrove Town Centre

ACTION A - Encourage small scale employment uses in town centre as part of new mixed use developments.

It may be possible to incorporate a variety of B1 (offices/business) small enterprises within mixed-use town centre development opportunities which come forward over the lifetime of the plan. Such uses could complement larger businesses locating in the nearby A38 business parks, such as Bromsgrove Technology Park. However, at present there are only a limited number of suitable sites for mixed-use development within the town centre (see section 8).

ACTION B – Designate larger sites for employment uses within the town centre

It may be considered to be more appropriate to designate sites within the town centre for other employment uses (B1), general industrial (B2) or storage / distribution (B8) employment uses. This would place emphasis on promoting local job creation but the local office market is not well developed and industrial uses are unlikely to be able to afford the land values associated with town centre sites. Bromsgrove District Council is itself one of the largest employers in the town and their offices are currently located just beyond the town centre boundary. Should the opportunity arise to relocate the

Council office to a town centre location, depending on its location, such a development could contribute significantly to the viability of the commercial centre.

ACTION C – Retain the existing balance of employment uses within the town centre, or consolidate employment provision to enable the creation of further retail and housing development opportunities

Retaining the current level and mix of employment provision within the town centre may be considered appropriate, particularly given the scale of out-commuting to Birmingham and other nearby urban areas. The consolidation of employment land within the town centre may enable the creation of mixed-use development opportunities potentially for higher value land uses, such as housing and retail.

Issue BRI I – Leisure Provision

ACTION A – Replace Dolphin Centre with new leisure facility on the existing site

The Dolphin Centre is well located in the town. Whilst not currently formally falling within the town centre boundary, the site is within a short walk of the High Street and is served by a large pay and display car park. Whilst the building is on a large site, it is likely that redevelopment and replacement of the centre in its current location would involve a period during construction when the services provided within the facility would not be available. However, redevelopment on the existing site would provide the opportunity to improve the range and quality of services and facilities provided at the centre.

Issues relevant to the consideration of the most appropriate location for replacement leisure facilities in the town revolve around the aspirations to improve the range and quality of other complementary community services in the town. For example, if a new public leisure centre was redeveloped on the site of the existing Dolphin Centre, in addition to the continuity of service issues that would arise, the site could no longer be considered as a potential alternative location for the District Council offices or a site for a replacement library. There are, therefore, a number of interlinked issues relating to community service provision in the town which need to be considered in the round and not in isolation.

ACTION B – Retain and refurbish the Dolphin Centre

Further more detailed feasibility work will be required, but this option may be cheaper and is more likely to be able to offer some form of limited continuous service for local people. However, the facility has recently already undergone a substantial renovation and the design and structure of the facility is considered to be outdated. The pool is based on a structure on stilts and overall the building is considered to be inefficient in terms of its use of space and energy.

ACTION C – Reprovide a public leisure facility on an alternative site in the town centre

Town centres are considered by the Government to be the most appropriate locations for retail and leisure uses. Identifying an alternative town centre location for a replacement leisure facility is therefore an appropriate strategy. However, identifying a site for a facility of this scale in an historic market town the size of Bromsgrove is not a straightforward task. There are, however, a number of known opportunity sites within and immediately adjacent to the town centre which might be considered suitable for a new replacement leisure facility – these are set out in Section 8 below.

We would particularly welcome your views on the appropriateness of the existing



Existing town centre housing, April 2008



Existing town centre housing, April 2008



Dolphin Centre, Jan 2008



Bromsgrove library, Jan 2008

Library and Fire Station site on the junction of Stratford Road and Windsor Street as a potential alternative site. However, if an alternative site is to be sought and agreed, much will depend on the existing use of that site and any particular issues of phasing and continuity of service associated with that existing use.

ACTION D – Reprovide a public leisure facility on an alternative site outside the town centre

It may be that, when looked at sequentially, there are no town centre sites that offer a viable alternative for the development of a replacement leisure facility. In this case, it may be appropriate to relocate the services currently provided at the Dolphin Centre to an out of centre location that is still considered to be accessible to the local community.

In informal discussions and consultations during the preparation of these issues and options for Bromsgrove town centre, some stakeholders expressed a desire to see the leisure centre relocated to a site in the vicinity of the Artrix Centre and Bromsgrove College. Whilst it may be perceived that this location is some distance from the town centre, School Drive provides potentially direct access to this cluster of community, education and leisure uses.

Issue BRI2 – Public Services

ACTION A - Re-locate a number of public services, including the police service and library to co-locate services and improve efficiency

As described above, Worcestershire County Council is examining the potential to relocate publicly owned public service facilities in Bromsgrove in order to provide more modern and efficient services. However, any relocation of services would be largely dependent on each other. The danger exists that a delay in the relocation of one service or facility could result in a delay in the service or facility that is dependent on relocating to that particular site, and therefore that the chain could collapse. There would be a need for a detailed phasing approach.

Consideration is currently being given to the possibility of forming a cluster of community service uses adjacent to the proposed new health centre on the site of the former Parkside Middle School on Stourbridge Road. Potential partners for this initiative could include the Ambulance Service and the Police Service. Such an initiative would free up key town centre sites for redevelopment for other uses. However, given the need for continuity of these essential community services, there are likely to be complicated phasing requirements.

However, it is considered that these issues are not insurmountable. The result could be a concentration of essential front line community services located in new premises on the edge of Bromsgrove town centre and the Council would be keen to hear from local people, businesses and other stakeholders whether this would be a welcome approach.

ACTION B - Relocate District Council offices to a town centre location

The potential exists for Bromsgrove District Council to relocate from its existing location on Burcot Lane, to a town centre location. The existing offices are not considered to provide a suitable facility for the future, and the dated design of the buildings may restrict the capacity to suitably refurbish.

Providing District Council offices in a town centre location may have added regenerative effects for Bromsgrove town centre, as it would ensure that Council staff would have access to town centre shops and facilities. Additionally, a town centre location may offer a more prestigious address for the District Council, and the release of the current site either for housing or mixed-use development would enable the Council to raise significant funds.

However, a town centre location may contribute to further town centre congestion,

and finding suitable car parking facilities in the absence of adequate public transport provision could prove to be problematic.

Given that the site of the Dolphin Leisure Centre is already home to the Worcestershire Hub service point, it may be considered that this site is the most appropriate site on which to relocate the District Council offices.

Issue BRI3 – Crime & Safety

ACTION A - Ensure that CCTV coverage is comprehensive in the High Street

Although crime and disorder is not a major problem in Bromsgrove town centre, it may be desirable to extend the CCTV coverage to ensure that the entirety of the High Street and Worcester Road is monitored.

ACTION B - Design out crime on new developments, and improve the safety of existing areas which are poorly lit and have limited overlooking

The provision of an additional taxi rank at the western end of the High Street is likely to reduce crime and the perception of crime in Bromsgrove town centre. However, there are some areas in the town centre where it may be possible to improve safety either by improving lighting, or ensuring that there is a greater degree of natural surveillance. This may be particularly important during the evening and late at night, when the town centre is quiet. Potentially problematic areas include Windsor Street, the southern end of the High Street / Worcester Road and Market Street / Crown Close which suffers from a lack of frontage and activity. It may be, given the less prominent nature of these locations, that the introduction of residential uses might have a significant part to play in providing activity and overlooking.



Figure 6.1: Summary of leisure and community services

7. Environment and Open Spaces



Environment and Open Spaces



New Road, Jan 2008



Worcester Road, Jan 2008

Context

Bromsgrove town centre includes many buildings of considerable architectural merit. There are numerous listed buildings in the centre and particularly along High Street and the majority of the town falls within a conservation area. Bromsgrove town centre is not considered to be a tourist destination, but the potential exists to promote heritage opportunities, particularly in terms of the architectural value of some town centre buildings above the shop fronts.

Partial pedestrianisation of the High Street occurred over twenty years ago. However, the pedestrianised area is now considered to be unattractive, with a range of street furniture and an uneven paved surface, which has been inadequately maintained. Therefore, it is considered that the High Street would benefit from environmental enhancement.

The town centre contains few open spaces. However, the opportunity exists to improve the overall quality and amenity value of existing spaces, and access to them. Existing spaces include the Recreation Ground, and land surrounding Spadesbourne Brook and St John's Church. At present the Recreation Ground provides only limited value to the local population, and has few amenity functions. However, the space is used by the Council to host several fairs and festivals throughout the year.

Relevant planning policy

National planning policy guidance on open spaces, sport and recreation is contained in PPG17. The Local Development Framework must ensure that adequate land is allocated for organised sport and informal recreation, and the Council are required to resist pressures for development of open space which conflict with the wider public interest.

Planning Policy Statement 1 (PPS1), 'Delivering Sustainable Development', requires that Development plans promote development that creates socially inclusive communities including supporting the promotion of health and well being by making provision for physical activity. Additionally, PPS1 requires that development plans should promote development that creates socially inclusive communities and deliver safe, healthy and attractive places to live. Hence it is a requirement for all policies produced as part of the Core Strategy and subsequent Local Development Framework documents to take account of their impact on community safety and the design of our built environment.

PPS9 'Biodiversity and Geological Conservation' contains the objectives to:

- promote sustainable development by ensuring that biological and geological diversity are conserved and enhanced as an integral part of social, environmental and economic development;
- conserve, enhance and restore the diversity of England's wildlife and geology; and
- contribute to rural renewal and urban

renaissance by enhancing biodiversity in green spaces and among developments and ensuring that developments take account of the role and value of biodiversity in supporting economic diversification and contributing to a high quality environment.

The Regional Spatial Strategy requires that plans produced by the Council identify, protect, conserve and enhance the Region's diverse historic environment and manage change in such a way that respects local character and distinctiveness (Policy QE5). Of particular significance for Bromsgrove is the Spatial Strategy's identification of historic rural landscapes and their settlement patterns, listed buildings, scheduled ancient monuments, conservation areas and historic parks in the West Midlands. Additionally, the Regional Spatial Strategy requires that local authorities ensure the highest standards of design, building on the existing character and identity of areas. Policy QE3 specifically requires that plan documents produced by the local authority secure a high quality townscape, urban form, building design and urban spaces, through the use of architecture, urban design and landscape design, which respects regional and local character, culture and history. Particular attention should also be given to the creation of safer environments which discourage crime and promote community safety.

The Bromsgrove District Local Plan (Bromsgrove District Council, 2004) sought to retain and enhance all public and privately owned open space of recreational and amenity value. Development of open space

will only be considered where it can be clearly demonstrated that there is unlikely to be any long-term need to retain it for either recreational or amenity purposes (policy RAT4). Additionally, the Council encouraged the further pedestrianisation of the High Street and Worcester Road in order to improve the shopping environment, and existing landowners on Worcester Road to the east of the Market Hall site were encouraged to undertake appropriate works to enhance the town centre's attractiveness to shoppers (BROM 17 and 18).

We welcome your feedback on whether or not you think that these Local Plan policies are still relevant to Bromsgrove town centre, or whether they need to be updated through the AAP process.

The Core Strategy Issues and Options Consultation has identified that the distinctive character of Bromsgrove town centre should be retained and enhanced.

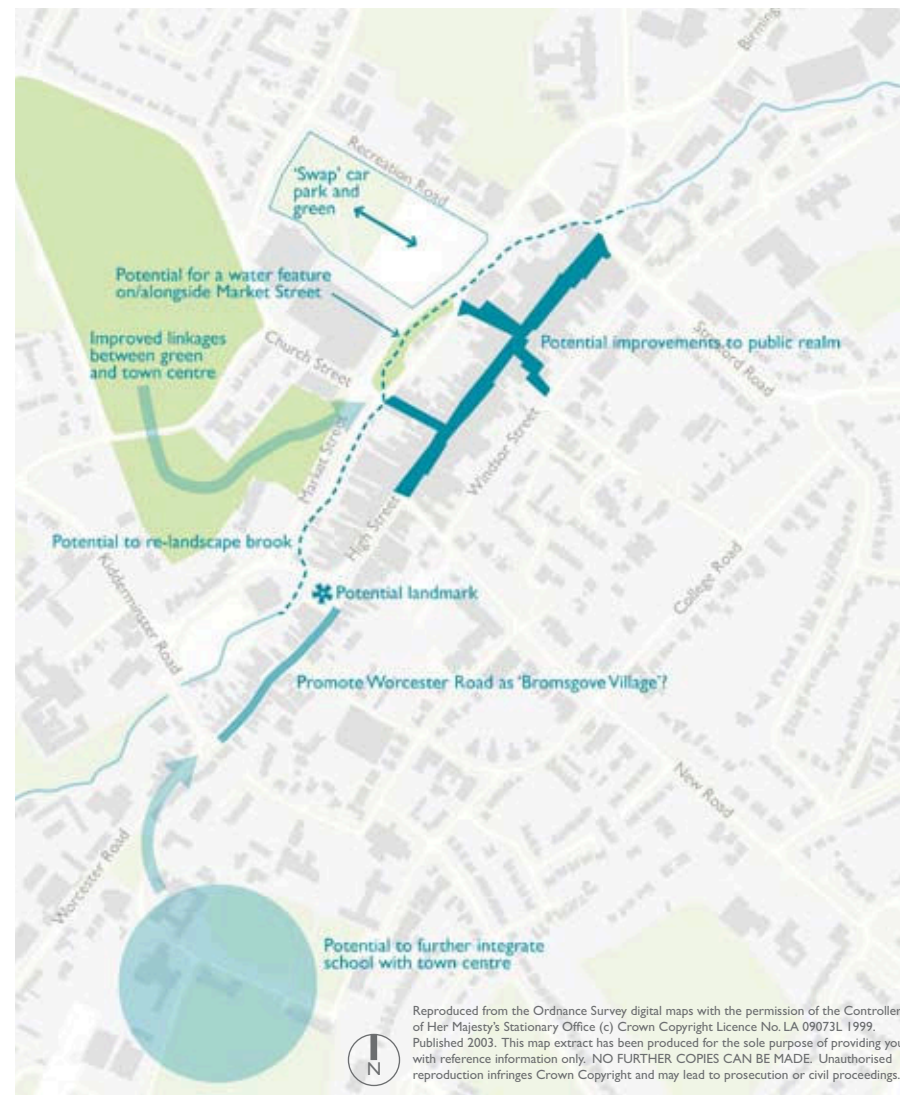


Figure 7.1: Summary of environment and open spaces



Spadesbourne Brook, Jan 2008

Issue BRI4 – Public Realm

ACTION A - Make improvements to the public realm in the High Street, including improving the quality of the paving in the pedestrianised area, improving the quality of shop fronts and reducing street clutter

Improving the environment in the High Street will help to improve the overall perception, and help to attract more visitors and shoppers to the town centre. Additionally, improving the quality of the paving and reducing the amount of objects on the street would improve accessibility, particularly for those with mobility difficulties.

ACTION B - Involve the local community in town centre public realm improvements

Involving the local community in improving the town centre could help to foster civic pride, and would be more likely to ensure that measures to improve the town centre are endorsed by local people and businesses.

ACTION C - Implement a regular maintenance programme for the High Street

This could ensure that the quality of the street environment and public realm is maintained to higher standards, which is likely to improve the perception of the town centre. A higher quality public realm is likely to attract an increased number of visitors and shoppers to the town centre, and encourage them to stay longer.

Issue BRI5 – Spadesbourne Brook

ACTION A - Re-landscape the brook and improve the environmental quality of the surrounding area

Improving the quality of the Brook and surrounding open space would enable the area to become more of a feature for the town centre. However, regular maintenance would be required following any environmental improvements in order to ensure that the quality of the improvements are maintained.

ACTION B - Culvert the brook

The Spadesbourne Brook is considered by some to be too small to warrant making it a town centre feature. Additionally, the regular maintenance required makes it resource intensive, and therefore it may be better to culvert it so that it runs underground. Should the Brook be culverted, it may be considered appropriate to create a water feature either on Market Street (should Market Street be closed to through traffic in association with BR2 Action C above) or adjacent to Market Street. The views of the Environment Agency will be particularly important in determining the future treatment of the Brook.

ACTION C – Restore the natural habitat of the brook as much as possible in order to enhance biodiversity

Spadesbourne Brook is one of the key natural features within the town centre. Enhancing the natural habitat and biodiversity of the Brook could help to contribute to the urban renaissance of the town centre.

Issue BRI6 – Recreation Ground

ACTION A - Improve Recreation Ground facilities and linkages to the town centre

The Recreation Ground currently has little amenity value to the town. However, it could include more amenity functions, and the overall environmental quality could be improved. In addition, improving linkages through from the Recreation Ground to the town centre could help to attract a greater number of visitors and users.

ACTION B - Make the Recreation Ground more accessible to the town centre by 'swapping' the space with the adjacent car park

The Recreation Ground open space could be swapped with the Recreation Road south car park (see Figure 6.1). This would bring the open space much closer to the town centre and provide a direct link to open space from the east side of Market Street. Accessibility to the open space would be drastically improved. However, this would have the impact of moving the car park further away from the town centre, which would inconvenience car users.

ACTION C - Extend the Recreation Ground to cover the Recreation Road South Car Park

Extending the Recreation Ground to cover the adjacent car park would recapture the open space that existed prior to the development of the car park, and ensure that the open space becomes closer and easier to access from the town centre.

Depending on the approach taken to town centre parking provision, as discussed in Issues BR4, the reduction in car parking facilities within the town centre would be likely to have mixed implications for the town centre. The Recreation Road South Car Park represents the largest single local car parking facility, and extending the Recreation Ground to cover the car park would result in a loss of 321 car parking spaces close to the town centre, which may have a detrimental impact on shops and businesses (if it means that people are deterred from coming to Bromsgrove).

However, the loss of the car parking facility may help to reduce town centre congestion, by ensuring that fewer cars attempt to enter the town centre to park. Alternative car parking facilities exist in this area of the town at Recreation Road North (47 spaces), Churchfields (318 spaces) and Parkside (101 spaces) car parks.

8. Opportunities for Change



Opportunities for Change

Introduction

The following section seeks your views on the town centre boundary and a range of sites which potentially offer opportunities for development within Bromsgrove town centre. The identification of opportunity sites within the town centre is important, as these sites can provide opportunities for change and for new development.

Town Centre Boundary

One overriding issue for the AAP to address will be the town centre boundary. This is an important designation because it defines the limit of town centre activity, and therefore the extent of the area which is considered appropriate for town centre uses.

Figure 8.1 illustrates potential alterations to the town centre boundary, to include sites particularly relevant to this AAP, including the Dolphin Centre, Bromsgrove Library and Parkside School.

We welcome your feedback on these proposed alterations to the town centre boundary, as part of the AAP process.



Figure 8.1: Potential to extend town centre boundary

Opportunity Sites and Site Schedule

Figure 8.2 identifies potential development opportunity sites, but does not provide any policy detail at this stage. The purpose of the plan is to depict the extent of the sites, which are considered to be potential development sites. The accompanying site schedule describes the current status of the sites, identifies likely ownership and land assembly constraints, and provides a brief overview of indicative issues and options relating to each site.



Figure 8.2: Town Centre AAP proposals map



St John's Church, Jan 2008

Possible Opportunity	Status	Ownership	Issues and Options
1. Station Street	Several areas of under utilised land exist around Station Street to the south west of the town centre. The site includes a mixture of car related uses and under utilised land.	Mixed private ownership	The site could present a medium to long term opportunity for mixed-use development on the edge of the town centre.
2. Market Hall and George House	The market is soon to be relocated to an outdoor location, with the intention of releasing the Market Hall site, potentially for development of a quality food store. There are currently no proposals for George House (which is located adjacent to the Market Hall site), and the intentions of the occupants (including Blockbusters at ground floor level) is currently unknown.	Market Hall site is owned by Bromsgrove District Council, and the 'Blockbusters' building is in private ownership	Site provides opportunity to develop a landmark building at the western gateway to the High Street, and could aim to attract a high quality retailer, environmental improvements and associated car parking. The Blockbuster site plays a very important townscape role in terminating the High Street vista.
3. Police Station	The police are actively seeking to relocate from their current site on The Crescent.	Worcestershire County Council	Should the police relocate to an alternative location, this site may become available for mixed-use development. The existing police station site is not located within the town centre boundary.
4. 27-29 High St (formerly McDonalds)	The former McDonalds store at the western end of the High Street is currently vacant. There are no known proposals for this site at present.	Unknown private ownership	Due to its location at the western end of the High Street, in close proximity to existing town centre evening economy uses and in context of the most recent land use associated with the site, this building may provide a suitable location for a restaurant or bar. Probably too small a site to be specifically allocated in the AAP, it is the frontage policy that is likely to control how the site is used in planning terms.
5. Crown Close	The car parking areas to the rear of High Street properties are currently under utilised and create a poor frontage environment to Crown Close.	Mixed private ownership	This area presents little in the way of positive frontage or activity to Crown Close or Market Street. The land may present a retail/cafe or office development opportunity. Much will depend on access and parking requirements associated with the High Street units served from the rear.



Market Hall, Jan 2008



Fire Station, Jan 2008

6. Fire Station and Library	The Fire Station and adjoining Library building are located on Windsor Street. The relocation of the Fire Station to a more suitable building and location is currently under consideration, and the Library is in need of refurbishment or relocation.	Worcestershire County Council	Should the fire service and library relocate, this site may provide significant mixed-use development opportunities, particularly to increase the provision of town centre housing. The Stratford Road frontage of the current Library site is compromised by a pair of semi-detached properties. This will be an issue when considering the appropriate scale of any redevelopment scheme on this site. The site would be suitable for a variety of commercial town centre uses. In the context of the potential relocation of the Dolphin Centre, this site may provide a suitable alternative.
7. Recreation Road	Some of the land to the east of Recreation Road opposite the Recreation Ground and Recreation Road car park is currently under utilised for a town centre location. There are no known proposals for this site at present.	Mixed private ownership	This site may offer opportunities to expand the retail offer of the town centre to the north. Small to medium sized units could potentially be developed. Car parking would be provided by existing facilities in the adjacent Recreation Road car park.
8. Corner of High Street and the Strand (end unit) vacancy	This small unit is currently vacant. There are no known proposals for this unit at present.	Unknown private ownership	Retail or café opportunity
9. Dolphin Centre	The Council are currently considering the longer term future of the Dolphin Centre. However, no decisions have been made regarding the facility's future.	Bromsgrove District Council	Should the Dolphin Centre be relocated, this site could provide an opportunity to develop public and community facilities, such as a civic centre, library and hub, or alternatively mixed-use development. A critical issue in bringing the site forward for redevelopment will be agreeing an approach to the reprovision of the leisure services currently provided in the building. Where should these sites be reprovided in the Borough? In a town centre site or an edge/out of centre location such as land adjacent to the Artrix Centre.

<p>10. Birmingham Road Retail units</p>	<p>The large retail units on the Birmingham Road and associated car parking provide a substantial site on the fringe of the town centre.</p>	<p>Unknown private ownership</p>	<p>Potential exists to consolidate the existing retail units and provide a single more substantial retail offer which compliments that already provided in the town centre.</p> <p>Car trip generation will be a key issue in considering the redevelopment of the site.</p> <p>In light of the current use of the site, continued retail uses are likely to be considered appropriate together with office and potentially some housing.</p> <p>There would appear to be an opportunity to create a physical linkage through to School Drive. This could potentially deliver significant improvements to local routes and the movement network.</p>
---	--	----------------------------------	--

Other sites

The following two sites are located in close proximity to Bromsgrove Town Centre, and are of direct relevance to the AAP.

<p>District Council Offices</p>	<p>As outlined above, the Council are currently considering relocating from their existing site on Burcot Lane.</p>	<p>Bromsgrove District Council</p>	<p>This site presents the opportunity for significant residential development on the edge of the town centre. This is not a town centre site and will not be included in the Town Centre AAP proposals map, but it is of relevance to the AAP in that the relocation of the Council offices to a town centre location is a possibility currently being considered.</p>
<p>Bromsgrove Station</p>	<p>A site is identified for car parking purposes adjacent to Bromsgrove Railway Station in the Local Plan and identified on the proposals map (BROM31)</p>	<p>Unknown private ownership / Network Rail?</p>	<p>This is not a town centre site and therefore will not be shown as a potential development opportunity on Figure 7.1. However, efforts to improve the quality of connections between the town centre and the station area are being considered (Park and Ride) and this is an important issue for the town and therefore relevant to the AAP.</p>



High Street, Jan 2008



Hanover Street, Jan 2008



Bromsgrove High Street, Jan 2008

Appendix

Page 83



Appendix

Appendix A - Issues and Options Sustainability Appraisal

The following tables demonstrate the results of the initial informal sustainability appraisal of the AAP objectives. The sustainability objectives identified in the Scoping Report (see table 1.1 of the report) have been used to appraise the AAP objectives. For each of the AAP objectives the relevant sustainability objectives are identified, together with any likely future impact or implications for the AAP arising from the appraisal.

Transport, movement and accessibility

AAP objectives	Relevance to Sustainability Objectives
To improve pedestrian priority, linkages and mobility within and across the town centre	<ul style="list-style-type: none"> – Improves equitable access to local services and facilities (Objective 2) – Reduces the need to travel and encourages sustainable means of transportation (Objective 4 and 11)
To improve pedestrian and cycle linkages between Bromsgrove Station and the town centre, and promoting a shuttle bus service	<ul style="list-style-type: none"> – Improves equitable access to local services and facilities (Objective 2) – Reduces the need to travel and encourages sustainable means of transportation (Objectives 4 and 11)
To improve the junction arrangement where Birmingham Road meets Stourbridge Road to benefit all users	<ul style="list-style-type: none"> – Improves equitable access to local services and facilities (Objective 2) – Does not reduce the need to travel or encourage more sustainable travel patterns (Objective 4) – May offer the opportunity for new development which maximises previously developed land (Objective 6) – Develops the town centre infrastructure, and therefore the economy (Objective 12)

Retailing

AAP objectives	Relevance to Sustainability Objectives
To improve the range and quality of the retail offer to enhance the viability of the town centre as a sustainable shopping destination and attract a major retail anchor for the Market Hall site	<ul style="list-style-type: none"> – Would improve the quality of and equitable access to local services and facilities (Objective 2) – Reduces the need to travel to competing centres (Objective 4) – New development needs to conserve and enhance the historic built environment (Objective 7) – Would need to ensure that development does not occur in high risk flood zones and does not contribute towards surface water flooding (Objective 8) – Would need to promote energy efficiency and respond to climate change (Objectives 9 and 11) – Would help to improve the town centre infrastructure and skills base (Objectives 12 and 13)
To promote the development of local shops and services where feasible	<ul style="list-style-type: none"> – Aims to improve local shop and service provision (Objective 2) – Reduces the need to travel to competing centres (Objective 4) – Encourages pride and social responsibility in the local community (Objective 5) – Encourages development of local firms, which is sustainable (Objective 15)
To improve the range and quality of the evening economy uses within the town centre to include a choice of bars, cafes and restaurants, in order to promote the vitality of the town centre	<ul style="list-style-type: none"> – Aims to improve the range and quality of local facilities (Objective 2) – Would need to be mindful of the need to reduce crime and anti-social behaviour (Objective 3) – Reduces the need to travel to competing centres (Objective 4) – New development needs to conserve and enhance the historic built environment (Objective 7) – Would need to ensure that development does not occur in high risk flood zones and does not contribute towards surface water flooding (Objective 8) – Would need to promote energy efficiency and respond to climate change (Objectives 9 and 11) – Would help to improve the town centre infrastructure and skills base (Objectives 12 and 13)
To provide a regular outdoor market in the High Street	<ul style="list-style-type: none"> – Aims to improve local facilities (Objective 2) – Reduces the need to travel to competing centres (Objective 4) – Encourages pride and social responsibility in the local community (Objective 5) – Would help to retain the market as a feature of the town centre (Objective 7) – Encourages development of local trade, which is sustainable (Objective 15)

Living and Working in Bromsgrove

AAP objectives	Relevance to Sustainability Objectives
<p>To deliver high quality housing which provides a mix of unit sizes and tenure, in order to promote a sustainable community which contributes to the vitality and viability of the town centre</p>	<ul style="list-style-type: none"> - Provides affordable housing (Objective 1) - The need to travel may be reduced if housing is located in the town centre (Objective 4) - Maximises brownfield land and vacant town centre sites (Objective 6) - Seeks well designed and high quality built environment (Objective 7) - Would need to ensure that development does not occur in high risk flood zones and does not contribute towards surface water flooding (Objective 8) - Would need to promote energy efficiency and respond to climate change (Objectives 9 and 11)
<p>To ensure that residential unit numbers, densities and affordable housing provision is sufficient and appropriate for the local area</p>	<ul style="list-style-type: none"> - Provides affordable housing (Objective 1) - The need to travel may be reduced if housing is located in the town centre (Objective 4) - Would need to maximise brownfield land and vacant buildings (Objective 6) - Seeks well designed and high quality built environment (Objective 7) - Ensures that housing density is appropriate, and therefore not located in areas of high flood risk (Objective 8)
<p>To improve the quality and efficiency of public service provision</p>	<ul style="list-style-type: none"> - Improves the quality of and access to services (Objective 2) - Reduces the need to travel (Objective 4) - Promotes energy efficiency and responds to climate change (Objectives 9 and 11)
<p>To ensure that crime is kept at a low level by extending CCTV coverage in the town centre and designing out crime where possible</p>	<ul style="list-style-type: none"> - Reduces crime and fear of crime (Objective 3) - Needs to conserve and enhance the historic built environment (Objective 7)

Environment and Open Spaces

AAP objectives	Relevance to Sustainability Objectives
To radically improve the quality of the pedestrianised high street	<ul style="list-style-type: none"> – Improves access to local services and facilities, by improving pedestrian surface (Objective 2) – May help to reduce crime and anti-social behaviour (Objective 3) – May present the opportunity for the community to participate in improvements (Objective 5) – Needs to conserve and enhance the historic built environment heritage (Objective 7) – Needs to promote energy efficiency, and not contribute to surface water flooding (Objectives 8 and 9) – Sustainable use of material assets (Objective 15)
Improve pedestrian linkages and accessibility between the High Street and town centre open spaces	<ul style="list-style-type: none"> – Improves quality of local services and facilities (Objective 2) – May help to reduce crime and anti-social behaviour (Objective 3) – Encourages pride and social responsibility in the local community (Objective 5) – Needs to conserve and enhance the historic built environment heritage (Objective 7) – Protects and enhances the quality of water, soil and air quality (Objective 10) – Sustainable use of material assets (Objective 15)
To improve and enhance the quality and value of open spaces in the town centre, particularly the Recreation Ground and Spadesbourne Brook	<ul style="list-style-type: none"> – Improves equitable access to open spaces (Objective 2) – Should attempt to reduce crime and anti-social behaviour (Objective 3) – Encourages pride and social responsibility in the local community (Objective 5) – Protects and enhances the quality of water, soil and air quality (Objective 10) – Sustainable use of material assets (Objective 15)

This page is intentionally left blank

Building a better Bromsgrove

Bromsgrove Town Centre Regeneration

Area Action Plan Survey



Bromsgrove
District Council

Page 89

www.bromsgrove.gov.uk



Bromsgrove Town Centre Regeneration

Area Action Plan Survey

Your District Council is working hard to build a better Bromsgrove. Previous surveys and meetings have given us a view from much of the Community as to what the issues are in the town centre. We have been working alongside the County Council and our other Partners on what could be done to tackle them. We would now like your views on these ideas.

The reason for asking your views is that it will help us decide what is more important to you and what is most urgent for you. This is important because we may not be able to do everything at once.

Your views will be considered alongside other factors (such as environmental and financial) and will help us decide upon a plan of action to get things done. This is called the Town Centre Area Action Plan.

Once your District Councillors and where appropriate County Councillors have made their final decisions on what their preferred options are they will be published. This means later this year you will be able to see what plans are being proposed based on your views and those of others.

If you have any questions about this questionnaire or the Bromsgrove Town Centre Regeneration Project please contact Bromsgrove District Council Customer Service Centre on 01527 881288 or write to:

Mike Dunphy

Strategic Planning Manager

Bromsgrove District Council

The Council House

Burcot Lane

Bromsgrove

B60 1AA

m.dunphy@bromsgrove.gov.uk

or

Richard Savory

Senior Projects Manager

Strategic Projects

Worcestershire County Council

County Hall

Spetchley Road

Worcester WR5 2NP

rsavory@worcestershire.gov.uk

Section One:

How, when and why do you come to town?

Q1 Why do you come to town?

Please select **ALL** that apply

Work	<input type="checkbox"/>	Library	<input type="checkbox"/>	Council Services	<input type="checkbox"/>
School	<input type="checkbox"/>	Dolphin Leisure Centre	<input type="checkbox"/>	Post Office	<input type="checkbox"/>
Supermarket Shopping	<input type="checkbox"/>	To socialise	<input type="checkbox"/>	Groups, Clubs or Meetings	<input type="checkbox"/>
High Street Shopping	<input type="checkbox"/>	To eat or drink	<input type="checkbox"/>	Bromsgrove Rovers	<input type="checkbox"/>
Retail Park Shopping	<input type="checkbox"/>	Theatre	<input type="checkbox"/>	Recreation Ground	<input type="checkbox"/>
Bank/Building Society	<input type="checkbox"/>	Church/Worship	<input type="checkbox"/>		

Q2 How often do you come to town for each of the following reasons or facilities?

Please select **ONE** only for each reason

	Daily	Weekly	Monthly	Seldom	Never
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supermarket Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High Street Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail Park Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bank/Building Society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dolphin Leisure Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To socialise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To eat or drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church/Worship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groups, Clubs or Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bromsgrove Rovers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation Ground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3 How do you get to town for each of the following reasons or facilities?

Please select **ALL** that apply for each reason

	Motorbike	Walk/mobility equipment	Cycle	Bus	Community Transport	Train	Taxi	Car
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supermarket Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High Street Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail Park Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bank/Building Society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dolphin Leisure Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To socialise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To eat or drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Church/Worship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Council Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groups, Clubs or Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bromsgrove Rovers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation Ground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section Two: What would you choose to do to improve the Town Centre

Q4 Which **FIVE** of the following actions would you choose to make the town centre a nicer environment for you to visit?

Please select **FIVE** choices

- | | | | |
|--|--------------------------|--|--------------------------|
| New Paving | <input type="checkbox"/> | Removal of bollards and street clutter | <input type="checkbox"/> |
| Improved street lighting | <input type="checkbox"/> | Illuminated key sites and buildings | <input type="checkbox"/> |
| More landscaping and trees in the High Street | <input type="checkbox"/> | Improved seating | <input type="checkbox"/> |
| More squares and open spaces | <input type="checkbox"/> | More frequent litter patrols | <input type="checkbox"/> |
| Improved appearance of historic buildings | <input type="checkbox"/> | More sculptures and public art | <input type="checkbox"/> |
| Making the look of shop fronts and signs in keeping with historic architecture | <input type="checkbox"/> | Wider CCTV coverage | <input type="checkbox"/> |

Q5 Which **FIVE** sites most need the actions you have identified in the previous question?

Please select **FIVE** choices

- | | | | | | |
|----------------|--------------------------|--|--------------------------|---|--------------------------|
| Mill Lane | <input type="checkbox"/> | Market Hall | <input type="checkbox"/> | High Street | <input type="checkbox"/> |
| The Strand | <input type="checkbox"/> | New Street | <input type="checkbox"/> | Crown Close | <input type="checkbox"/> |
| Church Street | <input type="checkbox"/> | Bus Station | <input type="checkbox"/> | Rear of High Street properties (facing Market Street) | <input type="checkbox"/> |
| Chapel Street | <input type="checkbox"/> | High Street West End (by Blockbusters) | <input type="checkbox"/> | | |
| Windsor Street | <input type="checkbox"/> | | | | |

Q6 What would you do with Spadesbourne Brook by the Bus Station?

Please select **ONE** option only

- | | |
|---|--------------------------|
| Clean it up, leave it as it is and maintain regularly | <input type="checkbox"/> |
| Run it through an underground pipe (culvert) and make it a pedestrian area | <input type="checkbox"/> |
| Re-landscape it with additional planting to improve the environmental quality of the area | <input type="checkbox"/> |
| Don't know | <input type="checkbox"/> |

Section Three: What Council Services should be in the Town Centre?

Q7 Please select the public facilities which you think **MUST** be in the town centre

Please select **ALL** that apply

- | | | | | | |
|------------------------------|--------------------------|---------------------|--------------------------|-------------------|--------------------------|
| Bus Station | <input type="checkbox"/> | Public conveniences | <input type="checkbox"/> | Library | <input type="checkbox"/> |
| Council Hub and Civic Centre | <input type="checkbox"/> | Leisure Centre | <input type="checkbox"/> | Recreation Ground | <input type="checkbox"/> |
| Youth Centre | <input type="checkbox"/> | Police Station | <input type="checkbox"/> | Fire Station | <input type="checkbox"/> |

Q8 If you have used the following buildings recently, what do you think of them?

Please select **ONE** option for each building

- | | Very Poor | Poor | Adequate | Good | Excellent | Don't know/Not applicable |
|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| Bus station | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public Conveniences | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Library | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Council Hub and Civic Centre | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Leisure Centre | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recreation Ground | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Youth Centre | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Police Station | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fire Station | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q9 Would you use the following facilities at the Leisure Centre?

Please answer YES or NO for each activity

	Yes	No
Leisure Swimming Pool	<input type="checkbox"/>	<input type="checkbox"/>
Competition Swimming Pool	<input type="checkbox"/>	<input type="checkbox"/>
Gymnasium	<input type="checkbox"/>	<input type="checkbox"/>
Health and Beauty Spa – eg. Sauna, Massage, Manicure, Complementary Therapies	<input type="checkbox"/>	<input type="checkbox"/>
Aerobics and Fitness – eg. keep fit, dance, yoga, tai-chi, trampolining	<input type="checkbox"/>	<input type="checkbox"/>
Team Sports – eg. football, hockey, basketball, volleyball	<input type="checkbox"/>	<input type="checkbox"/>
Racquet Sports – eg. badminton, tennis, squash	<input type="checkbox"/>	<input type="checkbox"/>
Alternative & Extreme Sports – eg. Indoor rock climbing, skateboarding, fencing, archery	<input type="checkbox"/>	<input type="checkbox"/>
Clubs & Societies – eg. Parent & Toddler, Martial Arts, Gymnastics, Athletics	<input type="checkbox"/>	<input type="checkbox"/>

Q10 To what extent would you enjoy the following other facilities and activities in town?

Please rate how much you would enjoy each option on a scale of 0 to 5, where 0 means not at all and 5 means very much

	Not at all					Very much
	0	1	2	3	4	5
An improved Recreation Ground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A new or expanded Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An arts centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regular Events, Festivals and Street Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 What would you do with The Recreation Ground?

Please select **ONE** option only

- Clean it up, leave it as it is and maintain regularly
- Improve the landscaping, planting and facilities on the site
- Replace the existing Recreation Road Car Park with a new and improved Recreation Ground which is closer to town and move the car park to where the Recreation Ground is now
- Keep the existing Recreation Ground where it is now and expand it
- Don't Know

Section Four: Living and Working in Town

Q12 Would you like to see empty flats occupied and unused building land developed to allow more people to live in town?

Yes No

Q13 Would you like to see more people working in town?

Yes No

Q14 If you would like to see more people working in town, which of the two options below would you prefer?

Please select **ONE** only

- Several small new employment sites
- A few larger employment sites

Section Five: What would improve getting around Town?

Q15 Would the following actions help YOU get around Town?

Please select **ONE** for each action

	Yes	No	Don't know/ Not applicable
Using the train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduce a new regular bus link between town centre and station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve signage between the town centre and the station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve cycle and pedestrian routes between station and town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using your car			
Alter the road network to introduce a one-way system which includes the widening of Windsor Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduce improvements to the junction of Stourbridge Road and Birmingham Road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reopening closed roads such as the Strand and the through route from Stratford Road to Market Street by the Queens Head Public House	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase the provision of short stay car parking spaces in the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create a network of new multi-storey car parks serving the town's principal approaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reinstate traffic on the High Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduce a new link road to connect the town centre and A38	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By Foot, Cycle or Mobility Equipment			
Reduce the overall number of car parking spaces in the town centre to encourage using other methods of transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduce traffic calming measures to roads shared with pedestrian areas such as Market Street, Market Place & West End High Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve signage and extend the network of cycle and pedestrian routes leading into the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close Market Street to through traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open up and declutter pedestrian routes into the High Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By Bus			
Retain the Bus Stops in their current location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relocate the Bus Stops to the Windsor Street Car Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section Six: What would make the Town Centre a better place to shop and socialise?

Q16 What do you think of the range of shops in Bromsgrove?

Please select **ONE** only

Very Poor	<input type="checkbox"/>	Poor	<input type="checkbox"/>	Adequate	<input type="checkbox"/>
Good	<input type="checkbox"/>	Excellent	<input type="checkbox"/>	Don't know/No opinion	<input type="checkbox"/>

Q17 What do you think of the range of eating and drinking places in Bromsgrove?

Please select **ONE** only

Very Poor	<input type="checkbox"/>	Poor	<input type="checkbox"/>	Adequate	<input type="checkbox"/>
Good	<input type="checkbox"/>	Excellent	<input type="checkbox"/>	Don't know/No opinion	<input type="checkbox"/>

Q18 Where do you shop the most?

Please select **ONE** only

Bromsgrove	<input type="checkbox"/>	Worcester	<input type="checkbox"/>	Birmingham	<input type="checkbox"/>
Merry Hill	<input type="checkbox"/>	Droitwich	<input type="checkbox"/>	Redditch	<input type="checkbox"/>
Solihull	<input type="checkbox"/>	Other	<input type="checkbox"/>	If other, please specify	<input type="checkbox"/>

Q19 Where do you socialise the most?

Please select **ONE** only

- | | | | | | |
|------------|--------------------------|-----------|--------------------------|--------------------------|--------------------------|
| Bromsgrove | <input type="checkbox"/> | Worcester | <input type="checkbox"/> | Birmingham | <input type="checkbox"/> |
| Merry Hill | <input type="checkbox"/> | Droitwich | <input type="checkbox"/> | Redditch | <input type="checkbox"/> |
| Solihull | <input type="checkbox"/> | Other | <input type="checkbox"/> | If other, please specify | <input type="checkbox"/> |

Q20 Which FIVE of the following would make the town centre a better place to shop?

Please select **FIVE** choices

- | | | | |
|---|--------------------------|---|--------------------------|
| More National Chain Stores | <input type="checkbox"/> | More Music Shops | <input type="checkbox"/> |
| More Small Independent and Specialist Shops | <input type="checkbox"/> | More Sports Goods Shops | <input type="checkbox"/> |
| A Department Store | <input type="checkbox"/> | More Betting Shops | <input type="checkbox"/> |
| A high quality national food store for the Market Hall site | <input type="checkbox"/> | A Permanent Street Market | <input type="checkbox"/> |
| More Gift Shops | <input type="checkbox"/> | No Permanent Street Market | <input type="checkbox"/> |
| More Women's Clothing Shops | <input type="checkbox"/> | Regular Farmers Markets | <input type="checkbox"/> |
| More Men's Clothing Shops | <input type="checkbox"/> | Occasional Special Markets such as French Street Market | <input type="checkbox"/> |
| More Children's Clothing Shops | <input type="checkbox"/> | | |

Q21 Which FIVE of the following would be most likely to attract you into Bromsgrove Town Centre in the evening?

Please select **FIVE** choices

- | | | | |
|-------------------------|--------------------------|---|--------------------------|
| Library | <input type="checkbox"/> | Clubs or Societies | <input type="checkbox"/> |
| A Safe Environment | <input type="checkbox"/> | A Park or Waterfront | <input type="checkbox"/> |
| Twilight Shopping | <input type="checkbox"/> | Non Alcoholic Youth Bars/Clubs | <input type="checkbox"/> |
| Restaurants and Cafes | <input type="checkbox"/> | Late night buses | <input type="checkbox"/> |
| Museum or Art Galleries | <input type="checkbox"/> | Special and Family Events | <input type="checkbox"/> |
| Pubs and Bars | <input type="checkbox"/> | Continental Style Street Tables | <input type="checkbox"/> |
| Town Square or Piazza | <input type="checkbox"/> | Live Music or Dancing | <input type="checkbox"/> |
| Sports and Leisure | <input type="checkbox"/> | An evening walk | <input type="checkbox"/> |
| Night Clubs | <input type="checkbox"/> | Meeting friends who live or work in/near Bromsgrove Town Centre | <input type="checkbox"/> |
| Theatre or Cinema | <input type="checkbox"/> | | |

Q22 Where would you prefer your venues to be?

Please select **ONE** only

- | | |
|--|--------------------------|
| Spread along the length of the High Street | <input type="checkbox"/> |
| Concentrated with existing venues at the West End of the High Street | <input type="checkbox"/> |

Q23 What THREE shops or venues would you like to see in Bromsgrove?

Please enter your **THREE** choices below

1. _____ 2. _____ 3. _____

Q24 Would the changes you have selected in the previous questions make you more likely to shop and socialise in Bromsgrove? Please select **ONE** only

Yes No

Section Seven: About You

Q25 Are you?

Please select **ONE** only

Male Female

Q26 Your age?

Please select **ONE** only 12-17 18-24 25-34 35-44 45-54 55-64 65+

BROMSGROVE DISTRICT COUNCIL

SCRUTINY STEERING BOARD

29TH JULY 2008

OFFICER RESPONSES TO SCRUTINY RECOMMENDATIONS

Responsible Portfolio Holder	N/A
Responsible Head of Service	Head of Legal, Equalities and Democratic Services

1. SUMMARY

- 1.1 To consider the attached template to allow relevant Heads of Service the opportunity to comment in writing on scrutiny recommendations during the scrutiny process.

2. RECOMMENDATION

- 2.1 Members are requested to approve the attached template.

3. BACKGROUND

- 3.1 To further strengthen the scrutiny process, it is believed that relevant Heads of Service should be requested to comment on scrutiny recommendations and for their comments to be first considered by the relevant Task Group.
- 3.2 As those Members who have recently served on Task Groups will know, relevant officers attend Task Group Meetings, at the request of Members, to assist Task Groups in their scrutiny investigations. Although officers are encouraged to comment on scrutiny recommendations by Task Groups, it is often only when scrutiny reports reach the Cabinet that Heads of Service, in particular, are expected to comment.
- 3.3 Rather than officers waiting until a Cabinet Meeting when a scrutiny report is to be considered, it is proposed that Heads of Service should be requested to give a brief written comment on each recommendation at an earlier stage in the process.
- 3.4 Therefore, in future, when a scrutiny report is drafted, the relevant Heads of Service will be requested to complete the attached template and both the draft scrutiny report and officer response will be submitted to a Task Group Meeting for Members to consider. The relevant Head of Service may also be expected to attend in order to answer any questions from the Task Group.

- 3.5 If any of the recommendations are not supported by the relevant Head of Service (who would be expected to implement the recommendations if approved by Cabinet) it may be that the Task Group will take on board their comments and amend their recommendations. However, it should be pointed out that although it would be strongly advised that Scrutiny Members listen to the factual information provided by officers against a proposal, it does not necessarily mean that Task Groups would have to change any element of their reports. Nonetheless, it is believed that Task Group Members should be fully informed of the facts before finalising their scrutiny reports.
- 3.6 The final version of a scrutiny report will then be considered by the Scrutiny Steering Board, along with the officer response and if the scrutiny report is approved, the Cabinet will also consider the scrutiny report together with the officer response.
- 3.7 It is anticipated that the officer response could be completed within the agreed timescale for Task Groups (which is generally 4 months) causing minimal delay. However, this will be monitored.

4. FINANCIAL IMPLICATIONS

- 4.1 There are no financial implications directly relating to this report.

5. LEGAL IMPLICATIONS

- 5.1 There are no legal implications directly relating to this report.

6. COUNCIL OBJECTIVES

- 6.1 This report does not directly link to Council Objectives.

7. RISK MANAGEMENT

- 7.1 There is no risk, either negative or positive, directly associated with this report.

8. CUSTOMER IMPLICATIONS

- 8.1 There are no customer implications directly relating to this report.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

- 9.1 There are no implications directly relating to this report for the Council's Equalities and Diversity Policies.

10. VALUE FOR MONEY IMPLICATIONS

10.1 There are no Value for Money implications directly relating to this report.

11. OTHER IMPLICATIONS

Procurement Issues – None.
Personnel Implications – None
Governance/Performance Management – None
Community Safety including Section 17 of Crime and Disorder Act 1998 – None
Policy – None
Environmental – None

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	N/A
Chief Executive	Yes
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	No

13. WARDS AFFECTED

All Wards.

14. APPENDICES

Appendix 1 – Template for Officer Responses to Scrutiny
Recommendations

15. BACKGROUND PAPERS

None.

CONTACT OFFICER

Name: Della McCarthy, Scrutiny Officer
E Mail: d.mccarthy@bromsgrove.gov.uk
Tel: (01527) 881407

**Officer Response to the recommendations contained within the
_____ Scrutiny Report**

The relevant Head of Service has been requested to comment on each scrutiny recommendation and state whether they SUPPORT the whole recommendation, SUPPORT IN PART the recommendation, NOT SUPPORT the recommendation or the fourth option INVESTIGATE meaning the Head of Service believes further investigation by officers is necessary. Where recommendations are supported in part, not supported or it is believed further investigation is necessary, reasons should be clearly stated.

Recommendation 1 – {State the recommendation}

SUPPORT* / SUPPORT IN PART* / NOT SUPPORT* / INVESTIGATE* (*Delete as appropriate)
{Comments on the recommendation. If recommendation is not supported or it is believed further investigation is required, reasons must be given.}
{State Name and Title of Officer who gave the response above}

Recommendation 2 – {State the recommendation}

SUPPORT* / SUPPORT IN PART* / NOT SUPPORT* / INVESTIGATE* (*Delete as appropriate)
{Comments on the recommendation. If recommendation is not supported or it is believed further investigation is required, reasons must be given.}
{State Name and Title of Officer who gave the response above}

- Continue until comments have been made for all recommendations -

This page is intentionally left blank

BROMSGROVE DISTRICT COUNCIL

SCRUTINY STEERING BOARD

29TH JULY 2008

AMENDMENTS TO CURRENT TASK GROUPS

Responsible Portfolio Holder	Councillors Mrs. J. M. L. A. Griffiths, Mrs. M. A. Sherrey JP and P. J. Whittaker
Responsible Head of Service	Head of Planning and Environmental Services Head of Street Scene and Community

1. SUMMARY

- 1.1 To note the additional membership form for the Anti-Social Behaviour and Alcohol Free Zones Task Group and consider the request from the Refuse and Recycling Task Group relating to a slight amendment to its terms of reference.

2. RECOMMENDATION

- 2.1 Members are requested to note the membership form received from Councillor Miss D. H. Campbell JP (Appendix 1)
- 2.2 Members are requested to approve the minor alteration to the Refuse and Recycling Task's terms of reference as outlined in paragraph 3.4 (also see Appendix 2)

3. BACKGROUND

Anti-Social Behaviour and Alcohol Free Zones Task Group

- 3.1 At the last Scrutiny Steering Board Meeting, it was agreed that, subject to the necessary membership form being completed, Councillor Miss Campbell would be allowed to join the Anti-Social Behaviour and Alcohol Free Zones Task Group.
- 3.2 As requested, Councillor Miss Campbell has completed a membership form and it is attached as Appendix 1 for the Board to note.

Refuse and Recycling Task Group – Value for Money

- 3.3 The Refuse and Recycling Task Group had a meeting earlier this month where its terms of reference were considered in relation to the second scrutiny investigation on value for money.

3.4 There was some concern with regard to the interpretation of the wording “level of service” and therefore, the Task Group are recommending that to ensure clarity, the wording “level of service and cost” in the first three bullet points be amended to “level, performance and cost of service”. The slightly revised version of the terms of reference is attached as Appendix 2.

3.5 Members are requested to approve the slight amendment.

4. FINANCIAL IMPLICATIONS

4.1 There are no financial implications directly relating to this report.

5. LEGAL IMPLICATIONS

5.1 There are no legal implications directly relating to this report.

6. COUNCIL OBJECTIVES

6.1 This report does not directly link to Council Objectives.

7. RISK MANAGEMENT

7.1 There is no risk, either negative or positive, directly associated with this report.

8. CUSTOMER IMPLICATIONS

8.1 There are no customer implications directly relating to this report.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 There are no implications directly relating to this report for the Council’s Equalities and Diversity Policies.

10. VALUE FOR MONEY IMPLICATIONS

10.1 There are no Value for Money implications directly relating to this report.

11. OTHER IMPLICATIONS

Procurement Issues – None.
Personnel Implications – None
Governance/Performance Management – None
Community Safety including Section 17 of Crime and Disorder Act 1998 – None

Policy – None
Environmental – None

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	N/A
Chief Executive	Yes
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	Yes
Assistant Chief Executive	N/A
Head of Service	N/A
Head of Financial Services	N/A
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	N/A
Corporate Procurement Team	N/A

13. WARDS AFFECTED

All Wards.

14. APPENDICES

- Appendix 1 - Membership Form for the Anti-Social Behaviour and Alcohol Free Zones Task Group from Councillor Miss D. H. Campbell JP
- Appendix 2 - Amended Terms of Reference relating to the additional work for the Refuse and Recycling Task Group

15. BACKGROUND PAPERS

None.

CONTACT OFFICER

Name: Della McCarthy, Scrutiny Officer
E Mail: d.mccarthy@bromsgrove.gov.uk
Tel: (01527) 881407

This page is intentionally left blank

TASK GROUP MEMBERSHIP FORM

Please complete the following:

Name of Task Group:	Anti-Social Behaviour and Alcohol Free Zones Task Group
Chairman of Task Group:	Councillor K. Taylor
Issues to be scrutinised:	To examine anti-social behaviour in 11-17 yr olds and use of alcohol free zones in the District of Bromsgrove.

➤ Name: DIANE CAMPBELL

➤ Why are you interested in becoming a member of this particular Task Group?

To discover whether alcohol free zones are working locally

➤ What skills and knowledge would you bring to the Task Group?

Experience of 15 years as a magistrate

➤ Would membership of this Task Group raise any conflicts of interest which would prevent you from participating in meetings of this Task Group?

~~Yes~~ / ~~No~~ / ~~Unsure~~ (delete as appropriate)

If "Yes" or "Unsure", please state why?

➤ What days of the week are you generally available to attend a meeting at 6pm?

Monday / Tuesday / Wednesday / Thursday / Friday / All Weekdays

(delete as appropriate)

NOT Mon or Fri evening

➤ Please state if you are available at any other times:

Possibly

(Note: All meetings will commence at 6pm unless ALL Members of a Task Group agree they are ALL available to attend at a different time)

➤ Have you booked any holidays during the next 3-6 months? **Yes / No**

If "Yes", please state the dates you will be away:

No

Once complete, **please return to:** Della McCarthy (Committee Services Officer),
Legal, Equalities and Democratic Services, **no later than 14th July 2008**

This page is intentionally left blank

Suggested Refuse and Recycling Task Group's Terms of Reference for the additional work to be undertaken

General Area to be Scrutinised:

A Value for Money analysis of the Refuse and Recycling Service.

Specific Subject to be Scrutinised:

The Task Group is requested to carry out a benchmarking exercise and therefore investigate the following and make any appropriate recommendations for improvement:

- The level, performance and cost of service currently provided by BDC
- The level, performance and cost of service provided by other local authorities similar to BDC to enable a like for like comparison. (This should include both a selection of neighbouring authorities and similar local authorities higher up in the recycling league table.)
- A comparison of the data in bullet points 1 and 2 above which should include identifying the underlying reasons for differences in level, performance and cost of service between BDC and other local authorities
- Any areas of the service where possible savings could be identified
- The maximum/optimum level of service that could be provided by BDC based on the current budget
- An improved/extended level of service that could be achievable through greater spending (to include costs)

(BDC = Bromsgrove District Council)

This page is intentionally left blank



FORWARD PLAN OF KEY DECISIONS

30 JULY 2008 TO 30 NOVEMBER 2008

This Forward Plan lists the **Key Decisions** which it is proposed to take during the period 30 July 2008 to 30 November 2008. **Key Decisions** are executive decisions which must be taken or delegated by the Council's Cabinet and relate to matters which fall within the Council's agreed Budget and Policy Framework.

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.

Further details of each Key Decision are appended to the Forward Plan. To assist with internal forward planning, this Plan also lists other non-key decisions which the Cabinet is expected to make during the specified four month period. The Forward Plan is updated and published on the Council's website on a monthly basis.

CABINET MEMBERSHIP

Councillor R. Hollingworth	Leader and Portfolio Holder for Youth and Leisure
Councillor Mrs. J. M. L. A. Griffiths	Deputy Leader and Portfolio Holder for Street Scene including Clean, Safe and Tidy Streets, Car Parks and Community Safety
Councillor Dr. D. W. P. Booth	Portfolio Holder for Major Projects including the Paperless Office and project management of Longbridge, the Town Centre, Spatial Project and the transfer of the Dolphin Centre
Councillor G. N. Denaro	Portfolio Holder for Finance including Internal Audit and Revenues and Benefits
Councillor Mrs. J. Dyer M.B.E.	Portfolio Holder for Planning Policy and Transportation
Councillor Mrs. M. A. Sherrey	Portfolio Holder for Waste Management and Recycling
Councillor R. D. Smith	Portfolio Holder for Legal, Equalities and Democratic Services, Human Resources and Older People
Councillor M. J. A. Webb	Portfolio Holder for the Customer Service Centre, Revenue Generation, Special Events, Performance Indicators and the Improvement Plan
Councillor P. J. Whittaker	Portfolio Holder for Housing, Environmental Health and Climate Change

CONSULTATION AND REPRESENTATIONS

For **Key Decisions** the summary document appended to the Forward Plan sets out details of any proposed consultation process. Any person/organisation not listed who would like to be consulted or who wishes to make representations on the proposed decision 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, The Council House, Burcot Lane, Bromsgrove B60 1AA or email: k.firth@bromsgrove.gov.uk

Item No.	Decision Taker & Expected Date of Decision	Original Expected Date of Decision	Proposed Decision	Type of Decision (Key or Non-Key)	Lead Councillor/ Portfolio Holder	Comments
1	Cabinet 30 July 2008	Cabinet 4 June 2008	Sponsorship of Roundabouts and Open Spaces	Key	Councillor M. J. A. Webb	Delayed to allow further consideration of the legal position
2	Cabinet 30 July 2008		Council Travel Plan	Non-Key	Councillor P. J. Whittaker	
3	Cabinet 30 July 2008		Improvement Plan Exception Report – May 2008	Non-Key	Councillor M. J. A. Webb	
4	Cabinet 30 July 2008		Strategic Housing CPA Report	Non-Key	Councillor P. J. Whittaker	
5	Cabinet 3 Sept 2008		Bromsgrove Town Centre Progress Report	Key	Councillor Dr. D. W. P. Booth	
6	Cabinet 3 Sept 2008		Fixed Penalty Notices	Key	Councillor Mrs. J. M. L. A Griffiths	
7	Cabinet 3 Sept 2008	Cabinet 2 April 2008	Single Status (Job Evaluation)	Key	Councillor R. D. Smith	Delayed due to the suspension of the ballot and ongoing negotiations with the unions
8	Cabinet 3 Sept 2008		Customer Panel (Customer Satisfaction and Priorities)	Non-Key	Councillor M. J. A. Webb	

9	Cabinet 3 Sept 2008		Council Plan 2009/2012 Part 1	Non-Key*	Councillor R. Hollingworth	*Cabinet will make recommendations to the full Council
10	Cabinet 3 Sept 2008		Finance and Performance Monitoring – Quarter 1 2008/09	Non-Key	Councillors G. N. Denaro & M. J. A. Webb	
11	Cabinet 3 Sept 2008		Improvement Plan Exception Report – June 2008	Non-Key	Councillor M. J. A. Webb	
12	Cabinet 3 Sept 2008	Cabinet 5 September 2007	Mobile Home Licensing Agreements	Non-Key	Councillor P. J. Whittaker	Further delayed pending consultation on new model standards
13	Cabinet 1 October 2008	Cabinet 30 July 2008	The Future of Bromsgrove Museum	Key	Councillor R. Hollingworth	Delayed by officers for further consideration
14	Cabinet 1 October 2008		Sports Strategy	Key	Councillor R. Hollingworth	
15	Cabinet 1 October 2008		Food Standards Agency Inspection of Food Safety Enforcement Report	Non-Key	Councillor P. J. Whittaker	
16	Cabinet 1 October 2008		Improvement Plan Exception Report – July 2008	Non-Key	Councillor M. J. A. Webb	
17	LDF Working Party October 2008		Bromsgrove Town Centre Issues and Options – Outcome of Consultation on Area Action Plan	Key	Councillor Dr. D. W. P. Booth	
18	Cabinet 5 Nov 2008		Countywide Air Quality Strategy	Key	Councillor P. J. Whittaker	
19	Cabinet 5 Nov 2008		Preferred Planning Guidance (PPG)17 - Outturn	Key	Councillor R. Hollingworth	

20	Cabinet 5 Nov 2008	Cabinet 1 October 2008	Review of Planning and Environment Services	Key	Councillors Mrs. J. Dyer M.B.E. & P. J. Whittaker	Delayed due to staff consultation
21	Cabinet 5 Nov 2008		Sports Hub Provision	Key	Councillor R. Hollingworth	
22	Cabinet 5 Nov 2008		Communications Strategy Review	Non-Key	Councillor M. J. A. Webb	
23	Cabinet 5 Nov 2008		Community Strategy Annual Report	Non-Key*	Councillor M. J. A. Webb	* Cabinet will make a recommendation to the full Council
24	Cabinet 5 Nov 2008		Consultation Policy and Guidance Review	Non-Key	Councillor M. J. A. Webb	
25	Cabinet 5 Nov 2008	Cabinet 4 June 2008	E-Government Strategy	Non-Key	Councillor Dr. D. W. P. Booth	Delayed by officers as needs to tie in with Worcestershire Hub work to standardise ICT strategies
26	Cabinet 5 Nov 2008		Improvement Plan Exception Report – August 2008	Non-Key	Councillor M. J. A. Webb	

KEY DECISION

Proposed to be made by
the Cabinet on
30 July 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Councillor Mike Webb</p>	<p>ITEM</p> <p>SPONSORSHIP OF ROUNDABOUTS AND OPEN SPACES</p>	<p>WARDS AFFECTED</p> <p>All Wards</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Executive Director – Partnerships and Projects</p> <p>REPORT AUTHOR</p> <p>Phil Street</p> <p>01527 881202</p>	<p>SUMMARY</p> <p>This report will provide information on the need to generate sponsorship and the advantages for the Council in securing such sponsorship. It will explain the approaches the Council are taking to secure sponsorship and the areas in which it is seeking sponsorship. It will describe the development of materials to support sponsorship work including the formulation of a policy for road island sponsorship. There will be an attachment that details a policy for sponsorship of road islands.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>Significant in terms of its effects on communities living or working in an area comprising two or more wards in the district</p>

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p data-bbox="210 177 421 215">Stakeholders</p> <p data-bbox="210 252 680 576">Meetings have been held with a significant number of companies around the Bromsgrove district to ask about their interest in sponsorship and supporting work being undertaken by the Council for its residents and in particular in relation to the town centre</p>	<p data-bbox="707 177 1518 284">A range of one to one meetings have been held with ten companies across the district and a presentation has been made to at least one company.</p>	<p data-bbox="1529 177 2069 236">The work commenced in January 2008 and is continuing</p>

DECISION TO BE MADE IN PARTNERSHIP WITH

N/A

KEY DECISION

Proposed to be made by
the Cabinet on
3 September 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Councillor Dr. D. W. P. Booth</p>	<p>ITEM</p> <p>BROMSGROVE TOWN CENTRE</p>	<p>WARDS AFFECTED</p> <p>St Johns Ward will be directly affected, but there will be a wider impact across the entire district</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Executive Director – Partnerships and Projects</p> <p>REPORT AUTHOR</p> <p>Phil Street</p> <p>01527 881202</p>	<p>SUMMARY</p> <p>The town centre redevelopment is one of the Council’s main priorities and members will be advised at the meeting of the Cabinet on 30th July 2008 with regard to the progress that has been made in relation to the issues and options available to the Council within this context and more specifically the economic climate that exists currently in the commercial market. Members will also be advised at the meeting on 30th July in respect of the progress made with regard to the Area Action Plan and the Consultation process.</p> <p>At the Cabinet meeting in September members will be considering further progress made with regard to the town centre redevelopment in general and specifically in respect of the future of the Council’s market hall site.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>Significant in terms of its effects on communities living or working in an area comprising two or more wards in the district</p>

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p>Stakeholders</p> <p>There will be wide range of consultees including statutory partners, key stakeholders in the town centre and local people</p>	<p>The Area Action Plan consultation process will have been completed by the September Cabinet and members will receive and update in respect of this.</p>	

DECISION TO BE MADE IN PARTNERSHIP WITH

Decisions will be made in partnership with the County Council, the police, fire and rescue service and representatives of the community.

KEY DECISION

Proposed to be made by
the Cabinet on
3 September 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Councillor Mrs J.M.L.A. Griffiths</p>	<p>ITEM</p> <p>FIXED PENALTY NOTICES</p>	<p>WARDS AFFECTED</p> <p>All Wards</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of The Deputy Head of Service Street Scene & Community Services</p> <p>REPORT AUTHOR</p> <p>Graham Rocke, Community Safety Manager 01527 881486</p>	<p>SUMMARY</p> <p>The Report's proposal is to embed the use of Fixed Penalty Notices (FPNs) within Bromsgrove DC and its Partners as a way of tackling Anti Social Behaviour and Environmental Crime issues. The high visibility use of FPN's will be a major factor in lowering resident's Fear of Crime & Disorder.</p> <p>It will cover the menu of incidents currently covered by FPN's with the range of fines available for each one. The ways BDC, its Officers and Partners achieve formal accreditation to issue Notice's will be covered together with projected Training requirements. The IT needed to support FPN's will be detailed.</p> <p>Full costings together with a communications plan and timetabled rollout of the scheme will also be included.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>In terms of its effect on communities living or working in an area comprising two or more wards in the district.</p>

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p data-bbox="210 201 421 233">Stakeholders</p> <p data-bbox="210 276 656 384">Members, Officers and members of Bromsgrove Community Safety Partnership</p>	<p data-bbox="707 201 1520 272">Formal, minuted consultation meetings and via Portfolio Holder, Cllr Griffiths for Members</p> <p data-bbox="707 312 1520 347">Benchmarking with Malvern Hills and Wyre Forest DC's</p>	<p data-bbox="1532 201 1771 236">May – July 2008</p>

DECISION TO BE MADE IN PARTNERSHIP WITH

Bromsgrove Community Safety Partnership

KEY DECISION

Proposed to be made by
the Cabinet on
3 September 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Councillor Roger Smith</p>	<p>ITEM</p> <p>SINGLE STATUS – IMPLEMENTATION OF A NEW PAY AND GRADING STRUCTURE, AND REVIEW OF TERMS AND CONDITIONS OF EMPLOYMENT FOR STAFF EMPLOYED ON NJC CONDITIONS OF SERVICE.</p>	<p>WARDS AFFECTED</p> <p>All</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Head of Human Resources and Organisational Development</p> <p>REPORT AUTHOR</p> <p>Jo Pitman Head of Human Resources and Organisational Development</p> <p>01527 881479</p>	<p>SUMMARY</p> <p>The purpose of this report is to seek Cabinet agreement to implement “Single Status”/Job Evaluation (a new pay and grading structure) for all workers employed under National Joint Council (NJC) for Local Government Services terms and conditions of employment, as required by the nationally negotiated pay award April 2004-7.</p> <p>It will outline proposals in respect of a new pay structure for Council employees, and will address the question of pay protection for those employees whose pay it is recommended will drop if the proposals are approved. The report will also address limited changes to terms and conditions of employment and will outline the response of the trade unions to the proposals, whilst also detailing the extent to which they have been involved in the development of the proposals.</p> <p>The report will only be put forward for Cabinet’s consideration in June if the majority response of the staff ballot is in favour of the proposals.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>Will result in expenditure in excess of £50,000.</p>

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p>Stakeholders</p> <ol style="list-style-type: none"> 1. Corporate Management Team 2. Cabinet and Lead Portfolio Holder 3. Employees – all those employed on NJC Conditions of Service (excludes the Corporate Management Team) 4. Trade Unions – Unison, UCATT and GMB. 	<p>The 3 recognised trade unions have been consulted as key members of the Single Status Steering Group since the inception of the project in 2006. The consultation and negotiations with them have taken the form of regular meetings of the joint steering group, in which they have been recognised as key partners. In accordance with the principle of openness and transparency, the trade unions have been heavily involved in the development of the pay model in order to understand the extent of the council’s financial limitations and to ensure their buy-in. As the project has developed, the consultation meetings have increased in frequency. The relationship between the Council and the unions during the consultation process has however been positive throughout, with a shared principle of wishing to implement these proposals through a Collective Agreement.</p> <p>The Corporate Management Team has been consulted collectively through Corporate Management Team meetings, and individually as Heads of Service in order to consider the overall effect upon the workforce; specifically in relation to degrees of acceptance in relation to the proposals and how they may impact upon organisation performance, and the Council’s reputation as an Employer.</p> <p>The staff affected are to be consulted on the proposals through a ballot – whether they are members of a trade union or not. The results of the ballot will determine whether Officers feel able to recommend the proposals to Cabinet as ready for implementation via a Collective Agreement signed by the Unions and the Council’s Officers. The ballot is to be timed so that the Cabinet can make a decision when the results of the ballot are known. If the ballot generates more than 50% in a yes vote it will be considered strong enough to recommend implementation through a Collective Agreement.</p>	<p>Steering Group (including trade unions) July 2006 – May 2008.</p> <p>Staff – through the Ballot – proposed timescales May – June 2008.</p>

DECISION TO BE MADE IN PARTNERSHIP WITH

N/A

KEY DECISION

Proposed to be made by
the Cabinet on
1 October 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Councillor Roger Hollingworth</p>	<p>ITEM</p> <p>FUTURE OF BROMSGROVE MUSEUM</p>	<p>WARDS AFFECTED</p> <p>All Wards</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Executive Director – Partnerships and Projects</p> <p>REPORT AUTHOR</p> <p>Phil Street</p> <p>01527 881202</p>	<p>SUMMARY</p> <p>The Council has closed the museum. For some time the Council has been exploring options available to it in relation to the artefacts and building and the tourist information centre. A detailed options appraisal has been carried out regarding the museum and the museum building. The Cabinet will consider the future of the artefacts and the building together with any other relevant information and determine the next steps and the process that will be involved in relation to the Charity Commission and Museum’s Association.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>St John’s Ward and all wards indirectly</p>

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p>Stakeholders</p> <p>The Council will consult with the Charity Commission and the Museum and Libraries Association</p>	<p>The Council will be obliged to follow due process in respect of consultation with regard to the Charity Commission and Museum Association.</p>	<p>The consultation will take place between 1st September and 31st December 2008</p>

DECISION TO BE MADE IN PARTNERSHIP WITH
<p>N/A</p>

KEY DECISION

Proposed to be made by
the Cabinet on
1 October 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Cllr Roger Hollingworth</p>	<p>ITEM</p> <p>SPORTS STRATEGY</p>	<p>WARDS AFFECTED</p> <p>All wards</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Deputy Head of Street Scene and Community Services</p> <p>REPORT AUTHOR</p> <p>Rebecca Clayton Sports Development Manager 01527 881315</p>	<p>SUMMARY</p> <p>The sports strategy will outline the future delivery of sport and active recreation throughout the district, defining partnerships, identifying future priority areas for both investment and development, and will be supported by a comprehensive action plan detailing key future projects and areas of delivery. The sports strategy will include identification of significant partnerships and define key objectives linked to current Sport England objectives and the West Midlands Framework for Sport. The sports strategy will be a key document in guiding the districts investment in sport, and Bromsgrove Extended Community Activity Network will utilise the strategy to identify areas of development and support future funding bids.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>Significant effect on the future delivery of sport and active recreation across the district</p>

<p>CONSULTATION DETAILS</p> <p>Stakeholders North Worcestershire School Sport Partnership</p> <p>Worcestershire PCT</p> <p>Community Safety Partnership</p> <p>Sports Partnership Herefordshire and Worcestershire</p> <p>Extended Services</p> <p>Chadsgrove School and Specialist Sports College</p> <p>Youth Support, Childrens Services, Worcestershire County Council</p> <p>Health & Well Being LSP Theme Group.</p>	<p>Method of Consultation Draft document including action plan provided for comment to all stakeholders. Draft document amended accordingly.</p>	<p>Consultation period or dates 18 August – 12 September 2008</p>
---	--	---

<p>DECISION TO BE MADE IN PARTNERSHIP WITH N/A</p>
--

KEY DECISION

Proposed to be made by
the Local Development Framework Working Party in
October 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Councillor Dr. D. W. P. Booth</p>	<p>ITEM</p> <p>BROMSGROVE TOWN CENTRE ISSUES AND OPTIONS</p>	<p>WARDS AFFECTED</p> <p>St Johns Ward will be directly affected, but there will be a wider impact across the entire district</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Executive Director – Partnerships and Projects</p> <p>REPORT AUTHOR</p> <p>Phil Street</p> <p>01527 881202</p>	<p>SUMMARY</p> <p>The redevelopment of the town centre is a corporate objective and it will be achieved through specific developments within the town centre. However, it is necessary for the Council to produce an Area Action Plan (AAP) that will provide a vision for the town centre, a context for its development and describe the various areas to be developed and what is being proposed within the town centre. The process of preparing an AAP requires thorough and on going consultation with the community and stakeholders. The first stage of an AAP is evidence gathering and the second stage is the preparation and delivery of a consultation process that puts forward a number of options for the redevelopment of the town centre. Consultees are asked for which of the options they prefer and based on the responses a preferred option is devised. The consultation process provides an evidence trail for seeking approval for the AAP.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>Significant in terms of its effects on communities living or working in an area comprising two or more wards in the district</p>

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p>Stakeholders</p> <p>There will be wide range of consultees including statutory partners, key stakeholders in the town centre and local people</p>	<p>A number of approaches will be taken to consultation. This will include the production of an issues and options report, an accompanying questionnaire, a stall at the farmers market and direct invitations to comment to statutory partners and key stakeholders.</p>	<p>Consultation on issues and options will commence on 30th June and last for eight weeks.</p>

DECISION TO BE MADE IN PARTNERSHIP WITH

Decisions will be made in partnership with the County Council, the police, fire and rescue service and representatives of the community.

KEY DECISION

Proposed to be made by
the Cabinet on
5 November 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Councillor Peter Whittaker</p>	<p>ITEM</p> <p>COUNTYWIDE AIR QUALITY STRATEGY</p>	<p>WARDS AFFECTED</p> <p>District Wide</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Team Leader (Pollution & General)</p> <p>REPORT AUTHOR</p> <p>Robin Goundry Team Leader (Pollution & General) 01527 881435</p>	<p>SUMMARY</p> <p>The Local Authorities of Worcestershire and Herefordshire Council, whilst fulfilling their statutory responsibilities and obligations to identify air quality hot spots, have recognised a need to develop a more holistic and unified approach to managing local air quality across the two Counties. Herefordshire and Worcestershire County Pollution Group in 2007 initiated the preparation of a cross-County Herefordshire and Worcestershire Air Quality Strategy (AQS). The improvement of air quality requires input from a wide range of planning and other professions. Therefore this AQS identifies broad actions, particularly for communication and co-operation within and between local authorities and wider bodies and the community.</p> <p>The key advantages of developing and implementing an AQS at County-wide level can be summarised as follows:</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>This has affects and implications District wide by its nature.</p>

- It provides greater consistency across a range of policy areas for the achievement of improved local air quality, including local planning, transport planning, health, industry, housing and environmental protection, and ensures air quality is addressed in a multi-disciplinary way within the different departments of a local authority and across Herefordshire and Worcestershire;
- It provides the framework for a consistent approach to addressing local air quality considerations in development control processes;
- It is a vehicle for developing a coherent air quality policy across Herefordshire and Worcestershire for local planning processes;
- It provides a link to wider initiatives across both the one and two-tier authorities (for example Local Transport Plans, Climate Change programmes, Community Plans and energy efficiency programmes), and
- It provides the platform for local air quality considerations in future rounds of Local Transport Plans.

The cost of the project has been co - funded by the authorities. It will be launched in autumn 2008.

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p data-bbox="210 172 427 210">Stakeholders</p> <p data-bbox="210 248 488 284">District Councillors</p> <p data-bbox="210 322 595 357">Adjacent District Councils</p> <p data-bbox="210 395 665 430">Worcestershire County Council</p>	<p data-bbox="707 172 1003 223">Distribution by email</p>	<p data-bbox="1532 172 1957 236">Non Statutory – ongoing until September 2008</p>

DECISION TO BE MADE IN PARTNERSHIP WITH

District Councils, Worcestershire County Council.

KEY DECISION

Proposed to be made by the Cabinet on
5 November 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Cllr Roger Hollingworth</p>	<p>ITEM</p> <p>Preferred Planning Guidance 17 (PPG17) – Out Turn Report</p>	<p>WARDS AFFECTED</p> <p>All Wards</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Head of Street Scene & Community</p> <p>REPORT AUTHOR</p> <p>John Godwin Deputy Head of Street Scene & Community 01257 881730 j.godwin@bromsgrove.gov.uk</p>	<p>SUMMARY</p> <p>The report is to update members on the out turn of the recent PPG17 review of the district and to advise members of the key items contained with in it in relation to service delivery and future budget requirements.</p> <p>The report will also be used as a basis for the recommendation to cabinet on the current level and future requirements of the Councils Park, Open Space, Play Areas & Pitches provision and Inc potential areas for redevelopment, removal and/or disposal.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>This report will result in:</p> <ul style="list-style-type: none"> • The Council incurring additional expenditure in excess of £50,000. <p>Further more it may result :</p> <ul style="list-style-type: none"> • In the disposal of a Council assist with a value over £50,000 • In the identification of a proposal to cease the delivery of a service.

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p>Stakeholders</p> <p>Elected members SMT & CMT Planning Officers Parks Officers</p>	<p>The PPG 17 out turn report the is final stage of an in depth consultation process that will be closed by the time the report is written.</p> <p>Consultation has been undertaken with:</p> <p>Elected members District & County Council Officers Parish Council Residents Inc Children & Young People User Groups WCC Officers Sport England Community Sports Network (BECAN)</p>	<p>N/A</p>

DECISION TO BE MADE IN PARTNERSHIP WITH

N/A

KEY DECISION

Proposed to be made by
the Cabinet on
5 November 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER Councillor Jill Dyer Councillor Peter Whittaker</p>	<p>ITEM REVIEW OF PLANNING AND ENVIRONMENT SERVICES</p>	<p>WARDS AFFECTED All Wards</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER Report of the Head of Planning and Environment Services</p> <p>REPORT AUTHOR Dave Hammond 881330</p>	<p>SUMMARY The Head of Planning and Environment Services is to undertake a review of his Department with a view to achieving efficiencies in line with the Council's three year financial plan. The review will look at working practices within all 8 sections of the Department, namely:</p> <ul style="list-style-type: none"> ▪ Administration ▪ Building Control ▪ Development Control ▪ Economic Development ▪ Environmental Health ▪ Licensing ▪ Strategic Housing ▪ Strategic Planning <p>The review will look at structures within each section with a view to ensuring efficient service delivery</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN Potential savings in excess of £50,000</p>

<p>CONSULTATION DETAILS</p> <p>Stakeholders Corporate Management Team</p>	<p>Method of Consultation Report to Corporate Management Team</p>	<p>Consultation period or dates September 08</p>
---	--	---

DECISION TO BE MADE IN PARTNERSHIP WITH
N/A

KEY DECISION

Proposed to be made by the Cabinet on
5 November 2008

<p>LEAD MEMBER/ PORTFOLIO HOLDER</p> <p>Cllr Roger Hollingworth</p>	<p>ITEM</p> <p>Sports Hub Provision</p>	<p>WARDS AFFECTED</p> <p>All Wards</p>
<p>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</p> <p>Report of the Head of Street Scene & Community</p> <p>REPORT AUTHOR</p> <p>John Godwin Deputy Head of Street Scene & Community 01257 881730 j.godwin@bromsgrove.gov.uk</p>	<p>SUMMARY</p> <p>The report is to update members on the out turn of the recent PPG17 review of the district and to advise members of the key items contained with in it in relation to the future need of play pitches with in the District.</p> <p>The report will also be used as a basis for the recommendation to cabinet on the proposed use of the Capital funding allocated this year for the provision of Sports Hubs and potential partnership funding in the delivery of these schemes.</p>	<p>REASONS FOR BEING ON THE FORWARD PLAN</p> <p>This report will result in:</p> <ul style="list-style-type: none"> • The Council incurring additional expenditure in excess of £50,000. • A significant effect on communities living or working in an area comprising of two or more wards in the district.

CONSULTATION DETAILS	Method of Consultation	Consultation period or dates
<p>Stakeholders</p> <p>Elected members SMT & CMT Planning Officers Sports development Officers Parks Officers</p>	<p>The PPG 17 out turn report is the final stage of an in depth consultation process that will be closed by the time the report is written.</p> <p>Consultation has been undertaken with:</p> <p>Elected members District & County Council Officers Parish Council Residents Inc Children & Young People User Groups WCC Officers Sport England Community Sports Network (BECAN)</p>	<p>N/A</p>

DECISION TO BE MADE IN PARTNERSHIP WITH

N/A

This page is intentionally left blank

SCRUTINY STEERING BOARD

WORK PROGRAMME

29TH JULY 2008

The Work Programme consists of three sections: Items for Future Scrutiny and Updates; Current Scrutiny Task Groups; and Scrutiny Task Group Reviews.

RECOMMENDATION: To consider and agree the work programme.

ITEMS FOR FUTURE SCRUTINY AND UPDATES

Subject	Date of Consideration	Other Information
Recommendation Tracker - <i>Permanent Item</i> -	Jan/Mar/April/ July/Sept/Nov	A bi-monthly report monitoring the implementation of scrutiny recommendations. (Initially for a trial period of 12 months starting January 2008.)
Worcestershire Chairmen and Vice-Chairmen Network (Update) - <i>Permanent Item</i> -	29th July 2008	Members to receive an update from the Chairman (Councillor Pardoe) on the Joint Countywide Flooding Scrutiny. The next meeting is scheduled to be held on 6th August 2008 at 4pm and this will be the first meeting Councillor Pardoe will be attending as the Board's representative.
Bromsgrove Town Centre Area Action Plan Issues and Options Consultation	29th July 2008	Requested by the Board at its meeting on 22nd May 2008.
Older People (Councillor Mrs. Bunker)	TBA	Possible area for future scrutiny following the outcome of focus groups to find out specific issues which may need to be scrutinised. A scrutiny proposal would need to be completed if the Board was minded to scrutinise this area.

CURRENT SCRUTINY TASK GROUPS

Current Task Groups	Date Report Due	Other Information
Anti-Social Behaviour and Alcohol Free Zones	4th November 2008 / 2nd December 2008	Task Group merged and Councillor K. Taylor appointed as Task Group Chairman. Membership and Terms of Reference agreed by the Board on 29th April and 22nd May 2008. First meeting was held on 25th June 2008.
Refuse and Recycling - VFM	2nd December 2008 (First report considered and approved by Cabinet on 2nd April 2008.)	Task Group to carry out additional work in relation to Value for Money (VFM). Terms of Reference agreed by the Board on 22nd May 2008. Four of the five original Task Group Members agreed to carry out the work on behalf of the Board following VFM Training in June 2008. First meeting was held on 7th July 2008.

SCRUTINY TASK GROUP REVIEWS

Task Group	Date of Review (when Task Group is due to reconvene)
Air Quality	February 2009
Public Transport (Buses)	March 2009

Note: A seminar relating to the Local Government and Public Involvement in Health Act 2007 will be held in the future covering key courses of action. This will be arranged once more is known on what the impact will be on overview and scrutiny committees.