BROMSGROVE DISTRICT COUNCIL

MEETING OF THE LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

THURSDAY 15TH OCTOBER 2009 AT 2.00 P.M.

THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors Mrs. M. Bunker, S. R. Colella, G. N. Denaro, Mrs. R. L. Dent, Mrs. J. Dyer M.B.E., R. Hollingworth, Mrs. J. D. Luck, E. J. Murray, S. R. Peters, Mrs. M. A. Sherrey JP, E. C. Tibby, P. J. Whittaker and C. J. K. Wilson

AGENDA

1. Election of Vice Chairman
2. Election of Chairman
3. To receive apologies for absence and notification of substitutes
4. Declarations of Interest
5. To confirm the accuracy of the minutes of the meeting of the Local Development Framework Working Party held on 16th March 2009 (Pages 1 - 4)
6. Regional Spatial Strategy - Examination in Public Panel Report (Pages 5 - 14)
7. Draft Core Strategy Consultation Feedback (Pages 15 - 24)
8. Draft Affordable Housing Supplementary Planning Document (Pages 25 - 50)
9. Joint Bromsgrove and Redditch Planning Advisory Board (to follow)
10. Town Centre Conservation Area Appraisal (Pages 51 - 88)
11. Town Centre Health Check (Pages 89 - 148)

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
Joint Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

6th October 2009

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

MONDAY, 16TH MARCH 2009 AT 2.00 P.M.

PRESENT: Councillors Mrs. J. Dyer M.B.E. (Chairman), P. J. Whittaker (Vice-Chairman), Mrs. M. Bunker, G. N. Denaro, Mrs. R. L. Dent, R. Hollingworth, S. R. Peters, Mrs. M. A. Sherrey JP, E. C. Tibby and C. J. K. Wilson

Officers: Mr. D. Hammond, Mr. M. Dunphy, Mrs. R. Williams, Mr. A. Fulford, Ms. S. Lai and Ms. R. Cole.

28/08 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors S. R. Colella, Mrs. J. D. Luck and E. J. Murray.

29/08 **DECLARATIONS OF INTEREST**

No declarations of interest were received.

30/08 **MINUTES**

The minutes of the meeting of the Local Development Working Party held on 23rd October 2008 were submitted.

RESOLVED that the minutes be approved as a correct record.

31/08 **LONGBRIDGE AREA ACTION PLAN - ADOPTION**

The Working Party considered a report relating to the Longbridge Area Action Plan (LAAP). The report detailed the procedures which had been followed in order to produce the LAAP which had been prepared in conjunction with Birmingham City Council, Worcestershire County Council and key stakeholders including St. Modwen Properties PLC and Advantage West Midlands. There had been public consultation at all stages and an Examination in Public had taken place at the end of 2008. The final report of the Inspector was binding and the minor changes contained in the report had now been incorporated into the final version of the LAAP. The Secretary of State had assessed the LAAP and found it to be sound.

It was recognised that the delivery of the various aspects of the LAAP would be a significant challenge for the Authorities involved. The Leader of the Council stated that although formal decisions had not been made, it was anticipated that a Joint Board would be established consisting of officers and Members from the Authorities involved in order to facilitate the project.

The significant achievement of all those involved in the production of the LAAP was acknowledged and thanks were expressed to officers and Members for their input to the process to date.

RECOMMENDED that the Longbridge Area Action Plan be adopted as the development plan for the former MG Rover Site.

32/08 **DRAFT CORE STRATEGY - CONSULTATION STRATEGY**

Consideration was given to a report on the latest position in relation to the consultation undertaken on the Draft Core Strategy following the approval of the Draft Core Strategy for consultation purposes in October 2008.

It was reported that a variety of methods had been used to consult on the Strategy including letters and e.mails, use of a dedicated website, presentations to Parish Councils, displays in local libraries and the Customer Service Centre and “drop in” days. This had resulted in the receipt of approximately 120 individual responses and these were now being analysed and would be reported to the Working Party in due course. Although the level of response was not high this was not felt to be surprising as specific site allocations were not yet included.

It was also reported that the Government Office for the West Midlands had raised a number of concerns about the document particularly in relation to cross boundary issues with Redditch. Similar issues had been raised in relation to Redditch Borough Council’s Draft Core Strategy and a meeting with both Councils had taken place on 9th March 2009. It had been stressed at the meeting that officers and Members from the two Authorities had worked well together, particularly in view of the difficulties regarding the lack of certainty on housing growth. It was not intended to submit the final Strategy until the outcome of the Examination in Public of the West Midlands Regional Spatial Strategy was available.

It was felt that a peer review of the Core Strategy would be helpful in particular if it was undertaken by the same person who had recently carried out a similar review at Redditch.

RESOLVED that the latest position on the consultation process in relation to the Draft Core Strategy be noted.

33/08 **BROMSGROVE HOUSING MARKET ASSESSMENT SUMMARY**

The Working Party considered a report on the key findings of the Bromsgrove Housing Market Assessment (HMA) and on the implications of these findings for the formulation of policies within the Draft Core Strategy. Members focused on the figures set out in section 4.6 of the report which identified the housing requirements of each type arising from household growth by 2026.

It was reported that the results of the HMA had been utilised to inform a number of Core Policies within the Draft Core Strategy including not only detailed housing policies but also transport and employment policies. The

HMA would also be used by Bromsgrove District Housing Trust to support this Authority's position in relation to housing growth.

RESOLVED that the key findings of the Bromsgrove Housing Market Assessment be noted, together with its role in informing policies within the Draft Core Strategy.

34/08 **DRAFT STRATEGIC HOUSING LAND AVAILABILITY ASSESSMENT UPDATE**

Consideration was given to a report on the progress made in the preparation of the Draft Strategic Housing Land Availability Assessment (SHLAA). The SHLAA was a key component of the evidence base to support the delivery of sufficient land for housing. The document itself however would not allocate sites for development and would merely include sites which may be suitable for housing development.

In response to questions from Members, it was reported that the criteria used to assess all submitted sites had been drafted in consultation with Redditch and included a range of factors such as sustainability, flood risk, physical constraints and planning policy. It was stressed that to be potential housing sites, the site must be suitable, available and developable during the plan period. The consultation had focused on major land owners and developers in the District as they had the ability to ensure potential sites could come forward for development.

RESOLVED that the progress made on the preparation of the Draft Strategic Housing Land Availability Assessment be noted.

35/08 **PPG17 OPEN SPACE SPORT AND RECREATION STUDY**

The Working Party considered a report on the findings of the Open Space, Recreation and Sports Needs Study .The study had been undertaken both to inform the Core Strategy and to assist Street Scene and Community Services in the development of long term strategies in relation to open space, sport and recreation within the district.

It was reported that the study had been undertaken in accordance with Planning Policy Guidance 17 and covered ten categories of open space, sport and recreation facilities throughout the district. Section 3.33 of the report set out the recommended quality and accessibility standards in respect of each category. The study would be used to help to ensure there is adequate provision of such open space and facilities.

RESOLVED that the findings of the Open Space, Recreation and Sports Needs Study, together with its influence on the Draft Core Strategy be noted.

36/08 **REGIONAL SPATIAL STRATEGY PHASE 2 REVISION UPDATE**

Consideration was given to a report on the latest position regarding the Regional Spatial Strategy (RSS) phase 2 revision. The report clearly set out the background to the current position and the key milestones in the process so far, together with the likely next steps.

It was reported that the RSS Examination in Public would take place between 28th April and 26th June 2009. This Authority had been allocated a “seat at the table” for the Worcestershire Sub Regional sessions and would have the ability to “hot seat” at other sessions. This was to be the subject of further discussion with the County Council.

The Strategic Planning Manager also referred to the recent receipt of a document from the West Midlands Regional Assembly which posed a set of questions and invited this Authority to submit further representations (of not more than 2,000 words) on a number of issues particularly relating to housing allocation figures. The additional submission was required by 31st March 2009.

Members were extremely concerned that this Authority should be able to participate in any sessions of the Examination in Public which whilst they were dealing with issues at a regional level, became more detailed and focused on sub regional issues i.e. housing and employment growth related to Bromsgrove and Redditch/Stratford districts and South Birmingham. This was in addition to the sessions which would focus directly on these issues at a sub regional level where full involvement of the County Council and District Councils involved would be essential.

It was felt that the letter dated 16th February 2009 from the Strategic Planning Manager to the Examination in Public Panel clearly set out the difficult position of this Authority and the complexity of the issues faced. It was noted that further meetings involving both officers and Members of the Authorities involved were to take place to address these issues further. The Head of Planning and Environment and the Strategic Planning Manager fully acknowledged the strong desire of Members to protect the interests of the District and to ensure the best outcomes for its future development were achieved, but re-iterated the limits of the influence which could be exerted over the process.

RESOLVED that the latest position in relation to the RSS phase 2 revision including the Examination in Public stage be noted, together with the on-going work being undertaken to achieve the most favourable outcome for the District of Bromsgrove.

The meeting closed at 3.55 p.m.

Chairman

BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

15TH OCTOBER 2009

REGIONAL SPATIAL STRATEGY PHASE 2 EXAMINATION IN PUBLIC - PANEL REPORT

Responsible Portfolio Holder	Cllr Jillian Dyer
Responsible Head of Service	Dave Hammond
Non Key Decision	

1. SUMMARY

1.1 The following report identifies the key findings from the Regional Spatial Strategy (RSS) Phase 2 revision Examination in Public (EIP) Panel Report (the report).

2. RECOMMENDATION

2.1 That members note the contents of the report.

3. BACKGROUND

3.1 The Regional Spatial Strategy was published in June 2004. At that time, the Secretary of State supported the principles of the strategy but suggested several issues that needed to be developed further. The Revision process is being undertaken by the West Midlands Regional Assembly (WMRA) in three phases.

Phase 1 – the Black Country study, this phase was formally adopted in January 2008.

Phase 2 – Covers housing, employment land, town and city centres, transport, and waste, the panel report into this phase is the subject of this report.

Phase 3 – covers critical rural services, culture/recreational provision, various regionally significant environmental issues and the provision of a framework for Gypsy and Traveller sites, it is intended to up date members of the progress of phase three at the next meeting of the LDF Working Party.

3.2 Phase 2 of the revision is now drawing to a close with the EIP stage having taken place and the panel report being published. The EIP hearing sessions finished on the 23rd June 2009. Officers actively took part in 2 of the sessions, although submitted evidence for, and attended other key sessions. On the 2nd of June we gave evidence in respect of Birmingham's housing figures and the implications of additional growth coming south into Bromsgrove. The main involvement took place on the 23rd June where we attended the North Worcestershire debate, the main areas of discussion being the cross boundary growth being associated with Redditch and Bromsgrove, and Bromsgrove's low allocation, limited further discussion also took place on Birmingham's expansion into Bromsgrove District. As well as presenting our own evidence as to why Bromsgrove should receive additional housing growth, we also challenged the findings of both the White Young Green Study (WYG) and the Nathaniel Lichfield and Partners (NLP) report; we also challenged the GOWM about their comments in respect of Bromsgrove although they declined to comment.

The main representations made on the issues are summarised below.

3.3 **Additional Birmingham Growth**
Officers challenged the logic being demonstrated in the NLP report, and also the representations being made by the Government Office for the West Midlands (GOWM). NLP and GOWM both highlighted the considerable lack of affordable housing within Bromsgrove, and also the ability of the local housing market to deliver high levels of new housing based on its past completion rates, and due to its proximity to the Birmingham conurbation. GOWM influenced by the NLP report then suggested that an urban extension to Birmingham in the north of the district would be a suitable option for growth, as it would address the housing needs of Bromsgrove and would be highly deliverable. BDC officers argued that this is approach is fundamentally flawed as it would not address the housing needs in Bromsgrove which are most acute in Bromsgrove town and rural green belt villages, and pointed out it would and simply continue to attract people away from the city of Birmingham and undermine the urban renaissance the RSS is attempting to achieve.

3.4 Officers also put to the panel that the strong Bromsgrove housing market is focussed on Bromsgrove town where the majority of new housing in the district has been built in recent years. So to then locate significant housing away from this area as being suggested by NLP and GOWM does not take advantage of the ability of the district to deliver housing growth, and therefore renders NLPs conclusions flawed and ones which the panel should not consider in relation to Bromsgrove.

3.5 **Accommodating Redditch Growth**
The issue of Bromsgrove District accommodating some of the growth needs of Redditch is one which has dominated the RSS revision process locally for a considerable amount of time. Officers made various comments both in writing and in person during the hearing session.

3.6 We put forward the objection to the RSS that BDC should not have to develop on its own green belt for the needs of another district, especially when it is being prevented from meeting its own needs within its own district. We also objected to the designation of Redditch as a Settlement of

Significant development and the additional growth this could attract to Redditch, this objection was based on a lack of clear planning rationale behind the designation when compared to other SSDs, and also the impacts additional growth at Redditch could have on the Urban renaissance in the conurbation.

3.7 The White Young Green Report was presented to the Panel and endorsed by both Redditch and Stratford Councils, although we questioned some of the findings and assumptions within the report. Primarily those which led them to suggesting that one development at Bordesley Park would be the most suitable option for accommodating the growth needs of Redditch. We contested that all the options had not been explored fully and other options remain, including spreading the growth around the north western ark in more discrete parcels of development rather than the one single entity on Bordesley Park. It was also put to the panel although not by ourselves that the ADR land in Redditch should not be returned to the green belt and should be developed in preference to green belt land in Bromsgrove. We also questioned that the lack of public consultation and an adequate sustainability appraisal also undermines the weight to be attached to the study.

3.8 **Bromsgrove Housing allocation**

Whilst supporting the approach adopted by the WMRA in targeting growth on the Major Urban Areas (MUAs), we presented strong evidence to suggest that the 2100 new houses being targeted at the district was wholly inadequate to even begin to attempt the imbalance in the Bromsgrove housing market. Evidence from the Bromsgrove Housing market assessment and the other indicators of affordable housing need were used to justify why the allocation should be increase to 4000. This was presented alongside other justification such as the strong housing market, the amount of available land, Town Centre regeneration, Bromsgrove Technology Park and its position on the Central Technology Belt (CTB), and the need to provide for the increasing elderly population.

3.9 We also refuted claims from St Modwen that green belt land adjacent to the Longbridge site should be released for residential development, pointing out to the panel that this was an option explored in the Longbridge AAP development and one which St Modwen themselves ruled out at that point, primarily because they didn't own the piece of land that we were considering developing.

3.10 **Outcomes of the RSS Panel Report**

The panel report in its entirety amounts to around 400 pages and covers many issues that do not have significant impacts on the Bromsgrove District, a copy has been placed in the members room and an electronic version is available on www.bromsgrove.gov.uk The summary of the outcomes below only deal with the main areas where we responded as part of the EIP or those that will have an impact on the district.

3.11 **Additional Birmingham Growth**
The main outcome in relation to Birmingham related growth being provided for in Bromsgrove is that the panel have ruled it out at the moment. A figure of 57,500 was determined to be the appropriate level of growth for the city, and one which could be achieved through promoting urban renaissance rather than urban extensions. The views of St Modwen were taken into account and the report does not rule out additional growth around the site in future years, but in the short to medium term there is no requirement for the Council to find additional land for housing around the Longbridge site. Similarly the sites being promoted in the north east of the district south of the Maypole island were also ruled out, primarily due to the overall strategy not requiring them but also due to the lack of support for it other than from the agents acting on behalf of the owners and also as they state,

> '*Such an extension would appear only capable of bus-based public transport. It would not seem particularly accessible either to the city centre or other strategic or employment centres in the south of the conurbation.*'

3.12 The reports overall recommendation for Birmingham is that the housing target is changed to from 50,600 to 57,500 and that its only reference to cross boundary growth is the 700 units already agreed as part of the Longbridge AAP. If the reports recommendations are accepted by the secretary of state the RSS will contain no additional growth in Bromsgrove for Birmingham's needs.

3.13 **Accommodating Redditch Growth**
The report stresses the importance with which they dealt with the issues surrounding Redditch related growth even stating.

> '*In view of the controversy, we paid greater attention to the potential development areas in and around Redditch on our tours of the region than to any other locality.*'

The main outcomes in relation to Redditch are the overall figure for housing increases to 7000 units, although the level to be provided in Bromsgrove decreases to 3000. This is a decrease of 300 when compared to the RSS preferred option, and a decrease of 1170 compared to the figure in the WYG report supported by RBC. The figure that RBC have to provide within their own boundaries increases to 4000 an increase of 700 from the preferred option figure and 1570 from RBCs preferred option contained in the WYG report.

3.14 Another key feature that the panel have come to judgement on is the designation of Redditch as an SSD they agreed with RBC ourselves, and the WCC that it does not share the characteristics of the other settlements being proposed as SSD's and should not be given this designation purely on the basis of the level of growth required to meet its own needs being significant. The removal of this designation means that the requirement for Redditch to be a location where additional growth is sought should the region require it is no longer in place. If this additional growth was associated to Redditch it would require further green belt release and would mean Bromsgrove's green belt would be under additional pressure, the deletion of this policy obviously has significant positive benefits for the retention of the green belt the character of the district.

3.15 As well as considering the overall levels of growth required for Redditch the panel also considered some of the more detailed elements of the WYG study, primarily the conclusion that all the growth should go at Bordesley Park. The report agree with the Council and states,

> *'We agree, however, with Bromsgrove Council that the choice of locality around the boundary of Redditch should be locally determined whether at or adjacent to the Webheath/Foxlydiate or Brockhill ADRs or in the Bordesley Park area or in some combination of these possibilities or elsewhere. Once the volume of development and its location has been defined it will be essential for the authorities to work together on cross-boundary implementation. We welcome the indications from the authorities that this would be the case.'*

The report then goes on to say,

> *'To enable the promised co-operation after the finalisation of the RSS, it will be important for the Core Strategies of the three Districts and particularly those of Redditch and Bromsgrove to be closely aligned in terms of their timetables and for there to be coordinated Examination of relevant aspects. We ascertained during the EiP that the Planning Inspectorate would seek to facilitate such action.'*

3.16 This is obviously very clear that they have left it up to the Council working alongside RBC to determine where the growth goes on the periphery of Redditch. The secondary point the report makes about closely aligned core strategies is an important one which will be investigated with Redditch and Stratford over the coming months, it may well mean adjusting core strategy timetables of one or more Districts.

3.17 One further conclusion the report draws about the growth to be associated with Redditch is the possibility of the land around Studley being capable of taking housing growth. It concludes that the area around Studley could take housing growth without having a significant impact on rural character; the panel also question the logic of WYG in rejecting this area, especially when they suggest significantly eroding the more important green belt gap between Redditch and Alvechurch.

The issue of Studley was obviously significant in the inspectors thoughts so much so that they recommend that further work is done to investigate the possibility of improving the A435 south east of Redditch in order to open up the possible growth in this area. They suggest this should be done in the next review of regional planning and as such have recommended that Stratford do not make any changes to the green belt in this location which could prevent this growth coming forward in years to come.

3.18 **Bromsgrove's Housing Allocation**

The allocation for Bromsgrove in the RSS preferred option was the lowest in the region, it was at a level which fell well below even some of the most modest projections of population growth and housing need/demand. As stated above a considerable case was made to the panel that the figure should be increased to a level which would allow the District the opportunity to address the housing imbalance, whilst maintaining the wider urban renaissance objectives of the RSS and not significantly eroding the green belt. The panel agreed with the Councils case and have increased the housing allocation to a target of 4000 new units. They also go further than this, due to the amount of evidence that suggests that even delivering 4000 houses would not necessarily meet the needs of Bromsgrove they have asked the Council to view this figure as the target provision up to 2021, and in the review of the core strategy investigate if an additional 2000-3000 dwellings could be provided post 2021.

3.19 The report also makes no specific recommendations about the location of the growth within the district although they do recognise that the ADRs and rural exception policies can deliver the majority of the initial 4000 units. For any development over 4000 they have concluded that a full green belt review might be required to deliver it, and locations such as around Longbridge and Redditch may be acceptable, although the current approach of developing on the more substantial settlements in the district may also be suitable.

3.20 The approach the Council is intending to take with it housing supply over the RSS period has also been endorsed and applauded by the panel.

> *'The District Council argued that by careful targeting of housing provision requirements to the house types and sizes that would address locally generated need for small low cost houses rather than accepting market led executive housing, they could address this issue. Past evidence to the contrary arose from building-out old permissions. Such careful targeting is encouraged in PPS3. As a consequence, although there may be some doubt whether such an approach would be wholly effective in stemming migration and securing the extent of affordability sought, even taken with more strictly defined categories of affordable housing, we consider that the approach should be applauded and used more widely to address the issue of seeking*

to meet local needs. Consequently, we endorse the District Council's recommendation of provision for 4,000 dwellings at locally determined locations.'

The report also commends the approach the Council has taken when dealing with housing growth in Shropshire and Herefordshire,

'In addition to the wider application of successful affordable housing policies across the whole of the new authority, we would commend an approach similar to that of Bromsgrove District Council in targeting provision at the types of houses most suited to meeting the needs arising from indigenous residents and workers.'

3.21 Other significant panel recommendations

- Bromsgrove District to provide a total of up to 37 hectares of land for Redditch related employment growth.
- Bromsgrove District to provide around 35 hectares of employment land for it own growth needs.
- Bromsgrove is highlighted as a potential location for a park and Ride railway station in line with the current station proposals.
- Regional Affordable housing of 35% of all net completions
- District to set local affordable housing targets between 25% - 40% only in exceptional circumstances should targets be high or lower than these figures.
- All housing figures are to be targets rather than maximum or minimum figures as in the current RSS.
- Total housing requirement across region to rise to 397,900 and potentially further to 403,000 once reviews in Bromsgrove and Stratford are carried out.

3.22 Next Steps

The GOWM in consultation with the Department for Communities and Local Government will be reviewing the findings of this report and have assured us their proposed changes will be published for its consultation period before the end of 2009. It is possible that the recommendations of the Panel are not reflected in the proposed changes, officers will report to the LDF Working Party when they changes are published.

4. FINANCIAL IMPLICATIONS

4.1 Whilst there are no direct implications of the RSS revision at the moment, the levels of income generated over longer periods could be affected depending on the scale and type of development taking place in the district.

5. LEGAL IMPLICATIONS

5.1 The RSS is the responsibility of the West Midlands Regional Assembly and is being prepared under the regulations and guidance of the Planning and Compulsory Purchase Act 2004 and PPS 11: Regional Spatial Strategies. The district Council also has an obligation under the Act to prepare Local Development documents in general conformity with the RSS

6. COUNCIL OBJECTIVES

Policies either endorsed or amended within the RSS panel report and the subsequent Local Spatial Planning policies that follow in the Core Strategy, and other planning documents will all have an impact on the following Council priorities and objectives.

1. **Regeneration**
   Council Priority 1 - Economic Development
   Council Priority 2 - Town Centre

3. **Sense of Community & Wellbeing**
   Council Priority 5 - Children & Young People
   Council Priority 6 - Crime & Fear of Crime
   Council Priority 7 - Older People
   Council Priority 8 - Community Engagement
   Council Priority 9 - Housing

4. **Environment**
   Council Priority 10 - Climate Change

7. RISK MANAGEMENT

7.1 The main risks associated with the details included in this report are:

- Inability to produce and adopt local spatial planning polices which adequately reflect the recommendations in the Panel Report and as such development is not delivered in line with an adopted RSS.

7.2 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 5
Key Objective: Effective, efficient, and legally compliant Strategic planning Service
Key Controls: Regional Spatial Strategy (RSS) - Council has responsibility to engage in formulation of regional planning polices
Action: Appear at Regional Spatial Strategy (RSS) Examination in Public and respond to the panel report and proposed changes RSS

7.3 The District Council as the local planning authority has to prepare a development plan in the form of the Development Plan Documents (DPD) contained in the Local Development Framework. The planning system requires that all DPDs are in general conformity with those documents which are at a higher level in the cascade of planning policy. The highest level of policy being national Planning Policy Guidance and Planning Policy statements. The RSS is the plan which guides development across the whole of the West Midlands region, and as such the policies in the Bromsgrove District Core Strategy have to be in general conformity with those in the RSS. The ability to address issues through planning could be severely restricted if the policies at a higher level to do not contain sufficient flexibility in both housing, and employment allocations for Bromsgrove District. The outcomes of the panel report if approved by the secretary of state will allow the Council more flexibility in controlling housing and employment opportunities across the District.

8. CUSTOMER IMPLICATIONS

8.1 None at the moment, although once the policies in the RSS become enacted the implications to the districts customers could be significant depending on their location.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 None

10. VALUE FOR MONEY IMPLICATIONS

10.1 None

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 - The policy decisions taken at a regional level directly affect the ability to generate local spatial planning policies.
Environmental - the policies included in the RSS wherever possible try to limit the impact on the environment, although it is inevitable when creating policies which are dealing with substantial levels of new growth that there will be adverse impacts on the environment. It is the responsibility of local planning authorities, and other agencies implementing the policies in the RSS to ensure that all environmental issues are fully considered in all new development proposals.

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder / Leader	Yes - informal briefing

Chief Executive	No
Executive Director - Partnerships and Projects	Yes - informal briefing
Executive Director – Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

13. WARDS AFFECTED

All Wards

14. BACKGROUND PAPERS

- West Midlands RSS Phase 2 Revision - Report of the Panel Volume 1 - the Report
- West Midlands RSS Phase 2 Revision - Report of the Panel Volume 2 - Annexes
- West Midlands RSS Phase 2 Revision Preferred Option
- Bromsgrove District Council formal Response to the RSS Phase 2 Revision Preferred Option.
- Bromsgrove District Council Formal Response to the NLP additional growth study.

Copies of all of the above have been placed in the members' room.

CONTACT OFFICER

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BROMSGROVE DISTRICT COUNCIL

Local Development Framework Working Party

15th October 2009

Draft Core Strategy

Responsible Portfolio Holder	Councillor Mrs J Dyer
Responsible Head of Service	Dave Hammond, Head of Planning & Environment Services
Non-Key Decision	

1. SUMMARY

1.1 The purpose of this report is to update Members on the response findings regarding the consultation carried out on the Draft Core Strategy.

2. RECOMMENDATIONS

2.1 That Members note the contents of this report and the Response Report on the consultation process in relation to the Draft Core Strategy.

3. BACKGROUND

3.1 Members will recall on the 23rd October 2008 the Draft Core Strategy was approved for consultation purposes.

3.2 Consultation on the Draft Core Strategy commenced on the 31st October 2008 for a period of approximately 15 weeks until 16th February 2009. Two other documents were also specifically consulted upon during this period including the Sustainability Appraisal and the Consultation Report.

4.0 UPDATE

4.1 You will recall at the meeting on 16th March that the intention was to report back with the findings on the consultation and any resultant proposed changes that were required. 135 representations have been received generating around 950 individual comments. The responses have been received from a variety of sources including organisations such as Parish Councils, private companies and private individuals. Officers have been working to summarise these responses and respond to each individual comment. A Response Report has been prepared which, due to its length, is available for viewing in hard copy in the Members Room or available in electronic form on request.

4.2 The policies which generated the most comments were CP2 Distribution of Housing (118), CP1 Climate Change (50), followed by CP8 Employment, CP14 Scale of Housing, CP3 Rural Renaissance, CP 12 Type, Size and Tenure of Housing, CP15 Cross Boundary Growth and CP16 Affordable Housing each receiving around 30-40 comments.

4.3 As can be seen from this many of the comments received centre around the issue of housing. Many of the comments received related to the Regional Spatial Strategy Phase 2 Revision and sometimes incorrect assumptions were made about the status of the White Young Green Stage 2 Report and the Nathaniel Lichfield and Partners evidence. Obviously when preparing the responses, the outcome of the Examination in Public was unknown and we have therefore responded accordingly on this issue. There was some criticism that the Redditch growth issue was not tackled in enough depth and failure to appreciate the implications of the fact that Bromsgrove was formally objecting to this growth was evident.

4.4 Alongside this process the Council has also taken the opportunity to benefit from a tailored support programme via the Spatial Planning Peer Programme. This programme is sponsored by CLG and delivered by the Planning Advisory Service (PAS) and the Improvement and Development Agency (IDeA). At the time of writing a draft feedback report from the Spatial Planning Peer (SPP) has now been received and the main points to emerge are as follows:

1) LDF Team to have more informal contact with Members
2) Adoption of more informal Working Group procedures
3) Use of techniques such as undertaking a SWOT analysis jointly constructed by officers and Members for LDF subject areas
4) Explore techniques which can ‘break the mould’ and consider innovative solutions.
5) Hold discussions facilitated by specialists to bring out alternative solutions.
6) Shared officer / Member training sessions
7) Identify ‘sticky issues’ early on and return to them on a regular basis
8) Take greater part in regional forums and groupings to share and receive information with other, perhaps similarly placed authorities.
9) Pursue early engagement with the GO
10) Where guidance proves insufficient, seek out sources of relevant best practice or sources of evidence, such as joining groups such as Planning Officers Society (POS)
11) Regular local cross border liaison for instance, Bromsgrove and Redditch joint working opportunity.

4.5 Below is found a brief summary of some of the key negative points to emerge from the consultation for each policy. (It should however be noted that wide ranging support was received for the document as a whole which can be viewed in full in the Response Report .

4.6 CP1 Climate Change (118 comments)

4.7 This policy generated strong feelings both for and against. There were, generally speaking, 2 main camps of opinion:
1) Welcomes the inclusion of policies to address this important global issue
2) Due to the current economic climate the policy will be detrimental to delivery of the required level of housing, also sited a claimed lack of evidence base and that targets set above National Policy levels

4.8 CP 2 Distribution of Housing (50 comments)

4.9 Opinions differed on whether a hierarchy for determining the location of new housing had been provided at all or conversely that the hierarchy provided was not strong enough.

4.10 Also linked to this was a lack of provision of a hierarchy of settlements which at present is only really defined on the key diagram. Many would welcome the role and proposed growth for each settlement detailed. The primary growth location of Bromsgrove Town was questioned by some and it was considered that growth should be distributed across the district.

4.11 The terms used on the key diagram to describe the relative size of settlements is at present, “large settlements”, “small settlements” and “other settlements”. The term “other settlement” was criticised as being offensive with the term “villages” generally being preferred.

4.12 An apparent inconsistency was pointed out between the final sentence of paragraph 6.15
“*Therefore development in rural areas must meet **local needs** and development will only be permitted where it would not have an adverse impact on the existing character of the locality*”

and criteria e) of CP2

“*Redevelopment for housing or the development of new housing in the form of **limited infilling** within Green Belt settlement boundaries providing this would not have an adverse effect on the character of the settlements*….”

4.13 There was some confusion over the status of “Areas of Development Restraint” and Areas of Potential Growth and a lack of justification for removal of some ADR’s.

4.14 Some commented that the DCS needs to go further and identify additional land for development over and above the RSS Preferred Option (in response to NLP report) and also some views that the SHLAA is flawed as it discounts land in green belt.

4.15 A lack of evidence on historic and ecological evidence was pointed out by specific lobby groups.

4.17 Some expressed the view that Redditch Growth should have been included in this policy (even though this policy deals with growth for Bromsgrove’s needs and Redditch growth is dealt with in CP15 Cross Boundary Growth).

4.18 CP3 Rural Renaissance (34 comments)

4.19 There was some criticism that the list of settlements deemed appropriate for rural exception schemes, is too restrictive.

4.20 Views expressed that the policy, in aiming to preserve the character of rural settlements, is too restrictive and will stifle growth. The implication is that development should be allowed to go ahead in the green belt.

4.21 Also some consider there is a lack of recognition that more growth will help to retain facilities.

4.22 CP4 Promoting High Quality Design (21 comments)

4.23 Policy was generally supported with suggestions for improvements

4.24 CP5 Managing Natural Assets (26 comments)

4.25 Again there was support for and against this policy with generally speaking the environmental lobby supporting it and the private sector objecting to protection of the natural environment unless it involved statutorily protected species/ environments etc.

4.26 The need for a Green Infrastructure Study/ Strategy work was highlighted

4.27 CP6 Managing Man Made Assets (19 comments)

4.28 Some views that preferential weight should be given to development which preserves listed buildings but conversely that the policy should have been written more flexibly to allow development to proceed.

4.29 A lack of reference to historical evidence base was pointed out and remarks that policy is not locally distinctive enough.

4.30 On the whole there was general support for the policy with minor changes to wording suggested.

4.31 CP7 Water Management and Flood Protection (23 comments)

4.32 Many comments that individual rivers and cases of flooding should have been included in the text, which fails to appreciate the strategic nature of Core Strategy document and the supporting, detailed evidence provided by the Strategic Flood Risk assessment.

4.33 The Environment Agency suggests expanding the text and providing further clarification on the overall policy.

4.34 CP8 Distribution of New Employment Development (35 comments)

4.35 Clarification was required over whether all or just one of the criteria listed at 1 - 4 (to be applied to assess whether the loss of employment land will be acceptable) needs to be complied with.

4.36 Some consider not enough emphasis is placed on supporting/retaining existing businesses.

4.37 Views expressed that policy is too focussed on Bromsgrove, Longbridge and/or rural areas with insufficient attention paid to other settlements.

4.38 CP9 Retail and Town Centre Regeneration (16 comments)

4.39 Some commented that a hierarchy needs to be set out with the role of the Town Centre and other settlements clearly defined together with relevant policies.

4.40 CP10 Sustainable Transport (24 comments)

4.41 Need for clarification in relation to travel plans and transport assessments.

4.42 Some expressed view that insufficient attention was paid to railway stations in other centres across the district.

4.43 Need more emphasis on changing travel behaviour to encourage modal shift, citing healthier lifestyles and improved environmental conditions as the benefits with the aim of shifting to more sustainable modes for those with or without cars.

4.44 CP11 Open Space and Recreation (23 comments)

4.45 Various concerns were raised in relation to green corridors, for instance, if this provision would render sites unviable and that green corridors should be seen as multi functional and primary purpose should not be seen as transport route.

4.46 The omission of Local Standards was criticised by some (this was not available in usable form at time of commencement of consultation.)

4.47 Some explanation of the terms used was requested.(A glossary to be included in next version.)

4.48 CP12 Type, Size and Tenure of Housing (34 comments)

4.49 The emphasis on promotion of 2-3 bedroomed properties was criticised by some who considered that on some developments, larger properties should be provided to promote mixed/sustainable developments. (The DCS does not preclude this)

4.50 Some commented that the reference to reduced densities should not be confined to Barnt Green.

4.51 Some considered more emphasis should be given to the policies targeted at the elderly with exploration of different categories of accommodation for instance in terms of extra care.

4.52 CP13 Accommodation for Gypsies, Travellers and Showpeople (6 comments)

4.53 Very few comments in relation to this policy apart from minor wording changes.

4.54 CP14 The Scale of New Housing (39 comments)

4.56 Comments broadly centred around the fact that although this policy was referred to "scale" an actual figure had not been included in policy wording (although RSS preferred option was referred to in the supporting text)

4.57 Support was expressed for need for a higher housing allocation in Bromsgrove.

4.58 Policy in relation to the treatment of windfall sites was criticised. For instance the view was expressed that planning permission should be granted for windfall sites where they comply with specified criteria, whether or not this would lead to housing oversupply.

4.59 CP15 Cross Boundary Growth (30 comments)

4.60 Understandably many wrong assumptions were made about this policy and the differences between the purposes/ evidence behind the RSS and the LDF.

4.61 Comments were received that the policy did not go far enough in simply repeating the RSS phase 2 revision figure and that the RSS PO figure was not high enough (this fails to appreciate that housing targets are set at a regional level.)

4.62 Much opposition was expressed to the principle of providing for Redditch growth within Bromsgrove district, which it was considered would undermine the objectives in the Draft Core Strategy. Others however considered specific sites should have been identified to accommodate this growth to generate meaningful consultation, rather than just indicating a broad location on the key diagram.

4.63 Comments were made regarding the lack of joint working with Redditch as Bromsgrove is objecting to Redditch Growth issue with concerns regarding failure to consult on the proposed sites to deliver Redditch growth.

4.64 Some people were supporting Birmingham growth but not Redditch growth, again failing to realise that this suggestion from NLP provided evidence for the RSS EiP not the LDF Core Strategy.

4.65 The White Young Green stage 2 report was referred to with some opposition and some support but sometimes with misconceptions regarding its role and status in relation to the formulation of the Draft Core Strategy.

4.66 CP16 Affordable Housing (30 comments)

4.67 Many questions were raised whether the viability of this policy had been explored and if there was evidence to justify the 40% target

4.68 An anomaly was pointed out between the provision of affordable housing for local needs on the one hand and allowing free market housing as infill on the other as outlined in CP2.

4.69 Some comments were received regarding the reference to 5 dwellings in other settlements and questioned whether this is realistic. It was considered that the provision of 5 or more dwellings in “envelope villages” is unlikely to arise very often as Green Belt policies will probably prevent infilling at this scale.

4.70 Considered by some that policy should be applied very flexibly particularly in current economic climate.

4.71 CP17 Sustainable Communities (17 comments)

4.72 Comments received that part of this policy referring to developer contributions should form its own separate policy.

4.73 The policy wording was questioned where it states that “All forms of development should achieve a net benefit to the local community taking account of its needs and aspirations” and it was considered the term “net benefit” should be replaced with “neutral benefit”.

4.74 Much support was expressed for retention of services in rural communities.

4.75 General comments

4.76 The opportunity presented by this consultation was taken by many interested parties to put forward sites which had already been considered (and in some cases discounted) as part of the SHLAA process.

4.77 Other comments were also received of a general nature, for instance relating to other parts of the document, such as the spatial portrait and strategic objectives.

4.78 Some considered that here was a need by some for a green belt review.

4.79 One issue of note was the considerable response from Hagley residents, with the exception of one respondent, overwhelmingly objecting to any further growth in Hagley.

4.80 Some considered that the document was too long and jargonised whilst others claimed it was clear, concise, bold and visionary.

5. NEXT STEPS

5.1 Once the implications of the RSS EiP panel report have been fully assimilated, another version of the Draft Core Strategy will be prepared and consulted upon as soon as possible. Furthermore in the next version it is intended to include Strategic Site Allocations, incorporate any changes as appropriate as a result of the consultation and any changes arising from any new evidence.

5.2 The Proposed Changes Report of the Secretary of State is scheduled in Spring 2010 and if forthcoming at this time will enable any further implications to be incorporated into the submission version of the Core Strategy.

6. FINANCIAL IMPLICATIONS

6.1 There are no direct financial implications of receiving this report. The Spatial Planning Peer Programme is provided free of charge to receiving Local Planning Authorities.

7. LEGAL IMPLICATIONS

7.1 Development Plan for the District required by the Planning and Compulsory Purchase Act 2004, and prepared in accordance with The Town and Country Planning (Local Development) (England) Amendment Regulations 2008.

8. COUNCIL OBJECTIVES

8.1 **Objective 1 Regeneration**
The Draft Core Strategy identifies the long term spatial vision for the district this includes key areas such as the regeneration of the town centre.

8.2 **Objective 3 Sense of Community and Wellbeing**
Extensive consultation has been carried out at various stages during the preparation of the Draft Core Strategy and in the course of the preparation of the supporting evidence base. The Draft Core Strategy is a publicly available document that identifies the vision for the District up to 2026.
Furthermore, proposed policies within the Draft Core Strategy direct where and when new housing should be built across the district up to 2026. It examines affordable housing, to be supplemented by an Affordable Housing SPD which will aim to maximise affordable housing provision across the district.

8.3 **Objective 4 Environment**
The Draft Core Strategy sets out the long term spatial vision for the district and the strategic policies required in delivering that vision. It attempts to tackle social, economic and environmental issues affected by the implementation of various policies. Climate change is a central theme of the Draft Core Strategy and it contains specific policies which address this issue in terms of both adaptation and mitigation.

9. RISK MANAGEMENT

9.1 The main risks associated with the details included in this report are:

- Inability to produce development plan document which is judged to be sound by the planning inspectorate and therefore resulting in non legally compliant Strategic planning service

9.2 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 6
Key Objective: Effective, efficient, and legally compliant Strategic planning Service

10. CUSTOMER IMPLICATIONS

10.1 The Core Strategy is likely to have an impact on many different aspects of people's lives including living, working, shopping, leisure and education. Public consultation has been and will be extensively undertaken throughout the process.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 An equalities impact assessment will be carried out on the final submission version of the strategy, although attempts will be made to consult with all sections of society as the plan progresses towards completion.

12. VALUE FOR MONEY IMPLICATIONS

12.1 Whilst there are no direct value for money implications connected with this report, methods to provide value for money are continuously being explored, for instance via joint procurement for external consultancy work identified as a requirement to provide a robust evidence base for the Core Strategy and striving to carry out consultation on various documents concurrently thereby achieving cost savings.

13. 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	The core strategy forms an essential part of the LDF and the policies contained within the core strategy will shape future development.
Environmental	Draft Core strategy contains policies which directly impact on the environment.

14. OTHERS CONSULTED ON THE REPORT

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

15. WARDS AFFECTED

All wards.

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BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

15TH OCTOBER 2009

AFFORDABLE HOUSING SPD

Responsible Portfolio Holder	Councillor Mrs J Dyer
Responsible Head of Service	Dave Hammond, Head of Planning & Environment Services
Non-Key Decision	

1. SUMMARY

1.1 The purpose of this report is to present members with a Draft Affordable Housing Supplementary Planning Document (SPD).

2. RECOMMENDATION

2.1 Delegated authority is given to the Head of Service in consultation with the responsible portfolio holder to make further essential revisions to the draft SPD and then publish the document for formal consultation.

3. BACKGROUND

3.1 Over the last 5 years a Housing Needs Survey (2004), Strategic Housing Market Assessment (2007) and the recent Housing Market Assessment have all identified a significant level of need for affordable housing in the district of Bromsgrove. In light of the RSS housing figures in Panel Report it is considered necessary to progress the Affordable Housing SPD to maximise the delivery of affordable housing in both the short and long term.

4. AFFORDABLE HOUSING SPD

4.1 As outlined in PPS3 it is important for local planning authorities to base any polices for affordable housing on an identified need. In recent years Bromsgrove District Council has invested heavily in identifying the level of need for affordable housing across the district. Firstly a Housing Needs Study was completed in 2004, followed by a Strategic Housing Market Assessment in 2007 and most recently a Housing Market Assessment in 2008.

4.2 Each of these studies were carried out using slightly different methodologies meaning the results differ slightly. It is widely recognised that such studies are not an exact science due to the wide ranging variables and possible sources of information.

However, the most important details to come out of each study are that there is a significant need for affordable housing across the district and to address this need an Affordable Housing SPD is required.

4.3 The 2007 Strategic Housing Market Assessment (SHMA) for the South Housing Market Area identified a gross annual need for 597 affordable units. Taking into consideration annual supply from re-lets and annual new supply there was an annual shortfall of 286 units. This was significantly higher than other Worcestershire districts, with the exception of Worcester City.

4.4 The recent Housing Market Assessment also identified a significant need for affordable housing throughout the district, stating a minimum of 70 affordable units should be built each year.

4.5 The majority of affordable housing that comes forward through the plan period will be financed by the private sector through S106 agreements. In conjunction with the recent Housing Market Assessment, consultants carried out detailed financial modeling to calculate a level of affordable housing that would generally be viable for the private sector across a wide range of sites. The model took into consideration a variety of factors including construction costs, land values, rental costs, re-sale value whilst also allowing for gross profits for the developers of 15%. The modeling work concluded that a realistic target of 40% affordable housing should be set for housing developments.

4.6 The policies within the SPD reflect Core Policy 16: Affordable Housing of the Council's Draft Core Strategy but also provide a greater level of detail.
The document sets the following thresholds:

- In Bromsgrove Town a proportion of affordable housing will be sought on all sites equal to or over 0.4 hectares or 10 dwellings; and
- In all other settlements the threshold will be reduced to 5 dwellings or all sites equal to or over 0.2 hectares

4.7 On all sites there is a minimum target that 40% of all new dwellings will be affordable. In circumstances where the applicant can fully demonstrate that 40% cannot be achieved a lower provision can attempted to be negotiated.

4.8 The document sets out the type and tenure of affordable housing that is provided so that balanced and mixed communities are created where people have housing choices. The document states that two thirds of the affordable housing provided will be low cost renting and the other third will be intermediate housing.

Intermediate housing can consist of shared ownership, intermediate rent and intermediate rent to purchase.

4.9 The recent Housing Market Assessment identified that the housing market in the district is unbalanced with a high percentage of large detached properties. To help address this balance and provide housing for the rising elderly population the document sets out that the following types of properties are required:

- 1/3 two bedroom properties suitable for the elderly
- 1/3 two bedroom general needs properties (of which 50% should be flats and 50% houses)
- 1/3 three bedroom properties

4.10 Naturally this breakdown of tenures and types will not be suitable on all housing developments but it provides developers with clear guidance as to the current housing requirement within the district. Each planning application will be dealt with on its own individual merits providing the opportunity for negotiation to deliver a scheme that is most appropriate for its location.

4.11 The document also addresses the use of a Rural Exception Sites Policy. This enables small sites to be used, specifically for affordable housing in small rural communities that would not normally be used for housing because, for example, they are subject to policies of restraint in most cases in Bromsgrove District this is the green belt. The SPD makes it clear that planning permission will only granted where a need has been identified through a Local Housing Needs Survey. Guidance is provided on what the survey should contain to ensure that a need rather than a demand is identified.

4.12 It is intended that when adopted the Affordable Housing SPD will be linked to the Draft Core Strategy. After this time any applications for market housing that meet the thresholds set will provide some on-site affordable housing to increase provision across the district.

5. NEXT STEPS

1.1 In response to member's comments and in conjunction with the Portfolio holder for Planning a final version of the SPD is to be approved and published for consultation. Once consultation has taken place the responses will be considered and any necessary changes made before a adoption version of the SPD is presented to members for approval.

6. FINANCIAL IMPLICATIONS

6.1 The SPD is being produced by the Strategic Planning team and therefore there are no external costs associated with the production of this document.

7. COUNCIL OBJECTIVES

7.1 **Objective 1 Regeneration - Priority Housing**
The adoption of the Affordable Housing SPD would increase the provision of affordable housing in the district in line with Council's objectives.

8. LEGAL IMPLICATIONS

8.1 The Affordable Housing SPD is being produced in accordance with the provisions set out in the Planning and Compulsory Purchase Act 2004, and prepared in accordance with The Town and Country Planning (Local Development) (England) Regulations 2004.

9. RISK MANAGEMENT

9.1 The main risks associated with the details included in this report are:

- Without a detailed policy on affordable housing the council would risk not meeting is corporate objective of providing more affordable housing across the district.

9.2 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 6
Key Objective: Effective, efficient, and legally compliant Strategic planning Service

10. CUSTOMER IMPLICATIONS

10.1 Consultation to be carried out in line with legislation and adopted standards contained in the Bromsgrove District Council Statement of Community Involvement (SCI).

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 None

12. VALUE FOR MONEY IMPLICATIONS

12.1 None

13. 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	Affordable Housing SPD sets clear planning policy in respect of the providing affordable housing.
Environmental	None

14. OTHERS CONSULTED ON THE REPORT

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

15. WARDS AFFECTED

All wards.

16. BACKGROUND PAPERS

Draft Affordable Housing SPD is attached as appendix A

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Draft Affordable Housing Supplementary Planning Document

Contents

1 **Introduction**

1.1 The Government believes that everyone should have the opportunity of a decent home which they can afford in a community in which they want to live and work. The aim of this document is to give clear guidance for the provision of new affordable housing development. Once adopted it will form part of the Local Development Framework (LDF) for Bromsgrove. The guidance contained in this document is intended to supplement Core Policy 16: Affordable Housing contained within the emerging Core Strategy. This document will provide greater detail and focus on the affordable housing requirements within the district. The SPD will supersede saved policies D.6 and D.8 concerning within the Worcestershire County Structure Plan and also policies S15 and S18 of the Bromsgrove District Local Plan.

2 **Planning Policy Context**

2.1 The Planning and Compulsory Purchase Act 2004 requires that all documents within the planning system sit within a recognised chain of conformity; consequently this document conforms with all other relevant policies and plans. The most relevant plans and polices are currently PPS1 Delivering sustainable development, PPS3 Housing, the West Midlands Spatial Strategy and the emerging Core Strategy for Bromsgrove.

PPS1 Delivering Sustainable Development (2005)
2.2 This is a key policy document that outlines the Government's vision of strong vibrant and sustainable communities in both urban and rural areas. A key element in achieving this vision is the promotion of development that creates socially inclusive communities, with a suitable mix of houses, which would include an element of affordable where a local need is identified.

PPS3 Housing (2006)
2.3 PPS3 sets the national planning policies for the provision of new housing and The Government's key housing policy goal is to "ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live."

In line with PPS3 the specific outcomes that the planning system should deliver are:

- High quality housing that is well-designed and built to a high standard.
- A mix of housing, both market and affordable, particularly in terms of tenure and price, to support a wide variety of households in all areas, both urban and rural.
- A sufficient quantity of housing taking into account need and demand and seeking to improve choice.
- Housing developments in suitable locations, which offer a good range of community facilities and with good access to jobs, key services and infrastructure.
- A flexible, responsive supply of land – managed in a way that makes efficient and effective use of land, including re-use of previously-developed land, where appropriate.

2.4 Other important guidance contained within PPS3 is that concerning rural exception housing. Rural exception policies allow permission to be granted on rural sites, which under other planning controls would not be allowed. Where there is an identified local need for affordable housing permission can be granted provided the scheme is 100% affordable. Should the Council need to produce an allocations DPD, this could allocate sites to meet affordable housing needs in rural communities provided that adequate evidence of such need exists and that suitable sites are available.

2.5 PPS3 reduces the minimum threshold for affordable housing down to 15 dwellings from a figure of 24 that was in the now cancelled Circular 6/98. This means that any site where 15 or more dwellings are proposed a provision of affordable housing will be required. However, Local Planning Authorities can set lower thresholds, where viable and practicable, including in rural areas. This could include setting different proportions of affordable housing to be sought for a series of site-size thresholds over the plan area. The Local Planning Authority will need to undertake an informed assessment of the economic viability of any thresholds and proportions of affordable housing proposed, including their likely impact upon overall levels of housing delivery and creating mixed communities.

The West Midlands Regional Spatial Strategy

2.6 The Regional Spatial Strategy for the West Midlands is currently the under review. The preferred option document of the Phase 2 Revision contains policy CF7: Delivering Affordable Housing that sets out an indicative minimum target of 1000 affordable units per annum for the South Housing Market Area. The policy goes into further detail and states that local authorities should set an overall affordable housing target but also set separate targets for social-rented and intermediate affordable housing whilst also seeking to maximise the contribution that the private sector make towards the delivery of affordable housing. Final element of the policy emphasises the importance of rural exceptions in delivering 100% affordable housing schemes that meet the needs of the local community.

2.7 The level of housing allocated to Bromsgrove District through the emerging RSS will greatly influence the amount of affordable housing that can be provided. The Panel's report has recently been published after the Examination in Public (EiP) and recommends a net figure of x units between 2006 and 2026 however this may change depending on the proposed changes by the Secretary of State.

Bromsgrove's Core Strategy

2.8 Once adopted the Core Strategy will sit within the Local Development Framework and will be a material consideration for all planning applications within the district. The Core Strategy has several key components. These include a spatial vision that's sets out an aspirational target of what the district will be like in 2026 and a series of objectives that are required to deliver the vision. Most relevant are the core policies that are required to ensure that the strategic objectives are achieved. One of core policies relates directly to this SPD and that is CP16: Affordable Housing. This policy outlines a framework for the delivery of affordable housing across the district. The purpose of this SPD will be to expand on the core strategy policy and provide greater detail and clarity for the private sector as to what is required on development sites.

2.9 Due to the great level of need for affordable housing across the District the SPD will be linked to emerging Core Strategy. This will ensure that affordable housing delivery is maximised in the time prior to the adoption of the Core Strategy. In compliance with European Union Directive 2001/42/EC this SPD is accompanied by a Sustainability Appraisal to assess the possible impacts of the SPD against sustainability objectives.

3 Defining Affordable Housing

3.1 There are many similar definitions of affordable housing. For this document the definition used is that contained within 'PPS3: Housing'.

'Affordable housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable housing should:
– Meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices.
– Include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision'

This means that affordable housing is accommodation for sale or rent that is available at a price identified as being genuinely affordable to those people living or working in the area that are unable to access housing on the open market.

3.2 The main types of units to be provided in Bromsgrove are:

Low cost Rented Housing - Housing rented by a Registered Social Landlord at a price below the cost of renting privately

Intermediate Housing – There are 3 types of intermediate housing that are summarised below:

- Shared Ownership Housing - Housing where a tenant buys a proportion of the property from a Registered Social Landlord, and rents the rest with the option to buy an increased share of the entire property.
- Intermediate Rent – Housing is rented at prices above the price of low cost rent but below prices of the private rental market. The rent is approximately 80% of the price of full market renting.
- Intermediate Rent to Purchase – The property is rented at a price that is 80% of the full market value for 5 years. After this period of time the tenant has the opportunity to purchase a share in the property.

Defining Affordability

3.3 The 2008 Housing Market Assessment compared patterns of household income against recent and current house prices as a way of identifying the level of affordability within the housing market. The study focused on the sale price of two and three bedroom properties. As with any analysis a number of assumptions had to be made and these are as follows:

- access level property values;
- the provision of a 10% deposit although any size of deposit or none at all, can be accommodated within the calculations;
- mortgage affordability based on a loan: income ratio of 3:5 for single income households and 2:9 for couple income households, and,

- monthly repayments based on a 25 year repayment mortgage at a rate of 7.0%. Only a very limited number of discounted deals are available, and these are unlikely to be offered to lower income first time buyers.

3.4 The figure 1 identifies the estimated proportions of single income households able to access two bed full cost re-sale and new build HomeBuy entry level properties. This table clearly shows that approximately half of single income households are unable to afford 2 bedroom properties that are for sale on the open market. Naturally the percentage of people able to access homebuy schemes would be significantly higher if they were available.

Property type	Entry level property price (less 10% deposit)	Income required (rounded)	Proportion able to purchase	HomeBuy Income required (70%)	Proportion able to purchase
2 bed new-build property	£130k	£33.4k	50%	£23.4k	70%
2 bed re-sale property	£120k	£30.9k	53%	£21.6k	72%

Figure 1: The estimated proportions of single income households able to access 2 bed properties, figures rounded

3.5 Figure 2 focuses on the purchase price of 3 bedroom properties. The stark reality is that little more than one third of joint income households are able to purchase a 3 bedroom re-sale property at full market value.

Property type	Entry level property price (less 10% deposit)	Income required (rounded)	Proportion able to purchase	HomeBuy Income required (70%)	Proportion able to purchase
3 bed new-build	£230k	£63.5k	14%	£44.4k	32%
3 bed re-sale property	£150k	£41.4k	36%	£29.0k	57%

Figure 2: The estimated proportions of joint income households able to access 3 bed properties, figures rounded

3.6 Two and three bedroom properties need to be accessible to a wide range of the population. Properties of this size can cater for young couples, small families and elderly couples. It is important that all of these groups are provided for to maintain balanced mixed communities across the District. Whilst this document cannot make general market housing more affordable it is hoped that the delivery of affordable can be maximised to provide greater choice for the people of Bromsgrove.

4 **Affordable Housing Need**

4.1 As outlined in PPS3 it is important for local planning authorities to base any polices for affordable housing on an identified need. In recent years Bromsgrove District Council has invested heavily in indentifying the level of need for affordable housing across the district. Firstly a Housing Needs Study was completed in 2004, followed by a Strategic Housing Market Assessment in 2007 and most recently a Housing Market Assessment in 2008.

4.2 Each of these studies were carried out using slightly different methodologies meaning the results differ slightly. It is widely recognised that such studies are not an exact science due to the wide ranging variables and possible sources of information. However, the most important details to come out of each study are that there is a significant need for affordable housing across the district.

4.3 The 2004 Housing Needs Study estimated the need for affordable housing based on the 'Basic Needs Assessment Model' (BNAM). The BNAM sets out 18 stages of analysis to produce an estimate of the annual requirement for additional affordable housing. There are 2 main analytical stages that result in a gross affordable housing requirement and these are: backlog of existing need and newly arising need. The outcome of the study was that there was in 2004 a gross affordable housing requirement of around 682 units per annum across the district. Of this total 435 units are for the needs of in-migrants leaving a total of 247 for people already residing within Bromsgrove.

4.4 Policy CF2 of the RSS indicates new housing should be provided for local needs and not for migrants from outside the District especially the MUAs (in this case the West Midlands Conurbation). It is unpractical to expect that we will not provide an element of affordable housing need for people from outside the District. There could potentially be many people who would meet requirements set down in Home Choice Plus and are therefore eligible for affordable housing in this District even though they currently live elsewhere.

4.5 The 2007 Strategic Housing Market Assessment (SHMA) for the South Housing Market Area identified a gross annual need for 597 affordable units. Taking into consideration annual supply from re-lets and annual new supply there was an annual shortfall of 286 units. This was significantly higher than other Worcestershire districts, with the exception of Worcester City.

4.6 The recent Housing Market Assessment also identified a significant need for affordable housing throughout the district, stating a minimum of 70 affordable units should be built each year.

4.7 The majority of affordable housing that comes forward through the plan period will be financed by the private sector through S106 agreements. In conjunction with the recent Housing Market Assessment, consultants carried out detailed financial modeling to calculate a level of affordable housing that would generally be viable for the private sector across a wide range of sites. The model took into consideration a variety of factors including construction costs, land values, rental costs, re-sale value whilst also allowing for gross profits for the developers of 15%. The modeling work concluded that a realistic target of **40% affordable housing** should be set for housing developments.

4.8 Affordable housing is allocated across Worcestershire in a fair and transparent way ensuring that applicants in greatest need are treated as a top priority. This system is called Home Choice Plus and has been developed by a number of Local Authorities and Registered Social Landlords, working in partnership. This new way of allocating social housing across the district is based round a banding system. The banding system is graded in the following way:

Priority
Accepted a homeless duty under part VII of the Housing Act 1996

Gold Plus
Applicant must have a local connection and fall into one of the following categories:
Homeless but where there is no statutory duty to re-house
Households living in properties subject to enforcement notices or repossession
Households with very high medical need
Need to move from supported accommodation
Tenants who wish to move to smaller accommodation

Gold
Applicant must have a local connection and fall into one of the following categories:
Homeless applicants, who have intentionally become homeless
Households that suffer from harassment or domestic abuse
Overcrowded households
Households with a child(ren) who live in an upstairs flat

Silver Plus
Applicant who have no local connection and fall into one of the following categories:
Homeless but where there is no statutory duty to re-house
Households living in properties subject to enforcement notices or repossession
Households with very high medical need
Need to move from supported accommodation
Tenants who wish to move to smaller accommodation

Silver
Applicant who have no local connection and fall into one of the following categories:
Homeless applicants, who have intentionally become homeless
Households that suffer from harassment or domestic abuse
Overcrowded households
Households with a child(ren) who live in an upstairs flat

Bronze Plus
All applicants who live, work or have a local connection to the district but are not in housing need

Bronze
All applicants who have no local connection and are not in any housing need

5 **Delivering Affordable Housing**

5.1 The delivery of affordable housing is the major element of this guidance. As outlined above there is an identified need for affordable housing within the District. While it is important to address this shortfall in provision it is also important to take a balanced approach in order to achieve successful new developments.

5.2 Whilst RSLs are currently gaining permission for schemes that deliver 100% affordable housing it is clear that this will be insufficient to meet need the level of need in the District. The private sector will therefore have a crucial role in to play in maximising the delivery of affordable housing requirements. In order to facilitate as much development as possible thresholds and targets have been identified to introduce an element of affordable housing on as many new housing sites as possible.

Targets

5.3The emerging RSS identifies the annual need for affordable and this table is included as figure 3. Bromsgrove falls within the South Housing Market Area (HMA) and it is clear that outside of the Central HMA the area has the greatest need arising from demography, 'right to buy' and re-housing due to demolitions. Accordingly Policy CF7 states that a gross minimum of 1,000 units should be provided across the South HMA each year. This figure is not broken down to district level and it is therefore imperative that the Council ensure that the maximum level of affordable housing is delivered out of the total allocation for Bromsgrove under Policy CF3.

Sub Regional Housing Market Areas (from RHS 2005)[4]	Demography and replacing 'right to buy' Numbers of units p.a.	Re-housing from numbers of units demolished p.a.
North HMA	*600*	*300*
Central HMA	*3,600*	*3,000*
South HMA	*1,400*	*100*
West HMA	*600*	*100*
Total	***6,200***	***3,500***

Figure 3: Annual need for social housing for rent and affordable intermediate housing arising

Thresholds

5.4 In-line with Core Policy 16: Affordable Housing of the Council's Draft Core Strategy the following thresholds have been set:

In Bromsgrove Town a proportion of affordable housing will be sought on all sites equal to or over 0.4 hectares or 10 dwellings

In all other settlements the threshold will be reduced to 5 dwellings or all sites equal to or over 0.2 hectares.

On all sites there is a minimum target that 40% of all new dwellings are affordable units will apply. In circumstances where the applicant can fully demonstrate that 40% cannot be achieved a lower provision will be negotiated.

Tenure & Type

5.5 The majority of the existing affordable housing stock in the District is controlled by a small number of RSLs. It is envisaged that any new affordable housing developments would normally be supported by these RSLs although there is no restriction placed upon any RSL or other suitable provider operating in the District. However, planning permission will not be granted until a developer has entered into an agreement with an RSL to manage the properties upon completion.

5.6 The type and tenure of affordable housing that is provided should help to create balanced and mixed communities where people have housing choices. An optimum breakdown of the tenures required is as follows:
2/3 low cost renting
1/3 intermediate housing

5.7 The recent Housing Market Assessment identified that the housing market in the district is unbalanced with a high percentage of large detached properties. To help address this balance and provide housing for the rising elderly population the following types of properties are required:
1/3 two bedroom properties suitable for the elderly
1/3 two bedroom general needs properties (of which 50% should be flats and 50% houses)
1/3 three bedroom properties

5.8 Naturally this breakdown of tenures and types will not be suitable on all housing developments. This merely provides an optimum scenario that best suits the housing needs of the district currently. Each planning application will be dealt with on its own individual merits providing the opportunity for negotiation to deliver a scheme that is most appropriate for it's location.

Car Parking Standards
5.9 The levels of car parking provided for affordable housing should be no different to the levels provided on general market housing and should therefore be in accordance with the Car Parking Standards provided within the Bromsgrove District Local Plan or any successor document. In the most sustainable locations lower levels of parking provision may be acceptable.

Open Space provision on Affordable Housing Sites
5.10 Current guidelines for the provision of open space for new residential developments are contained within SPG11 Outdoor Play Space. It is recognised that the levels of provision required by this guidance would render many affordable housing developments uneconomical. Any open space provided for affordable housing schemes will be provided to reflect the nature of the development. On developments where family units are required play space must also be included, although the requirement for an element of open space should not render the development unviable. The level of open space/amenity provision will be assessed on a case-by-case basis.

Education Contributions

5.11 Education contributions will be not be sought for the affordable housing element of any scheme in accordance with Worcestershire's SPG on Planning Obligations for Education Facilities. Should amendments to this guidance mean a contribution is required the Council will ask for the appropriate contribution to be made in line with the most recent policy.

Design and Layout

5.12 The Council is committed to ensuring that all new housing is built to a high standard of design so that communities, both now and in the future, will be stable and healthy whilst living in clean, safe and sustainable environments. Core Policy 4: Promoting High Quality Design with the Core Strategy will provide up to date guidance on matters of design.

5.13 The importance of creating mixed and balanced communities in accordance with PSS3 cannot be overstated. On larger sites therefore the affordable housing will be dispersed throughout the application site. However, a balance needs to be struck between the housing management operational requirements of any affordable housing providers involved in a development site and the need to ensure mixed and balanced communities. There may be circumstances where there are Registered Social Landlord Housing management reasons for seeking a proportion of the affordable housing to be sited together but this should not prevent the remainder of the provision to be distributed across the development. The preference for the District Council is to distribute affordable housing amongst the market housing to avoid segregation.

5.14 The Council considers that in order to ensure the creation of mixed and integrated communities, that affordable housing should not be visually distinguishable from market housing in terms of build quality and design, both internally and externally, materials, details, levels of amenity space and privacy.

Off-site Affordable housing Provision

5.15 There is a presumption that if a site is suitable for housing development it will also be suitable to provide affordable housing on the site. Only in exceptional circumstances and where full justification is provided will off-site provision be considered to be acceptable.

5.16 Where an alternative site is identified this must be acceptable to the Council as local planning authority, and must be capable of accommodating the provision for the original site and any new provision generated by the inclusion of open market dwellings on the new site. In addition it must be in the same settlement as the original site.

5.17 Where a developer feels that there are good reasons to deliver affordable to deliver affordable housing off-site this will need to be demonstrated to the Council at pre-application stage. Details of the following should be submitted:

1. The proposed development itself
2. A reasoned justification for not making provision on-site
3. Proposals for an alternative form of provision, together with an assessment of the prospects for delivery of that alternative

5.18 Off-site provision will only be favourably considered where all of the following tests are met:
1. The applicant and the District Council have both agreed at pre-application stage that there is an exceptional and positive justification for the off-site provision
2. Agreement has been reached at pre-application stage on the quantity, type and size of affordable housing which would otherwise have been provided on-site
3. The alternative form of provision would be equal or better in terms of the quality and quantity of the provision that would have been provided on-site.
4. The council is satisfied at pre-application stage that there is a firm prospect of securing the alternative form of provision.

Financial Contributions

5.19 Under no circumstances will Bromsgrove District Council except financial contributions to deliver the affordable housing. This is for the following reasons:
- The difficulties associated with finding and delivering new affordable housing sites;
- The length of time it takes to develop the original site to a point where commuted sums are forthcoming; and,
- The additional time of developing a new site often devalues the original financial amount rendering it inadequate for its original purpose.

Legal Agreements

5.20 Section 106 of the Town and Country Planning Act 1990 allows for the use of legal agreements to ensure the delivery of those aspects of a scheme which are necessary for the development to be acceptable, but cannot be secured through a condition on a planning permission. The agreement will normally cover the following aspects of the scheme (in relation to affordable housing):

- The number of affordable homes;
- The phasing of the construction of the affordable homes in relation to the development of the rest of the site;
- The transfer of the homes to, and management by, a Registered Social Landlord (or as otherwise agreed by the District Council);
- The allocation of the homes to persons on the Home Choice Plus lettings scheme;
- The retention of the homes as affordable housing on a rented or shared ownership basis (subject to exceptions for mortgagees in possession and people who staircase to full ownership and people who exercise their Right to Acquire);
- The sizes and tenure of the affordable homes; and
- The standards of construction of the affordable homes.

Pre-application Community Involvement

5.21 It is crucial that communities play a meaningful role in housing schemes that come forward within their settlement. Early consultation can help to reduce the level of local opposition and result in a better outcome. The most appropriate form of pre-application community engagement will vary according to location and circumstances. Community engagement exercises should therefore be tailored to the aspirations and needs of the local community. This guidance is therefore not intended to be prescriptive but methods of engagement could include a combination of leaflet drops, public exhibitions and publicity in community newsletters and websites. A period of 6 to 8 weeks should generally be allowed for public comment.

5.22 In the first instance, contact should be made with the relevant Parish Council to seek their views on the nature of the pre-application community engagement exercise to be carried out. In all cases, community engagement exercises should:

1. Be inclusive; in other words seek the representative views of the whole community, and as far as possible avoid undue distortion from sectional interests.
2. Explain the context and nature of the proposed development, including cross references where applicable to Parish Plans and local housing needs surveys. The views of residents on associated aspects of the development should also be sought.
3. Provide a genuine opportunity for local residents to influence the final form and nature of proposals. This could mean that proposals need to be re-worked and/or further research undertaken, and it should not be assumed that proposals will automatically progress to planning application stage.

6. Rural Exception Site Policies

6.1 PPS3 advocates the use of rural exception sites. This enables small sites to be used, specifically for affordable housing in small rural communities that would not normally be used for housing because, for example, they are subject to policies of restraint. Rural exception sites should only be used for affordable housing in perpetuity. The Council will implement a rural exceptions policy controlling how these sites will be released and the conditions which will be applied to them.

6.2 Early consultation with the Council's Planning and Housing sections is recommended to ensure that key issues are taken fully into account. A rural housing enabler is also available to help with the identification of rural affordable housing needs.

6.3 A lettings policy has been agreed by the Council and is intended to ensure that any dwellings constructed under the exceptions policy are allocated to those who are in most need. The lettings criteria can be found in appendix A

Local Housing Needs Survey

6.4 Any rural exception schemes proposed must be accompanied with evidence of local need in the form of a current local housing needs assessment. The assessment must show that there is need for affordable housing rather than demand. For example, Waiting Lists for Social Housing do not show a need as anyone can join the waiting list and apply to live in multiple areas of the District. Any Local Housing Need Survey must identify the following:

- A genuine need to live within the village – A local connection will be required for this for e.g. employed/live within the village or close family live in the village;
- A proven financial need for affordable housing – Applicant must be in a position where they are unable to get a sufficient mortgage to purchase a property on the open market; and
- The type and tenure of affordable housing – The survey should gather information ascertaining the size of the property required and whether social rented or intermediate accommodation is needed

Site Location and Size

6.5 PPS3 emphasises that Rural Exceptions Site Policies should enable small sites to come forward in small villages where a need has been identified. In Bromsgrove District the Rural Exceptions policy will only apply to villages that are 'washed over' with Green Belt. These settlements include Adams Hill, Beoley, Belbroughton, Bournheath, Fairfield, Clent, Dodford, Romsley, Burcot and Holy Cross. Whilst this list is not exhaustive it provides clear guidance to the kinds of settlements where rural exception sites will be considered.

6.6 Development sites need to be preferably located within existing settlement boundaries to prevent sprawl and ensure new housing is located close to existing village facilities. Where this is not possible sites should be adjacent to the village boundary and integrate into the fabric of the village ensuring that the intrinsic character of the village is retained. Under no circumstances will housing be considered in sites that are detached from settlements that appear as isolated housing developments in the open countryside.

6.7 PPS3 emphasises the need for housing schemes to be small scale. Any proposals should be proportionate to the size of the settlement in question and therefore it considered schemes should not generally be larger than 10 units. Under no circumstances will schemes be permitted where the number of units exceeds the need identified in the Housing Needs Survey.

7 Monitoring and Review

7.1 Every year the Council completes an Annual Monitoring Report in December. The purpose of this is to monitor adopted policies and proposals and determine the effects they are having. The numbers of affordable housing completions are one of the indicators monitored each year and this will provide a clear indicator in relation to the success of this document. The monitoring process enables documents to be reviewed and modified if the desired effects are not being achieved.

7.2 The Core Strategy is likely to be submitted to the Secretary of State in 2010 and the Examination in Public may lead to minor changes in the document. This could lead to changes in the Core Strategy and therefore it may be necessary to review this SPD once the Core Strategy has been adopted.

Appendix A

CRITERIA AND ALLOCATIONS POLICY FOR THE LETTING AND ALLOCATION OF RURAL AFFORDABLE HOUSING DEVELOPED UNDER 'EXCEPTION SITE' POLICY.

The Registered Social Landlord (Housing Association) managing the affordable housing development will assess all applications made requesting the allocation of a dwelling on the scheme **in the following order:**

1. **All applicants wishing to be considered for Rented Housing within the proposed scheme must be registered on the Bromsgrove District Council Housing Register.** The Council will also nominate applicants registered on the Housing Register for consideration for Shared Ownership or Fixed Equity units where applicants have specified their wish to be considered when completing their application form.

2. **The following Local Connection Eligibility Criteria will be applied:**

   (The first phase of eligibility will be considered initially, and only if insufficient applicants are eligible will the other phases be considered in order.)

   The first phase of eligibility will be restricted to:

   i) Local residents within the parish, with a minimum term of residence who want to remain in the locality but cannot afford to do so.

   ii) Those who have previously resided in the parish for a number of years and who need to return to the parish but cannot afford to do so and who qualify as one or more of the following :

      a) Those who need to return to the parish to provide or receive support to / from a close family member living in the parish.

      b) Those who are employed within the parish.

      c) People with a confirmed offer of employment in the parish but who are deterred by the difficulty of finding and affording suitable accommodation.

   A second phase of eligibility would include applicants who live outside of the parish but within an immediately adjoining parish (within the District of Bromsgrove) who need to live in the parish but cannot afford to do so and who qualify as one or more of the following:

      a) Those who need to return to the parish to provide or receive support to / from a close family member living in the parish.

      b) Those who are employed within the parish.

      c) People with a confirmed offer of employment in the parish but who are deterred by the difficulty of finding and affording suitable accommodation.

A third phase of eligibility would include applicants who live outside of the parish but within the District of Bromsgrove who need to live in the parish but cannot afford to do so and who qualify as one or more of the following:

a) Those who need to return to the parish to provide or receive support to / from a close family member living in the parish.

b) Those who are employed within the parish.

c) People with a confirmed offer of employment in the parish but who are deterred by the difficulty of finding and affording suitable accommodation

A fourth phase of eligibility would include applicants who live outside of the parish and outside of the District of Bromsgrove who need to live in the parish but cannot afford to do so and who qualify as one or more of the following:

a) Those who need to return to the parish to provide or receive support to / from a close family member living in the parish.

b) Those who are employed within the parish.

c) People with a confirmed offer of employment in the parish but who are deterred by the difficulty of finding and affording suitable accommodation.

3. Applicants who qualify under the Local Connection Eligibility Criteria (Sect 2. Above) will then undergo an affordability assessment to establish that they are not in a position to afford an open market dwelling in the area. (The process will also establish an applicant's ability to afford shared ownership and fixed equity options).

Completed forms will be assessed in accordance with:-

- Current data on house prices and rents in The Parish;
- Financial requirements of average mortgage lenders and their lending policies;
- The availability of appropriate properties to meet identified needs e.g. accommodation to meet disabilities or health issues and tenure required.

4. Where applicants have both a relevant local connection (Sect 2 above) and fit the affordability criteria (Sect 3 above), their housing need will be prioritised in accordance with the Council's Allocations Policy & Housing Register Points Scheme, with the exception of:-

- Any points awarded in the section headed Local Connection. These will be removed, as local connection will have already been assessed under Sect 2 above.

- Any points which were awarded for needs which will not be met by the offer of a dwelling in The Parish e.g. medical or welfare needs which would not be improved by living in The Parish;

Offers will be made in descending points order and where applicants have the same number of points, those with the longest local connection will have priority. Where applicants are purchasing an equity share but are unable to complete within a reasonable timescale they will be given a reduced priority.

5. Applications will be further prioritised in accordance with Bromsgrove District Council's policy on the allocation of property by family size to property type/size (Section 5 of the Council's Allocation Policy & Housing Register document).

In the event that no households can be identified from the above criteria within 3 weeks, allocations will be made to the most suitable applicants, having regard to their reasons for seeking a home in The Parish.

Definitions

The Parish	The Civil Parish within which the affordable housing is located.
Immediately Adjoining Parish	A Parish with a common boundary and immediately next to the parish within which the affordable housing is located.
Minimum term of residence	Normally 5 years.
Number of years	Normally 5 out of the past 15
Close Family Member	Means parents, siblings, grandparents and children and such relationships through adoption. In exceptional circumstances, at the discretion of Bromsgrove District Council, more distant relatives may fall within the definition if they give to the applicant a level of support normally associated with those listed above. (' In exceptional circumstances, at the discretion of Bromsgrove District Council, other parties may fall within the definition if they can provide evidence that they give the applicant a level of support normally associated with those listed above'.)
Want	A specific reason to reside in the Parish within which the affordable housing is located.

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BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

15TH OCTOBER 2009

DRAFT BROMSGROVE TOWN CONSERVATION AREA CHARACTER APPRAISAL

Responsible Portfolio Holder	Councillor Mrs J Dyer
Responsible Head of Service	Dave Hammond, Head of Planning & Environment Services
Non-Key Decision	

1. SUMMARY

1.1 The Bromsgrove Town Conservation Area was originally designated by Worcestershire County Council in 1968 and was extended in 1983 and again in 1989. No formal review of the Conservation Area has been carried out since then, although a brief report on the merits of the area was prepared in 2007.

1.2 The Council has a statutory duty under s69(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 to designate any areas which they consider to be of special architectural or historic interest as Conservation Areas, and under s69(2) to review such designations from time to time. The Council has a further duty under s71(1) to formulate and prepare proposals for the preservation and enhancement of its Conservation Areas.

1.3 A character appraisal and a set of management proposals for the Bromsgrove Town Conservation Area have now been produced in accordance with the guidance given by English Heritage. Although published by the Council, local amenity societies and residents will be encouraged to contribute to and comment on the draft document through a formal consultation process. This normally lasts for 6 weeks and includes a public meeting and an exhibition in the local library.

2. RECOMMENDATIONS

2.1 Approval is sought to begin a formal public consultation on the draft character appraisal, proposed boundary revisions and management proposals.

3. BACKGROUND

3.1 The purpose of a Conservation Area character appraisal is to identify the factors and features which make an area special, based on an in-depth assessment of an area's buildings, spaces, evolution and sense of place. This is the first step in developing a management plan for the continued preservation and enhancement of a Conservation Area. An appraisal evaluates the positive, neutral and negative features of the area and suggests opportunities for improvement. It is not unusual for the boundary of a Conservation Area to fluctuate over time as the area evolves, and an assessment of the current and potential boundaries is normally part of the appraisal process

3.2 The Conservation Area review has highlighted some potential boundary changes to focus on the main retail area and the alleyways leading beyond. It is therefore proposed that the small areas on New Road and Chapel Street and the area to the South of Hanover Place be omitted from the boundary, as they have little visual or architectural relationship with the main part of the town centre. The area around St. John's will also be omitted from the boundary to become a separate Conservation Area, because of its physical severance from the rest of the town centre and unique individual character.

3.3 A copy of the draft character appraisal has been attached to this report and includes the set of management and enhancement proposals under its Appendix 3. This is not an absolute list but outlines the main issues which need to be addressed and possible tasks and timescales. The main management issues it is felt need to be addressed are:

- Quality of the public realm
- Quality of shopfronts and signage
- Effective maintenance of historic buildings
- The increasing number of vacant retail units
- Vacant upper floors of historic buildings
- Advertising of the street market
- Marketing of the town's heritage
- Environmental improvements to Spadesbourne Brook

It is anticipated that the Council would explore partnership funding schemes with Worcestershire County Council, English Heritage or the Heritage Lottery Fund to pursue some of these issues and challenges in a coordinated way. An initial meeting has already been held with English Heritage as preparation for a small grant scheme of £40,000 in 2010/11 (£20K from EH, £20K from BDC/WCC). This would be targeted primarily to shopfront improvements and building repairs to historic buildings in the town centre. The Council shall also be preparing a bid to the Heritage Lottery Fund for a 5 year Townscape Heritage Initiative grant scheme in the town centre.

4. NEXT STEPS

4.1 The next step is to carry out a formal consultation period on the draft appraisal, proposed boundary changes and the draft management plan. Any comments received shall be summarised and reported to the Planning Committee.

4.2 As Conservation Area Character Appraisals cannot be adopted as Supplementary Planning Documents the final document will be submitted for approval by the Planning Committee to give it some additional weight at planning appeal. Previous planning inspectors have held that character statements are a material consideration in determining planning applications if they have been through some form of public consultation and internal approval process.

5. FINANCIAL IMPLICATIONS

5.1 None, the cost of producing and consulting on the Conservation Area character appraisal is being covered by approved budgets.

6. LEGAL IMPLICATIONS

6.1 The proposed boundary changes to the area would need to be formally re-designated and a new Conservation Area designated around St. Johns Church. These changes would then need to be advertised in the Bromsgrove Advertiser and in the London Gazette, and notifications sent to GOWM, English Heritage and the Land Registry.

7. COUNCIL OBJECTIVES

7.1 **Objective 1 Regeneration: Priority 2 Town Centre**

The completed character appraisal shall be used as part of the evidence base for the forthcoming Area Action Plan, which in turn supports the council objective to regenerate the town centre.

7.2 **Objective 2 Improvement: Priority 3 Customer Satisfaction**

The character appraisal will demonstrate the willingness of the Council to promote the regeneration of the town centre and will help address some of the negative comments received during the AAP Issues and Options consultation. It is hoped that this document will also improve the negative perception the Bromsgrove Society has of our management of the historic built environment.

7.3 **Objective 3 Sense of Community: Priority 8 Community Engagement**

The main purpose of an appraisal is to highlight the importance of the historic environment and engage the local community in their cultural heritage. The draft appraisal will be made available on the Council's website, in the local library, at the Customer Service centre in the Dolphin Centre and the Council House to ensure that it reaches a wide audience. The historic built environment is often seen as a traditional and elitist subject and we hope to address this by providing a more inclusive and accessible conservation service to the local community.

8 RISK MANAGEMENT

8.1 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 5
Key Objective: Effective, efficient, and legally compliant Strategic Planning Service
Key Control: Carry out Conservation Area character appraisals and management plans in accordance with national planning guidance
Action: 5.6, Carry out Town Centre and Belbroughton Conservation Area appraisals

9. CUSTOMER IMPLICATIONS

9.1 Consultation to be carried out in line with legislation and adopted standards contained in the Bromsgrove District Council Statement of Community Involvement (SCI).

10. EQUALITIES AND DIVERSITY IMPLICATIONS

10.1 None

11. VALUE FOR MONEY IMPLICATIONS

11.1 All work carried out by in house conservation team

12. 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	Will help inform future planning policies in the Town Centre AAP
Environmental	None

13. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes - informal briefing.
Chief Executive	No
Executive Director - Partnerships and Projects	No
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes

Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

14. WARDS AFFECTED

St. Johns

15. BACKGROUND DOCUMENTS

Draft Bromsgrove Town Centre Conservation Area Appraisal

16. CONTACT OFFICER

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Tel: (01527) 881326

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Bromsgrove Town Conservation Area Appraisal

CONSULTATION DRAFT
OCTOBER 2009

Bromsgrove District Council

Contents

This is a consultation draft of the Bromsgrove Town Conservation Area Character Appraisal. Comments are welcome and should be sent to the Strategic Planning Team, Bromsgrove District Council, Burcot Lane, Bromsgrove, B60 1AA. Email conservation@bromsgrove.gov.uk or telephone 01527 881326

1.0 Introduction

1.1 The purpose of a Conservation Area Character Appraisal is to identify the factors and features which make an area special, based on an in-depth assessment of an area's buildings, spaces, evolution and sense of place. This is the first step in developing a management plan for the continued preservation and enhancement of a Conservation Area. An appraisal evaluates the positive, neutral and negative features of the area and suggests opportunities for improvement. It is not unusual for the boundary of a Conservation Area to fluctuate over time as the area evolves, and an assessment of the current and potential boundaries is normally part of the appraisal process.

1.2 The Bromsgrove Town Conservation Area was originally designated by Worcestershire County Council in 1968 containing "Area A High Street" and "Area B St John's" The boundary was extended in 1983 and again in 1989 to include the Spadesbourne Brook, the Strand, Crown Close, 9-15 New Road, 64-78 Worcester Road and Hanover Street. At some point the use of Areas A and B ceased and the area is formally designated as one complete Conservation Area.

1.3 This appraisal of the Bromsgrove Town Conservation Area was carried out in July 2009 in accordance with the guidance given by English Heritage in their 'Guidance on Conservation Area Appraisals' publication. Although produced by the Council, local societies and residents will be encouraged to contribute to and comment on the draft document. This will result in a well rounded assessment of the area incorporating local knowledge, perceptions and suggestions.

1.4 The draft appraisal will be made available on the Council's website, in the local library, at the Customer Service centre in the Dolphin Centre and the Council House to ensure that it reaches a wide audience. There will also be a small exhibition in the main foyer of the local library to explain the purpose of the document and collect local comments.

Aerial view of Bromsgrove Town Centre

2.0 Planning Policy Context

2.1 *A Conservation Area is defined in the 1967 Civic Amenities Act as "an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance". It is not the purpose of a Conservation Area to prevent development, but to manage change in a positive and proactive way that benefits current and future generations.*

2.2 *Conservation Area status means that a special form of Planning Permission called Conservation Area Consent is required for the total or substantial demolition of any building over 115m3 in size, the demolition of a boundary wall over 1m in height next to the highway or 2m elsewhere and the removal of any agricultural building constructed before 1914. There is a general presumption against the loss of buildings which make a positive contribution to the character or appearance of the Conservation Area. Additional controls are also placed over trees within the area, meaning that an owner must submit a formal notification of works to the Council six weeks before starting work.*

2.3 *The primary legislation governing Listed Buildings and Conservation Areas is the Planning (Listed Buildings and Conservation Areas) Act 1990. This legislation includes certain statutory duties which the Council as Local Planning Authority must uphold. S69(1) of the Act requires Local Planning Authorities to designate any areas which they consider to be of special architectural or historic interest as Conservation Areas, and under s69(2) to review such designations from time to time. The Council has a further duty under s71(1) to formulate and prepare proposals for the preservation and enhancement of its Conservation Areas from time to time.*

2.4 *When assessing applications for development within designated Conservation Areas, the Local Planning Authority must pay special regard to the desirability of preserving or enhancing the character or appearance of the Conservation Areas under s72(1) of the Act. This does not mean that development will necessarily be opposed, only that this should not be detrimental to the special interest of the wider Conservation Area. Specific guidance relating to development within Conservation Areas can be found within PPG15 Planning and the Historic Environment or the draft replacement PPS which is currently out for consultation. Both these documents are published by the Department for Communities and Local Government, at national government level.*

2.5 *The Bromsgrove District Local Plan adopted in 2004 contains a series of specific policies relating to the historic environment (see Appendix 4). These policies help guide the Local Planning Authority when assessing planning applications, to ensure that new developments and alterations preserve or enhance the character or appearance of the Conservation Area. The Council is also in the process of producing an Area Action Plan (AAP) for the town centre which will set out the Council objectives for housing, employment, transport, retail etc over the next 15-20 years. This Conservation Area Character Appraisal will form a key part of the evidence supporting the AAP.*

3.0 Definition of Special Interest

3.1 *The special interest of a Conservation Area is defined by more than its appearance and includes the atmosphere, texture, sense of place and setting as well as more obvious qualities such as groups of historic buildings. Notable buildings and the spaces between buildings set an overall context for an area, but a designated Conservation Area should be more than just a collection of attractive buildings.*

3.2 *The Bromsgrove Town Conservation Area contains an assortment of notable historic buildings dating from predominantly the 18th and 19th centuries but with some earlier surviving timber framed buildings. A range of architectural styles is represented from English vernacular, to restrained Georgian and more elaborate Victorian Gothic buildings. This variety of elevational treatments and styles demonstrate high quality construction and craftsmanship, giving a rich texture to the town centre, and are tangible reminders of the town's past prosperity.*

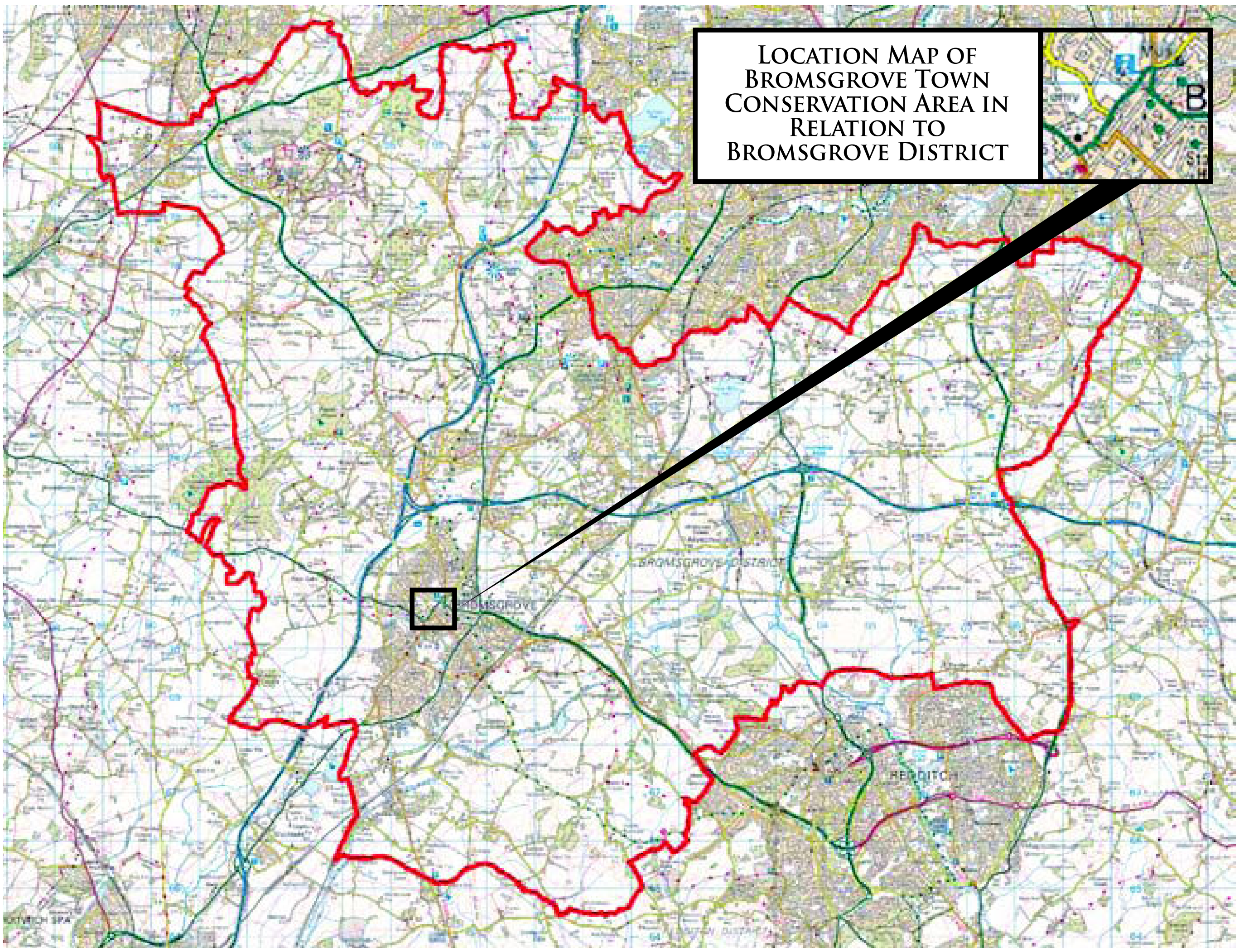
3.3 *The narrowness of the historic building plots, varied rooflines and the overall height of the buildings give an overall impression of vertical emphasis, and a strong sense of enclosure. The more modern developments unfortunately detract from this being generally set back from the established building line, sometimes a storey lower and include detailing which gives a horizontal rather than vertical emphasis. These infill sites do at least give opportunities for redevelopment in the future without requiring the loss of more historic buildings.*

4.0 Assessment of Special Interest

4.1 Location and Setting

The Bromsgrove Town Conservation Area is located in the centre of the town, which itself lies in the South West of the District of Bromsgrove, approximately 15 miles South West of Birmingham and 15 miles North East of Worcester. The High Street follows the medieval plan comprising the main South-West/North-East route between Worcester and Birmingham. The Spadesbourne Brook defines the boundary to the West (although the more recently realigned Market Street is now the more obvious boundary) and the predominately 20th Century Windsor Street is the boundary to the East.

The medieval street pattern, including burgage plots and the Market Place (where the High Street is noticeably wider) are still visible, and define the later phases of expansion in the town centre.



Location Map of Bromsgrove Town Conservation Area in Relation to Bromsgrove District

4.2 Historic Development and Archaeology

The main axis of the town is the Roman Road between Droitwich and Wall, and Bromsgrove was probably the site of an Anglo Saxon Minster. Mention of a 'reeve' (an official elected annually by the serfs to supervise lands for a lord) and a 'beadle' (a parish constable of the Anglican Church often charged with duties of charity) in 1086, indicates that it was more than an ordinary Royal manor at that time. The town of Bromsgrove developed in the second half of the 12th Century, with the right to have a weekly market being granted in 1200. The town would seem to have been very prosperous at this time, however this prosperity diminished shortly afterwards.

In 1533 Bromsgrove was one of the towns in Worcestershire in which cloth was permitted to be manufactured, and a flourishing trade in narrow cloth and friezes developed, continuing into the 18th century. From the 17th century the manufacture of nails became the predominant industry. Bromsgrove continued to flourish in the 19th century, with nail production and button making being the main industries. The Birmingham and Gloucester Railway Company's line from Cheltenham to Gloucester opened in 1840, and later that year the completion of the Lickey Incline Plane allowed the town to be connected to Birmingham by rail.

Historic maps taken from Council archives

The High Street and immediate vicinity clearly exhibit a number of medieval elements. The churchyard lies immediately to the West of the town on an area of raised ground overlooking the main road. This area may have been the site of an earlier Anglo Saxon Church, but the earliest remnants in the existing Church date from the 12th century. The street system in and around the High Street is very clearly medieval, consisting of the main South West/North East route between Worcester and Birmingham which is the High Street itself. From this road two roads go off to the West (Kidderminster Road and Stourbridge Road) and one to the East (Stratford Road). These roads are probably of medieval date along with Hanover Street and St John Street, which lead to the Church. The 1839 tithe map shows many small lanes leading from the High Street to the backs of burgage plots, many of which are medieval in origin, with narrow frontages to the High Street.

The weekly market, originally granted in 1200, was likely to have been held in the wider part of the High Street, a common feature of medieval high streets. The street market was re-established in 2008, located along the High Street with occasional specialist farmers' and continental markets.

4.3 Key Views

The elongated pattern of development within the town centre means that it is not possible to view the Conservation Area in its entirety from any one point. Key views can be identified however within each character zone, and from outside the Conservation Area boundary through to the main retail areas (see Map 2). Views of the Grade I listed St John's Church are also possible from gaps between the buildings on Worcester Road and from the Market Place. Unfortunately, the poorly landscaped area on Mill Lane detracts from views through to the Spadesbourne Brook. The view from High Street to Market Place has been spoilt by the loss of the old Town Hall in the 1930s and its replacement with a bulky modern office building.

4.4 Prevailing and Former Uses

The original medieval burgage plots resulted in a number of narrow units, with significant ancillary accommodation to the rear, some now in unconnected uses. The rear workshops were originally part of the nailmaking industry in Bromsgrove. The upper floors of some buildings (particularly at the Southern end of the High Street) are relatively grand indicating that they were originally constructed as houses for wealthy merchants. Unfortunately many of the ground floors have been altered extensively and often unsympathetically to accommodate modern retail uses.

The buildings within the Bromsgrove Town Conservation Area are now predominately in retail use with a mixture of A1, A2, A3, A4 and A5 uses - traditional retail, financial institutions and some pubs and cafes. Some upper floors are in ancillary use, office space and storage; many others are vacant which has led to some condition and maintenance problems. Worcester Road is very much a secondary street to the High Street, with smaller local retail units.

4.5 Character Zones

Although the area has an overall character as a complete Conservation Area, five main character zones can be identified.

Zone 1 is centred on The Strand, which is physically separated from the rest of the Conservation Area by the busy junction at Stratford Road. Zone 2 contains the primary shopping area along the High Street. Zone 3 stretches along Worcester Road from the junction with Market Place and has a tighter building line with narrower building plots than along High Street. (Zones 2 and 3 do blur together on the Eastern side of the High Street). Zone 4 is centred in and around St. John's Church and it is suggested that this should be re-designated as a separate Conservation Area. Finally Zone 5 is the two small areas to the East of Windsor Street on Chapel Street and New Road, which it is suggested should be removed from the Conservation Area boundary.

Some examples of key buildings are identified in the assessment of each character zone and also in Map 2 attached as an appendix. It should be made clear that this is not a definitive list and as trends in conservation change some buildings which are now identified as having a neutral or negative impact could be more valued in the future. The identification of specific buildings in this document will not prejudice the determination of an application for Conservation Area Consent or redevelopment by the Local Planning Authority.

4.6 Architectural Character and Key Buildings

Zone 1: The Strand
Architectural Character

This character zone terminates the Conservation Area boundary and is notable in views through and into the wider Conservation Area, contributing to its setting. The buildings around The Strand are almost all historic and date from the 18th and 19th centuries with various later additions and alterations. The varied roofline and use of dormer windows adds interest to this group of notable historic buildings, many of which retain their original timber sliding sash windows.

Unfortunately the road layout has undermined this group value significantly although the retention of the island containing the Grade II listed building, adds some coherence and connection between the two sides of the Strand. The small public space created in front of 2 Stourbridge Road with the reinstated 'Sanders Horse Trough' is underused because of the lack of pedestrian links and unattractive position in the centre of a busy road. Overall this section of the Conservation Area is unfriendly to pedestrians. Improvements to the pavement widths, parking layout, road markings and surface materials would soften the appearance and enhance the setting of the surrounding historic buildings.

Proliferation of signage is also a problem in this part of the Conservation Area, particularly on the corner of Stratford Road, and a balance needs to be sought to adequately advertise retail businesses on the edge of the town centre with preserving the character and appearance of the Conservation Area.

Zone 1: The Strand
Key Buildings

The Queens Head PH is Grade II listed and dates from the early 19th century with a later extension to left hand side. The central stone doorcase with pediment and carved woman's head are interesting features at ground floor level with recessed 16 pane sliding sashes above with rather heavy rusticated lintels. The row of buildings next to the Queens Head (beyond the 1970s pastiche infills) at No. 25-27 The Strand are also Grade II listed, and were once timber framed but have been now re-fronted in red brick. Remnants of the timber frame have been found at the former Mitre Inn, a 19th century cider house which has now been converted to offices.

2 Stourbridge Road, in an island in the centre of the Strand, is now the offices of Thomas Horton but was originally built in 1701 as a gentleman's residence known as Cock Hall. In 1723 the building became the town's first workhouse and then a tannery - possibly the reason why this part of the town was once known as Rotten Row. The horse trough in front of the building was recently reinstated to its original position, after several years in Sanders Park.

On the other side of The Strand is a range of listed and unlisted historic buildings dating from the 18th, 19th and 20th centuries, unfortunately let down by the blank frontage to No's 22-24 and poor quality signage to the retail units. The Grade II listed building at No's 6 to 12 The Strand dates from the 18th century with added Victorian dormers and surviving timber sliding sash windows. The adjacent building at No's 2 to 4 The Strand (now the Strand Centre) is a 20th century mock classical building, which wraps around the corner into Stratford Road terminating views out of the High Street.

Further past The Strand facing onto Birmingham Road is the former Town Museum and the Grade II listed building at No. 28 which is now a dentist's surgery. The Museum closed earlier this year and a new use for the building has yet to be found. This area was looked at for removal from the Conservation Area boundary, but discounted as there is still a historic connection with The Strand.

Zone 2: High Street Architectural Character

Many of the High Street buildings are of extremely good architectural quality with a high number of statutorily listed buildings and an equally significant number of unlisted buildings that make a positive contribution to the Conservation Area. Although this quality is rarely evident at ground floor level, it is still evident when looking at the upper floors.

Several historic styles and periods are represented in this part of the Conservation Area. The oldest buildings date from the 17th Century and are timber framed, some of which have been re-fronted at a later date - but evidence of the earlier structure remains internally or to the rear. There are numerous good examples of later periods of architecture such as Georgian, Victorian and Edwardian. There are also a significant number of vernacular buildings characterised by being two or three stories high, the upper storey comprising an attic space with a dormer window.

From the rear of the High Street evidence of the original burgage plots can be seen in various places. Backland redevelopment has destroyed many of these plots, and where there has been significant redevelopment on the High Street several plots have been completely lost. The modern buildings present generally do not make a positive contribution to the High Street. On the East side the building line has been set back, probably to achieve a road widening scheme prior to the pedestrianisation of the High Street. No's 62 to 68 High Street is a typical 1950's scheme that can be described as having a neutral impact on the High Street. Other poor modern developments have been added around Mill Lane and at the North East end of the High Street.

Apart from the disruption noted above, the building line is generally consistent along the High Street, widening out at the St John's Street/Market Place end. Buildings are also of a generally consistent height being largely 3 storeys but there are several examples of ground floors with a first floor and attic, with a dormer window. There are rare examples of older two storey buildings as most of the two storey buildings are modern.

Zone 2: High Street
Key Buildings

The High Street character zone contains a high number of notable listed and unlisted historic buildings. 126-130 High Street (Grade II listed) was built in 1851 in blue brick with pale buff diaper pattern brickwork, tiled roof and stone mullioned windows. The timber bargeboards have both trefoil and quatrefoils patterns, and add significant interest to the upper level of the building. 120 High Street (Grade II listed) is an 18th century building in the Georgian style with a low pitched pediment, moulded cornice and camber headed dormers. The ground floor has unfortunately been compromised by the addition of a modern shopfront which is not in keeping with the character of the building

The Lloyds TSB Bank at 112 High Street (Grade II listed) dates from the early 19th century and is in a Regency style with classical stone portico and Doric columns. This building forms a key group with No's 104-112 High Street including the timber framed 16th century building at No's 108-110 High Street. This was constructed in 1533 and is the oldest building in the Conservation Area, although it has some later 19th century alterations including the shopfronts. This building was once the Unicorn Inn and the horn details can still be seen on the gables now adorned by Victorian bargeboards

Opposite the bank is a fine collection of 18th and 19th century buildings which have significant group value as well as being individually Grade II listed. The Red Lion PH at No.77 includes what was once the Roper Nail Warehouse to the rear, which originally formed part of a historic courtyard bordered by nail workers' cottages.

The timber framed former Hop Pole Inn on New Road (Grade II listed) was originally built in the High Street in 1572 but was later dismantled and relocated to this site in 1865. The upper floors retain the original framing with central jettied gable and carved bargeboards, but various features were added upon its reconstruction including the Gothic style porch and the chimneys.

The Golden Cross, 20 High Street (unlisted) was originally a 19th century coaching inn, but was substantially rebuilt in 1932. The brass menu holders on the front elevation were designed by the Bromsgrove Guild.

1 High Street (Grade II listed) dates from the early 17th century, as evident in its fine timber framing with fleur-de-lis motifs, but has been altered throughout the 19th and 20th centuries. The shopfront is particularly unsympathetic and the building's new position adjacent to a major road junction has seriously compromised its setting.

Zone 3: Worcester Road
Architectural Character

The High Street character zone contains a high number of Worcester Road is a continuation of the High Street running South West, after Market Place/St John Street. The West side of Worcester Road is predominately Victorian with mainly three storey buildings of brick construction beneath pitched tiled roofs. There are some simple decorative details to the windows, including some projecting first floor bay windows. Ground floors are predominantly retail including takeaway restaurants, whilst the upper floors are mostly used for storage or vacant.

The poor quality 1950's building on the corner of Worcester Road and St John's Street is highly visible given the prominent location where the High Street is at its widest, and where it turns the corner into St John's Street. To the East side of Worcester Road is a mix of older listed buildings, unlisted Victorian buildings (similar to those on the West side) the 'Lurve' nightclub and a Hyundai Garage. Overall the feel of Worcester Road is very much of a secondary/tertiary commercial street, but with the potential to be improved. There are various important views here through to the Market Hall Site and the St John's Church beyond.

It is proposed that No's 57-63 and 85-87 Worcester Road (odd) including Bromsgrove School, No's 62-78 Worcester Road (even), No's 1-3 Hanover Street and No's 1-12 Hanover Place be omitted from the Conservation Area boundary. Apart from a few listed buildings, the rest of the properties at this far end of the Conservation Area are of limited architectural quality having been extensively altered and make no contribution to the special interest of the wider area. This part of the Conservation Area has also been severed visually by the addition of the main road junction at Hanover Place, providing an obvious end stop to a revised Conservation Area boundary.

Zone 3: Worcester Road Key Buildings

There are only a few listed buildings in this part of the Conservation Area, interspersed with attractive unlisted historic buildings and some more neutral additions.

No.7 Worcester Road is Grade II* listed and forms a notable group with 3 and 5 Worcester Road which are Grade II listed. No.5 is now known as Kembrey House and converted to offices. The building dates from the late 18th century and has interesting curved windowheads with fluted keystones and a pedimented doorpiece with Doric columns to the ground floor.

The group of unlisted buildings at No's 4 to 16 Worcester Road are mostly three storeys with a variety of architectural detailing at upper levels. Unfortunately the character of some of these buildings has been undermined by the poor quality shopfronts below, but they do retain sufficient architectural interest above ground floor to be worthy of retention.

No's 33, 35 and 37 Worcester Road are Grade II listed and date from the 18th century. The fine timber shopfronts date from the early 20th century and add interest to the wider streetscene. Consent has recently been granted to link No's 33 and 35 into one restaurant unit, preserving the external appearance of two individual units whilst bringing the building back into economic use.

The larger terrace of unlisted buildings towards the end of the Conservation Area have been harmed by the introduction of PVC windows to the upper floors and a series of inappropriate modern shopfronts and poor quality signage. There are a few surviving timber bay windows but these properties make a limited contribution to the character or appearance of the wider Conservation Area

Zone 4: St. John's

The area around St. John's Church has a distinct character from the rest of the town centre as well as being physically divorced from it by a busy road. It is therefore proposed that this character zone be re-designated as an independent Conservation Area, with its own separate appraisal document.

Zone 5: New Road/Chapel Street

It is proposed that the small areas of New Road (No's 9 -15) and Chapel Street currently within the Conservation Area be removed from the boundary. The upper section of New Road has a limited relationship with the main part of the town centre, with the reconstructed Hop Pole Inn forming a focal point terminating the proposed revised Conservation Area boundary. Chapel Street has its own distinct character and the possibility of incorporating this within a separate Conservation Area to the South of the town centre will be explored in the future.

4.7 Building Materials

The predominant building materials within the Conservation Area are red brick and clay tiles with a number of notable timber framed buildings – some with wattle and daub, some with brick infill panels. There are also a number of buildings to the rear of the High Street constructed in sandstone and a few painted brick buildings.

A large number of buildings have decorative detailing in stone including keystones, quoins and window detailing, notably on the high status buildings at the Market Place end of the High Street, but even the later Victorian buildings have stone cills and lintels to break up their elevations. There are some examples of decorative brickwork, notably the Slug and Lettuce PH which is constructed in blue brick with light brick polychromatic detailing (unusual for the area). The Lloyds Bank in the High Street makes use of sandstone but only in detailing, it is predominately red brick.

Window frames are generally timber. Some buildings have frames that are flush with the external brickwork, typical in early Georgian architecture. There are also examples of vernacular buildings with dormer windows in the attic space, as at 89 to 93 High Street.

Roofs are almost without exception covered in clay tiles and are steeply pitched; some of the Georgian buildings have parapets, whilst the more modern buildings are flat roofed.

4.8 Public Realm

The existing poor quality public realm affects both the character and appearance of the Conservation Area and detracts from its historic setting. At present there is a mix of brick paviors and concrete paving slabs throughout the Conservation Area and some oddly random strips of buff concrete paving. There is no obvious pattern or delineation between 'pavement' and 'road space', and a lack of maintenance has resulted in a rather shabby appearance. Vehicles still use the High Street for deliveries which has resulted in a proliferation of protective barriers and bollards, to the detriment of the wider streetscene.

The existing street furniture appears to be randomly located, with street signage, bins, seating and trees obscuring some of the possible views through the Conservation Area. Most of this was installed in 1995 and has been poorly maintained adding to the run down appearance of what should be an attractive retail area.

At intermittent intervals, particularly on the West side of the High Street, are alleyways of varying width leading to the rear of the buildings. This is a remnant of the historic burgage plots and courts to the rear of buildings once used as workshops etc. Some small areas of cobbles survive here and should be preserved as part of any future resurfacing project.

In general the public spaces within the Conservation Area have a tired feel that detracts from the appearance of the historic buildings. Changes to the basic surface material, the legibility and hierarchy of spaces, working with pedestrian desire lines rather than thwarting them as part of a wider 'wayfinding' strategy and removing traffic from the High Street would greatly enhance the Conservation Area.

4.9 Important Trees and Green Spaces

The Conservation Area only has one significant green space around the Bus Station area and the adjacent section running along Crown Close/Market Street to the Market Place junction. Whilst this area is of considerable amenity value relative to the built environment of the rest of the town centre, the effect is reduced considerably at times due to the close proximity of the busy traffic running along Market Street and the considerable noise and dust that results.

The Spadesbourne Brook runs along the whole length of the Conservation Area from the rear of properties on The Strand down to Hanover Street in the South-East. The larger part of the brook course has been heavily canalised and culverted with several sections disappearing completely. Despite this, the brook still retains considerable value for biodiversity and provides an essential wildlife corridor through the town centre for a number of species including Brown Trout and Water Voles, both of which have been recorded where the course passes through the Bus Station site.

Only about 10% of the channel within the Conservation Area is naturalized and of both wildlife and amenity value. 30% of the course is hidden within closed culverts beneath roads & buildings and 60% in steep sided canal sections providing little opportunity for wildlife habitat other than that 'passing through'. Within this, the naturalized area at the Bus Station site provides an important 'stepping stone' for wildlife using the corridor but this 1km section still forms fairly hostile territory for most species. Naturalization of additional sections of the brook course would greatly improve this situation and increase the biodiversity value both locally and for wildlife habitats further up and down the brook. In particular, aiding and allowing Water Vole colonies to intermix can be a vital factor in their survival.

Three other areas within the Conservation Area boundary are notable for their amenity value as a result of their possession of both some tree cover together with seating areas. These are the area adjacent to Strand House and Cupitts Jewellers, a small area on the corner of Market Place and Market Street, and the High Street itself. At the two sites at The Strand and the Market Place, the presence of large mature trees provides a contrast with the built environment and a shading and cooling effect on hot summer days. The trees also contribute significantly to improved local air quality. The amenity of all three sites suffers considerably however, from traffic noise & dust as a result of their close proximity to major roads through the town centre.

Along the High Street itself, a number of trees have been planted over the last 30 years as part of past improvements. Although nearly 50% of those trees originally planted have been lost and not replaced, those that remain contribute to the amenity of the area by providing shading and improved air quality in summer, a medium for Christmas lights in winter, and visual amenity all year round. The current trees do cause a few problems, however, such as the obscuring of site lines for both amenity value and CCTV purposes, maintenance and issues of encroachment close to nearby buildings, and the effects of roots on paving and surfacing. For the most part, these problems are the consequence of poor planning, design and tree species selection in previous years which has resulted in incompatible positioning of trees, CCTV cameras and other street furniture. Unsuitable positioning and surfacing around trees has directly led to trees damaging paving and also tree loss. All of these problems can be reduced or avoided by correct selection, siting & design of new replacement trees.

4.10 General Condition of the Area and Buildings

There are few buildings in the Conservation Area which could be classified as 'at risk', and generally the condition of the historic buildings in the area can be described as good. The many condition issues arise from the disuse of upper floors leading to deterioration of windows, rainwater goods and roof materials.

The condition of the area as a whole as previously discussed is let down by the poor quality and ill maintained public realm.

4.11 Challenges and Opportunities

The main challenge facing the Conservation Area is the continuing deterioration of the public realm, which has had a consequential impact on the retail offer within the Town Centre. Local users and visitors expect an attractive wandering space coupled with a varied high quality retail mix - neither of which Bromsgrove is currently providing. The negative perceptions of the town centre as a run down, unattractive place to visit must be addressed if Bromsgrove is to compete with surrounding market towns in the future.

The groundscape requires to be completely reconsidered and a homogeneous scheme conceived. As part of this the street furniture should also be rethought, removing excessive visual clutter, and grouping bins, seating, telephone booths etc in a more considered way. As a minimum the removal of some of the redundant poles for CCTV and unnecessary signage to reduce street clutter should be undertaken - this would require minimal expenditure. A more comprehensive public realm improvement programme would be required to have a more dramatic impact on the atmosphere of the town centre, possibly funded through a Townscape Heritage Initiative.

The challenge of improving the quality of the shopfronts and signage should be addressed in conjunction with improvements to the public realm. This would require a tighter adherence to the Council's adopted guidance on shopfronts - raising the bar on the quality of works expected. The designation of an area of special advertisement control should also be explored to remove permitted rights for any signage in certain parts of the Conservation Area. Most of the modern shopfronts bear little relationship to the historic buildings above, and a lack of consistency in style, proportions of signage, materials and colour schemes is evident. Few historic shopfronts survive and the possibility of offering grants for their repair should also be explored.

The number of infill modern developments in the town provides an opportunity for redevelopment without sacrificing any surviving important historic buildings. For example, the 1970s retail development around Mill Lane, the block on the East side of the High Street at the junction with Stratford Road, and 80-102 High Street which are all of a poor architectural quality.
The redevelopment of the Market Hall site, although outside the Conservation Area, could set the tone for high quality contemporary design which complements the wider historic context of Bromsgrove.

5.0 Conservation Area Boundary

The proposed revised Conservation Area boundary is centred on the main retail area and the alleyways leading beyond. It is proposed that the small areas on New Road and Chapel Street and the area to the South of Hanover Place be omitted from the boundary, as they have little visual or architectural relationship with the main part of the town centre. The area around St. John's will also be omitted from the boundary to become a separate Conservation Area, because of its physical severance from the rest of the town centre and unique individual character.

Map 1 showing the areas to be removed from the boundary of the Conservation Area is included as an appendix to this report.

6.0 Management Proposals

Appendix 3 includes a draft management plan for the area. This is not an absolute list but outlines the main issues which need to be addressed and possible tasks and timescales. It should be made clear that the Council cannot give a definite commitment to undertake these tasks, which will ultimately depend on future financial and staff resources.

The main management issues which need to be addressed are:

- *Quality of the public realm*
- *Quality of shopfronts and signage*
- *Effective maintenance of historic buildings*
- *The increasing number of vacant retail units*
- *Vacant upper floors of historic buildings*
- *Advertising of the street market*
- *Marketing of the town's heritage*
- *Environmental improvements to Spadesbourne Brook*

It is anticipated that the Council would explore partnership funding schemes with Worcestershire County Council, English Heritage or the Heritage Lottery Fund to pursue some of these issues and challenges in a coordinated way.

7.0 Public Consultation

Before final publication this document will be subject to a six week public consultation period to gather views on the assessment of the area, the proposed boundary changes and the draft management plan. The comments received shall be summarised and included in the final document for public interest.

Appendix 1

List of properties within the revised Conservation Area Boundary

Davenal House Surgery, 28 Birmingham Road
Former Bromsgrove Museum, Birmingham Road
St. James Court, The Strand
1-27 The Strand (odds)
2-26 The Strand (evens)
Strand House, 2 Stourbridge Road
18-22 Market Street (evens)
1-135 High Street (odds)
2-140 High Street (evens)
2-12 Mill Lane
1-6 Chapel Street
1-15 Church Street (odds)
4-12 Church Street (evens)
1,2,4,5,6 New Road
Cleggs Entry (to rear of 15 High Street)
2-6 Market Place
1 George Street
1-55 Worcester Road (odds)
2-60 Worcester Road (evens)

Appendix 2

Listed buildings within the revised Conservation Area Boundary

1 High Street (Grade II)
2 & 4 High Street (Grade II)
7 & 9 High Street (Grade II)
14 & 16 High Street (Grade II)
18 High Street (Grade II)
22 & 24 High Street (Grade II)
25 & 27 High Street (Grade II)
29 & 31 High Street (Grade II)
33 & 35 High Street (Grade II)
46 High Street (Grade II)
47 High Street (Grade II)
48 & 50 High Street (Grade II)
49 High Street (Grade II)
52 High Street (Grade II)
67 High Street (Grade II)
69 & 71 High Street (Grade II)
Red Lion PH, 73 & 75 High Street (Grade II)
85 High Street (Grade II)
87a High Street (Grade II)
89 High Street (Grade II)
89a High Street (Grade II)
91 & 93 High Street (Grade II)
95 High Street (Grade II)
104, 104a & 106 High Street (Grade II)
108 &110 High Street (Grade II)
112 High Street (Grade II)
120 High Street (Grade II)
126-130 High Street (Grade II)
1 & 3 New Road (Grade II)
The Queens Head PH, 1 The Strand (Grade II)
6 to 12 The Strand (Grade II) officially listed as 146-148 High Street
21 & 23 The Strand (Grade II) officially listed as 141 & 143 High Street
25 & 27 The Strand (Grade II) officially listed as 145 & 145a High Street
Strand House, 2 Stourbridge Road (Grade II)
3 Worcester Road (Grade II)
5 Worcester Road (Grade II)
7 Worcester Road (Grade II)*
20 & 22 Worcester Road (Grade II)
33, 35 & 37 Worcester Road (Grade II)

Appendix 3

Management and Enhancement Proposals

Priority	Task	Timescale
Public Realm Improvements	*Better maintenance of existing street furniture*	*Ongoing*
	Remove any redundant lighting/CCTV poles and signage	*To be confirmed with relevant authorities*
	Seek funding for wider public realm improvements through the Townscape Heritage Initiative (HLF)	*Deadline for application November 2010*
	Develop a wayfinding or signage strategy to better address pedestrian needs and improve links to the train and bus stations	*By end of 2010*
Shopfront Improvements	*Secure County Council grant funding for reinstatement of traditional shopfronts*	*By April 2010*
	Apply for Partnership Schemes in Conservation Areas grant through English Heritage	*By April 2010*
	Investigate designation of area of special advertisement control	*By April 2010*
	Explore possibility of a local development order to allow easier changes of use	*By April 2010*
	Investigate any unauthorised shopfronts and signage, and take enforcement action where appropriate	*Ongoing*
Improve condition of historic buildings	*Identify Buildings at Risk and develop a strategy for their repair*	*End of 2010*
Improve retail offer	*Work with owners of vacant retail units to find new tenants*	*Ongoing*
	Investigate initiatives to make use of the upper floors such as 'Living Above the Shop', in conjunction with the Housing Section at BDC, or a local housing association.	*Investigate by April 2010 to introduce in next 12 months*
	Update notice board at Mill Lane more regularly and provide information leaflets on market	*Ongoing*
Improve marketing of Bromsgrove's heritage	*Find new home for Tourist Information Centre*	*To be investigated as part of the Town Centre AAP production*
	Improve interpretation panels and reproduce town trail leaflets	*Investigate by April 2010 to introduce in next 12 months*
	Take part in Heritage Open Days	*September 2010*
	Foster better links with the Bromsgrove and Victorian Societies	*Ongoing*
Environmental Improvements to Spadesbourne Brook	*Arrange volunteer clean up day - possibly linked with Youth Offending Service*	*By April 2010*

Appendix 4

Bromsgrove District Local Plan - adopted January 2004

S20	Main Shopping Location
S23	Shopfront Enhancement
S24	Retention of Traditional Shopfronts
S24A	Original Features on Shopfronts
S25	New Shopfronts
S26	Shopfront Fascias
S27	Standards of Fascia Design
S27A	Projecting Signs
S27B	Design and Materials within Conservation Areas
S35A	Development in Conservation Areas
S36	Design of development within Conservation Areas
S37	Demolition in Conservation Areas
S39	Alterations to Listed Buildings
S39a	Demolition of Listed Buildings
S41	Listed Buildings in Shopping Areas
S42	Shopfronts in Conservation Areas
S43	Traffic Calming Schemes
S44	Reinstatement of Features in Conservation Areas
S45	Improvements to Conservation Areas
S46	Areas of Special Advertisement Control
S47	Advertisement Control
C17	Retention of existing trees
C19	Tree Preservation Orders
C36	Preservation of Archaeological Resources
C37	Excavation around Archaeological Remains
C38	Development Criteria for Archaeological Sites
C39	Site access for Archaeologists
E4	Extension to existing Commercial Uses
E9	Criteria for New Employment Development
E10	Retail or Recreational Uses on Employment Land
RAT4	Retention of Open Space
RAT33	Visitor Facilities
ES2	Restrictions on Development where Risk of Flooding
ES11	Energy Efficiency in Buildings

Worcestershire County Structure Plan

CTC.5	Trees and Woodlands
CTC.6	Green Open Spaces and Corridors
CTC.8	Flood Risk and Surface Water Drainage
CTC.17	Archaeological Sites of Regional or Local Importance
CTC.18	Enhancement and Management of Archaeological Sites
CTC.19	Areas and Features of Historic and Architectural Significance
CTC.20	Conservation Areas
CTC.21	Reuse and Conversion of Buildings
D13	Mixed Use Developments
D26	Office Development
D31	Retail Hierarchy
D43	Crime Prevention and Community Safety

Appendix 5

Glossary

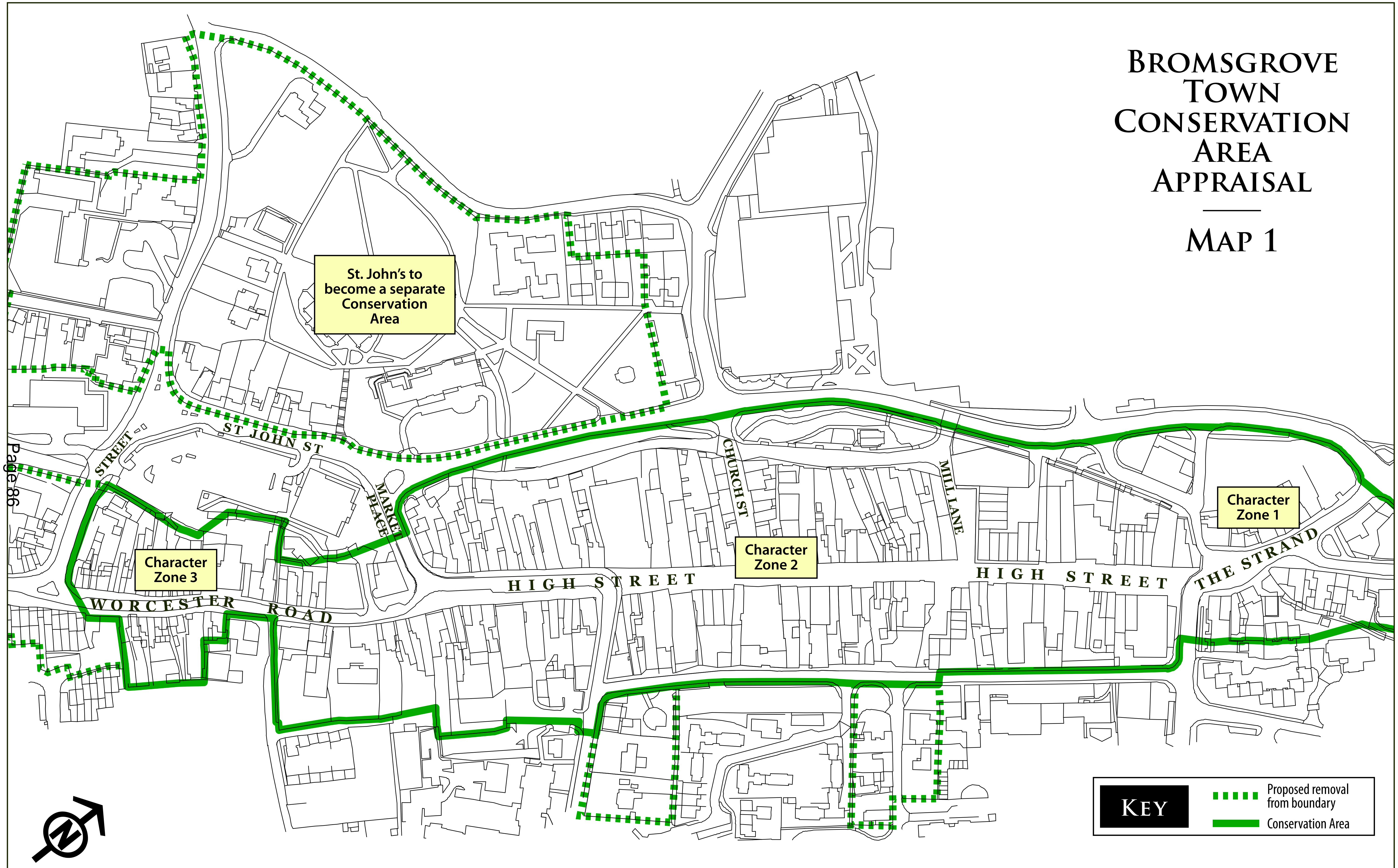
Listed Building	*A building of special architectural or historic interest included on a national register. English Heritage is responsible for adding new entries to the statutory list.*
Conservation Area	*An area of special architectural or historic interest, the character or appearance of which, it is desirable to preserve or enhance. Local authorities are responsible for designating new Conservation Areas.*
Bargeboards	*An angled decorative timber board at eaves level (see Slug and Lettuce, 126-130 High Street)*
Burgage plot	*A medieval term describing a long strip of land, with the narrowest section facing the street*
Camber headed	*A slightly curved window head*
Canalized	*Contained with artificial man-made sides*
Classical	*An architectural style from ancient Rome and Greece, revived in the Georgian period. Detailing is simple and refined with columns, moulded doorcases and sash windows. (see Davenal House, 28 Birmingham Road)*
Cornice	*Projecting moulding often found at eaves level, or as part of a pediment*
Culvert	*A man-made channel beneath a road or building*
Diaper pattern	*Repetitive decorative arrangement of bricks, often in diamond shapes or squares.*
Doorcase	*A moulded case or frame lining a doorway*
Doric columns	*The plainest of the three types of columns found in classical architecture, with simple vertical flutes and an unornamented capital. (The three types are Doric, Ionic and Corinthian)*
Dormer	*A window projecting from the roof (see 33-37 Worcester Road)*
Edwardian	*Dates from 1901-1910*
Fleur-de-lis	*A stylised lily with three pointed leaves (see 1 High Street)*
Georgian	*Dates from 1714-1830*
Gothic	*An architectural style from 12th to 16th centuries but revived in the late Victorian period. Typical details include elaborate tracery, heavily mullioned windows and pointed arches.*
Jettied gable	*Projecting upper storey overhanging the lower floors, often a feature of timber framed buildings (see former Hop Pole Inn, New Road)*
Keystones	*A wedge shaped block found at the centre of an arch (see 120 High Street)*

Glossary continued

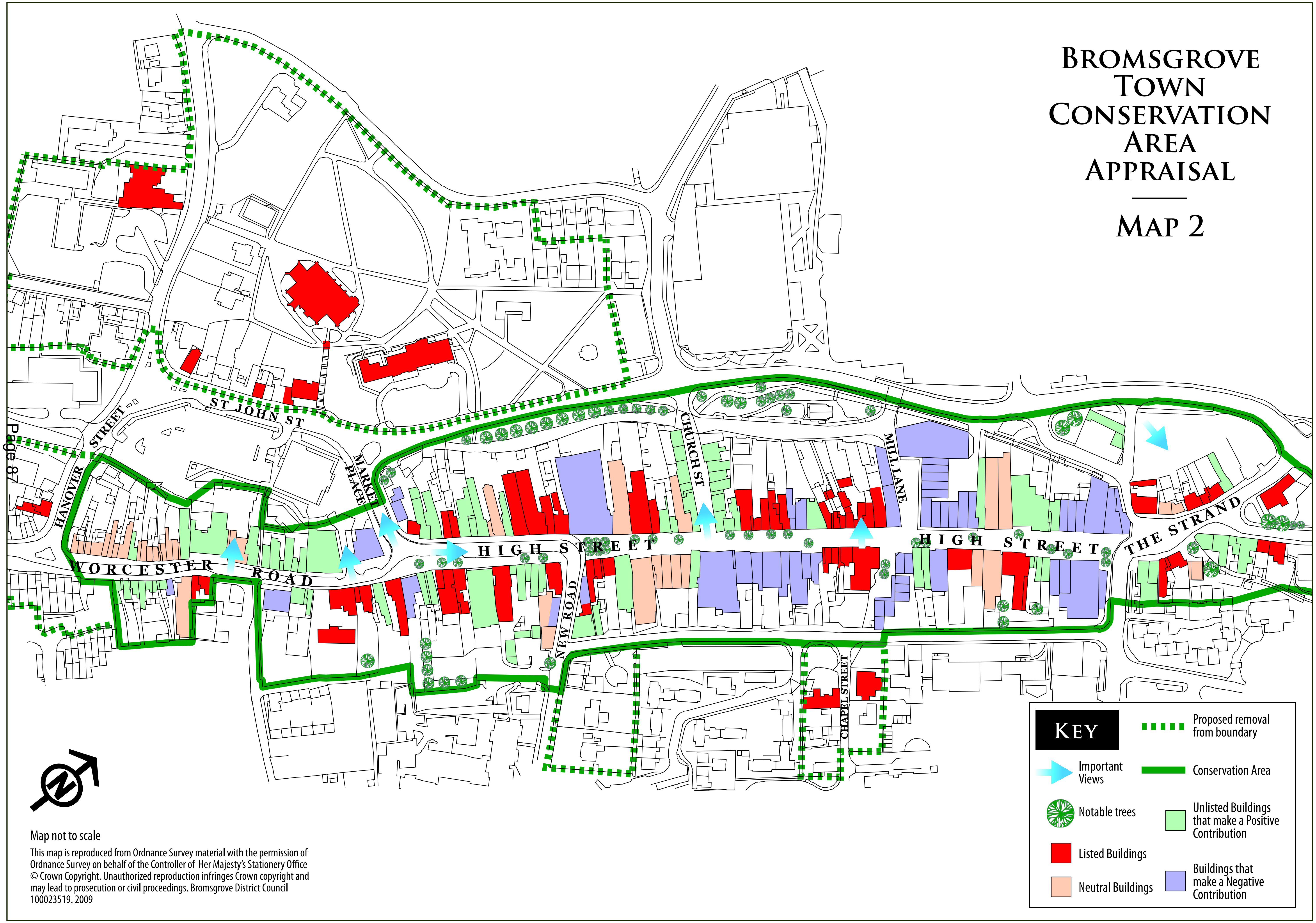
Medieval	*Dates from 950-1547*
Mullioned windows	*Vertical posts separating the sections of a window, usually in stone or timber*
Naturalize	*Make more natural*
Pediment	*Low pitched moulded triangle often found over doorways or windows and at roof level. (see Strand Centre, 14-18 The Strand)*
Polychromatic brickwork	*A feature of Victorian Gothic architecture, using a variety of alternating colours of brickwork*
Portico	*A feature of classical architecture, moulded projecting hood on supporting columns to form an open sided porch (see Lloyds TSB Bank, 112 High Street)*
Quatrefoil	*A tracery detail in the shape of a flower with four lobes separated by cusps. A trefoil has three lobes.*
Quoins	*Angular often slightly raised stones added to the corner of a building (see 18 High Street)*
Regency	*Dates from 1810-1820*
Rusticated	*Roughened texture added to stonework with sunken joints (see The Queens Head PH, The Strand)*
Tannery	*A building where animal skin and hide is tanned*
Victorian	*Dates from 1837-1901*
Wattle and daub	*Sticks and twigs interwoven to form a panel packed with plaster and then limewashed. Commonly found in timber framed or thatched buildings.*

BROMSGROVE TOWN CONSERVATION AREA APPRAISAL

MAP 1



Map not to scale



Bromsgrove Town Conservation Area Appraisal
Map 2
ST JOHN ST
HANOVER STREET
MARKET PLACE
CHURCH ST
MILL LANE
HIGH STREET
WORCESTER ROAD
NEW ROAD
CHAPEL STREET
HIGH STREET
THE STRAND
Key
Proposed removal from boundary
Important Views
Conservation Area
Notable trees
Unlisted Buildings that make a Positive Contribution
Listed Buildings
Buildings that make a Negative Contribution
Neutral Buildings
Map not to scale
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BROMSGROVE DISTRICT COUNCIL

HEAD OF PLANNING
AND ENVIRONMENT SERVICES
THE COUNCIL HOUSE,
BURCOT LANE,
BROMSGROVE B60 1AA

BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

15th October 2009

DRAFT BROMSGROVE TOWN CENTRE HEALTH CHECK

Responsible Portfolio Holder	Councillor Mrs J Dyer
Responsible Head of Service	Dave Hammond, Head of Planning & Environment Services
Non Key Decision	

1. SUMMARY

1.1 The purpose of this report is to inform Members on progress regarding the preparation of the draft Bromsgrove Town Centre Health Check.

2. RECOMMENDATION

2.1 That Members note the progress on the preparation of the draft Bromsgrove Town Centre Health Check.

3. BACKGROUND

3.1 The Town Centre Health Check is an important component of the evidence base to support the regeneration of Bromsgrove town centre. The draft findings will be used to:

- inform the Local Development Framework, such as the Draft Core Strategy Core Policy 9: Retail and Town Centre Regeneration and the Bromsgrove Town Centre Area Action Plan (AAP)
- assess the success of retail policies within the adopted Bromsgrove District Local Plan
- assist with retail planning and development management in Bromsgrove town centre.
- serve as baseline data for future health checks to compare with

3.2 The consultation paper on a new Planning Policy Statement 4: Planning for Prosperous Economies (draft PPS4) published in May 2009 suggested a range of data that may be useful in establishing a robust evidence base for development plans. Although the draft PPS is not a material consideration, the proposed range of data if collected, provides a useful economic overview of the district, county and region. Relevant data are therefore collated and presented in Chapter 2 of the document.

3.3 Planning Policy Statement 6: Planning for Town Centres (PPS6) states that local authorities should monitor the health of their town centres and how it is changing over time. The town centre health check follows the methodology, i.e. collecting information for the twelve indicators, stated in Chapter 4 of PPS6. Findings of the indicators and a SWOT analysis of the town centre are presented in Chapter 3 and 4 of the document.

3.4 Much of the information for the health check is obtained from other sources and as such members will have been presented with parts of this information in other forums, it is the intention of the Strategic Planning section that the Town Centre Health check will be regularly updated to ensure the most up to date information for the performance of the town centre is all contained with one report.

4. DRAFT BROMSGROVE TOWN CENTRE HEALTH CHECK

Data Collection

4.1 Data included in the report are mainly collected through:

- desktop surveys, such as visiting and downloading information from the relevant websites
- residents' questionnaire undertaken for the Town Centre AAP in 2008
- street surveys undertaken in summer 2009 for the town centre primary, secondary shopping streets and other streets within the town centre zone outlined in the Bromsgrove Proposals Map 2004
- pedestrian flow surveys in the primary shopping areas in summer 2009
- the Goad category report and Goad Retailer Address Data for Bromsgrove, 2008, which covers the primary shopping areas and most of the secondary shopping areas
- a local estate agent

4.2 However, due to the lack of information, two indicators - 'the intentions of retailers to change representations' and 'land values and the length of time key sites have remained undeveloped' – are not reported on. It is not envisaged that the Council will have access to the relevant data unless the Council subscribes the online database system provided by CoStar FOCUS (http://www.focusnet.co.uk).

Town Centre Health Check

Diversity of main town centre uses

4.3 There are 343 businesses/ vacant units in the town centre, almost half of the shops are for retail use (44%/ 152 units), followed by vacant shops (15%/ 50 units) and A2 financial and professional offices use (13%/ 44 units). The rest are made up of uses with 20 or less units: A3 restaurants and cafes (6% / 20 units), sui generis (5% / 18 units), D1 non residential institutions (5% / 16 units), B1 business use (4% / 14 units), A5 hot food takeaways (3% / 12 units), A4 drinking establishments (3% / 11 units), D2 amenity and leisure use (1% / 4 units), B2 general industry (0%/ 1 unit) and B8 storage or distribution (0%/ 1 unit).

4.4 In the primary shopping area, 86% of its shops fall within use class A. 67% of all A1 retail uses (including charity shops) locate in this area (102 units), this is followed by A2 professional and financial services (57% / 25 units) and A3 food and drink (70% / 14 units). 100% of the B2 uses were found in the primary shopping area but this percentage figure is slightly distorted as only 1 B2 use was recorded (the Bromsgrove Printing Co. on Worcester Road). 19 vacant units (38% of the total vacant units) were also recorded in the primary shopping area.

4.5 In the secondary shopping area, 66% of its shops fall within use class A. They are A1 use 35% (22 units), A2 use 10% (6 units), A3 use 3% (2 units), A4 use 5% (3 units) and A5 use 13% (8 units). In accordance to the PPS6 definition of secondary shopping area, the uses in this area are more diverse than in the primary shopping areas. 5% (3 units) are used as B1 offices, 3% (2 units) D1 and 6% (4 units) SG. 12 vacant units were recorded in the secondary area, making up 19% of the total units in the secondary shopping area.

4.6 For areas outside the primary and secondary shopping areas, 46% of the units fall within use class A. The rest of the units fall within use class B (10%), use class D (27%) and other uses (12%). 19 vacant units (17% of the total units in this area) were recorded in this area.

4.7 The Goad Category Report for Bromsgrove (2008) illustrates that floorspace in Bromsgrove town centre was dominated by comparison goods followed by service and convenience goods. In terms of floorspace, Bromsgrove has a significantly lower proportion of convenience goods and leisure services but significantly higher proportion of retail service and financial & business services than the UK average.

4.8 Locationally, most respondents prefer to see shops and restaurants spreading along the length of the High Street. Respondents also want to see a theatre or cinema and more restaurants and cafés in the town centre to encourage more evening visitors.

The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations

4.9 On the edge of centre, a number of use class A shops were found on Worcester Road, Birmingham Road, Recreation Road and Crown Close such as an Asda store in Market Street and some small independent shops, restaurants, salons, etc. Some professional businesses were also recorded at St John Street, Birmingham Road and New Road. The only leisure facility on the edge-of-centre the Dolphin Centre is just 200m away from the primary shopping area.

The potential capacity for growth or change of centres in the network

4.10 The land uses surrounding the town centre zone can act as a physical barrier to the future expansion of the town centre. But within the town centre zone, several sites/ areas may have development opportunities. They are the bus station, the Market Hall & George House, the car park and recreation ground by Asda, the police and fire stations, the library, Recreation Road and the Dolphin Centre.

Retailer representation

4.11 Among the five categories of national multiples identified in the Goad Category Report, Bromsgrove town centre has no national multiples presence in the department stores and supermarkets categories but has presence in the mixed goods retailers, the clothing and the other retailers categories.

4.12 Despite the presence of the national multiples and some other well known retailers, 83% of the respondents of the Bromsgrove Town Centre AAP survey considered the range of shops as very poor or poor and the range of eating as adequate/ good. Over half of them considered more small independent and specialist shops, a department store or more national chain stores would make the town centre a better place to shop.

Proportion of vacant street level property

4.13 The Goad Category Report (2008) shows that there were 24 units (9.68%) of vacant retail & service outlets in Bromsgrove town centre, which were 8% lower than the UK average. In terms of floorspace, the total floorspace recorded vacant was 49,300sq ft. (9.01%) which was higher than the UK average. This indicates that vacancies occurred mostly in bigger units.

4.14 At the time of the street survey (June 09), 15% or 50 units were vacant. This is significantly higher than the figure recorded in Goad (9.68%) and above the 12% England and Wales average. The distribution of these vacant units were spread throughout the centre and varied in size and configuration, ranging from big units like the old Woolworth store to small units in the Strand Centre.

Shopping rents & commercial yields on non-domestic property

4.15 The area to the front of the shop is normally referred to as 'zone A'. Zone A rent refers to the rental value for the first 6 metres depth of floorspace in retail units from the shop window and it is the most valuable area of the shop. According to the West Midlands Retail Market Overview (Autumn 2008), prime in-town retail rents in the West Midlands fell on average by -0.6% and well below the UK average of 1.1% during May 2007 to May 2008. This places the region last in the regional ranking for 2007/08. Ranked number ten is Wolverhampton with its zone A rent at £130 per square foot. Figures of Bromsgrove's rent were not available at the same period, but in July 2009, the High Street Zone A rent is thought to be around £50 to £60 per square foot, although due to commercial sensitivity this information is very hard to acquire.

4.16 The commercial yields on non-domestic property shows the capital value of the non-domestic properties in relation to their expected market rents. The level of yield broadly represents the market's evaluation of the risk and the long term profitability of the centre for retail, office and other commercial developments. Broadly speaking, low yields indicate that a town is considered to be attractive. In 2009, the yield for shops in Bromsgrove was around 6. For comparison purpose, the yield of Barnsley, Doncaster, Huddersfield, Leeds & Wakefield in 2007 were 7.25, 5.50, 7.00, 4.25 & 6.75. In other words, among these centres, Leeds centre in general was seen by investors as having the lowest market risk and higher long term profitability for retail, office and other commercial developments.

Pedestrian flows

4.17 The pedestrian count was carried out at four points in the morning, midday and afternoon peak on a Thursday, Friday and Saturday. The survey points are the main entry/ exit point of visitors to the High Street due to the different locations of car parks and public transport stops.

4.18 The Saturday farmers market was found to have the highest footfall at all times of the day, except at location point 1 on the Friday afternoon peak when performance of a music band near location point 1 had attracted many school pupils to the town centre after school.

4.19 If it was not due to the heavy rain at the time of survey on Friday midday (at location points 2 and 3), it was expected that the Friday midday and afternoon footfalls would be consistently higher than Thursday's.

4.20 Footfalls were therefore higher on the two outdoor market days (Friday and Saturday) in this survey. However, future pedestrian counts should be carried out on different days to verify if the higher footfalls were results of the outdoor markets or the fact that generally there are more people out for shopping on Fridays and Saturdays.

4.21 The footfall of the location points show that the busiest part of the shopping areas is the north of the High Street (i.e. location point 1 where Argos is), followed by the Asda crossing (i.e. location point 5).

Accessibility

4.22 A significant residential areas located close to the town centre and the flat topography of the town (apart from area to the east) means that the town is readily accessible to pedestrians and cyclists. The availability of free cycle parking, benches, public toilets and signage also encourage people to visit the town centre on foot or by bike, although no clearly defined cycle routes could be seen as a barrier to some people who would like to cycle into the town.

4.23 Although parking is within a short distance to the town centre, visitors from all car parks, except the Parkside car park, need to cross the roads to reach the High Street. This can cause inconvenience and safety concerns to pedestrians and visitors especially those with disabilities and young children.

4.24 The bus stops and taxi ranks are conveniently located beside the main shopping areas, but connections to the Bromsgrove train station are not considered good.

4.25 The main shopping streets are pedestrianised and shops have ramps for wheelchair users, pedestrian crossings have special tiles for the visually impaired.

Perception of safety and occurrence of crime

4.26 Compare to the 2007-08 crime figures of St Johns ward where the town centre lies within, there is a fall in burglary, robbery, violence against the person and other offences in 2008-09 but an increase in criminal damage, drug offences, fraud & forgery, anti social behaviour and theft & handling. There are 20 CCTV cameras in the town centre area and they operate 24 hours. All of the car parks in Bromsgrove town centre are covered by CCTV cameras and this helps reduce the risk of car related crime.

4.27 The High Street in Bromsgrove town centre is a pedestrianised area and it creates a strong sense of enclosure. Although this creates a nice shopping environment, it affects the perception of safety to pedestrians after dark. The high enclosure means that pass-by traffic is unlikely to see what is going on in the street. The upper floors of shops currently are mainly used as shop storage or offices and there is a lack of natural surveillance outside shops' trading hours and office hours.

State of the Town Centre Environment Quality

4.28 The major transport routes such as Brimingham Road, Kidderminster Road, Worcester Road, Stourbridge Road entering Bromsgrove are all poorly defined. There are no gateway features to inform people their entrance to Bromsgrove town centre. The image of the town to the pass-by traffic is bad. It is dominated by the rear views of the High Street such as Crown Close and Windsor Street. These areas are mainly the backs of buildings used for parking and have poor boundary treatment. Similarly, there is a lack of enclosure to the town centre car parks and the streetscape is often left open and poorly defined. The connecting routes that link the car parks and surrounding roads to the High Street are enclosed by poor quality buildings and blank side elevations.

4.29 The whole primary shopping areas and most the secondary shopping areas fall within the town centre conservation area, which contains a variety of building styles and add character to the town centre.

4.30 The Council has been monitoring the air quality in the district against several health based air quality objectives. In 2008, three locations were identified to have gone over one of these objectives (the annual mean nitrogen dioxide objective) and one of them located within the town centre (16 Worcester Road). In 2007, two other town centre locations (Davenal House on Birmingham Road and Strand House on the Strand) were also identified as failing to meet the objective but they had now fallen just below the objective in 2008. Road vehicle traffic is the cause of the air quality issue in these locations.

The SWOT analysis

4.31 Based on the findings above, the strengths, weaknesses, opportunities and threats of the town centre are identified as follow:-

Strengths
▪ Presence of national multiples in mixed goods, clothing and other

retailers categories. ▪ Good bus station location. ▪ Pedestrianisation of the main shopping areas. ▪ Town centre conservation areas. ▪ Regular street markets. ▪ Good network of CCTVs. ▪ Relatively flat topography of the town.
Weakness
▪ Limited retail and food offer. ▪ Proximity of competing centres. ▪ Closure of the Tourist Information Centre. ▪ Insufficient short stay parking. ▪ Poor and irregular connections to the train station. ▪ Busy and poor crossings to the main shopping areas. ▪ Poor facilities for cyclists. ▪ Busy traffic at the Stourbridge Road and Birmingham Road junction. ▪ Littering. ▪ Poor quality façades. ▪ Poor rear view and function of High Street. ▪ Poor image of town centre to pass-by traffic. ▪ Growing vacancy level and lack of decorations in vacant shopfronts. ▪ Increasing number of crimes. ▪ Limited natural surveillance at night time.
Opportunities
▪ National multiples in the department store and supermarket categories and retail and food offer at the potential development sites. ▪ More frequent farmers' or specialised markets. ▪ Pedestrianisation of Market Street. ▪ New link road to connect the town centre and A38. ▪ Regular connections with the new train station. ▪ Improved signage and walking/ cycling network to encourage sustainable travel. ▪ Environmental improvement at the Spadebourne Brook and the High Street. ▪ More frequent litter patrols. ▪ Shopmobility scheme. ▪ Night time economy. ▪ Efficient use of rear areas of main shopping areas. ▪ More quality shops to meet the potential demand of the relatively high income residents. ▪ To build on the strong services growth in the region.
Threats
▪ Potential town centre AQMA designation. ▪ Potential increase of crime levels.

5. NEXT STEPS

5.1 The town centre health check will be updated on an annual basis to make sure up-to-date information is available to support the Core Strategy and the Town Centre AAP.

6. FINANCIAL IMPLICATIONS

6.1 There are no direct financial implications in the development of the town centre health check. This document has been written in house and form part of evidence base for the Core Strategy and the Town Centre AAP.

7. COUNCIL OBJECTIVES

7.1 Objective 1 Regeneration - Priority Town Centre
The town centre health check has identified the strengths, weaknesses, opportunities and threats of the town centre and these will be used to support the retail policies within the Core Strategy and the BromsgroveTown Centre AAP.

7.2 Policies within the core strategy and the BromsgroveTown Centre AAP will direct where, when, what and how developments should be built in the town centre up to 2026.

8. LEGAL IMPLICATIONS

8.1 The Town Centre Health Check is a key evidence to inform the Core Strategy and the Bromsgrove Town Centre AAP. Once adopted the Core Strategy and the Bromsgrove Town Centre AAP will become part of the Statutory Development Plans for the District required by the Planning and Compulsory Purchase Act 2004, and prepared in accordance with The Town and Country Planning (Local Development) (England) Regulations 2004.

9. RISK MANAGEMENT

9.1 The main risks associated with the details included in this report are:

- Inability to produce development plan document which is judged to be sound by the planning inspectorate and therefore resulting in non legally compliant Strategic planning service

9.2 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 6
Key Objective: Effective, efficient, and legally compliant Strategic planning Service

10. CUSTOMER IMPLICATIONS

10.1 The Town Centre Health Check identifies the strengths, weaknesses, opportunities and threats of the Bromsgrove town centre. These findings will affect the development of the Bromsgrove Town Centre AAP. How the

Bromsgrove town centre is going to be regenerated could have a significant impact on consumer choice such as the range of shopping, leisure and local services in the town centre.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 Accessibility is one of the key indicators of the town centre health check. The findings will contribute to the Bromsgrove Town Centre AAP.

12. VALUE FOR MONEY IMPLICATIONS

12.1 Except the purchase of the Goad Category Report, the Town Centre Health Check has been carried out and written in-house and has therefore ensured value for money.

13. 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	The Town Centre Health Check informs the Core Strategy and the Bromsgrove Town Centre AAP which will shape future development in Bromsgrove town centre.
Environmental	

14. OTHERS CONSULTED ON THE REPORT

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

15. WARDS AFFECTED

All wards can be affected by the health of the Town Centre although the primary impact will be felt in St Johns Ward.

16. BACKGROUND PAPERS

- Draft Bromsgrove Town Centre Health Check - Appendix A
- Bromsgrove Town Centre Regeneration Area Action Plan Survey (2008)
- Goad Category Report, Bromsgrove (2008)
- Town centre street survey (summer 2009) – available upon request in excel format.

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Appendix A

Draft Bromsgrove Town Centre Health Check

Local Development Framework Working Party 15th October 2009

1. Introduction

1.1 The main purpose of a town centre health check is to monitor the vitality and viability of Bromsgrove town centre. This report follows the methodology for health check process in Planning Policy Statement 6: Planning for Town Centre Chapter 4. This report will be used to inform the review of site allocations and town centre policies, particularly the Town Centre Area Action Plan. The report also enables early signs of change of town centres to be identified and informs the type of action that should be taken.

Data Collection

1.2 The report is divided into two parts. The first part gives an overview on Bromsgrove in terms of the local economy, economic performance, the population and workforce, the labour market and the labour and property markets. Data is collected via desktop surveys such as online data from the Office of National Statistic (ONS), the Valuation Office Agency (VOA), Worcestershire County Council, West Midlands Regional Observatory and Property Mall Control Panel's websites and also the Bromsgrove's Annual Monitoring Report.

1.3 The second part of the report covers the town centre health check indicators. The following works were undertaken for data collection:

- *Residents' questionnaire* in relation to the Bromsgrove Town Centre Area Action Plan was sent out in summer 2008 and a report on the findings was produced by the Worcestershire County Council in November 2008. A total of 1,200 completed questionnaires were returned.
- *Street surveys* were undertaken for the town centre primary, secondary shopping streets and other streets within the town centre zone during June 2009. The type of business using the premises and vacant shops were recorded in the survey.
- *Pedestrian flow surveys* were undertaken throughout June. Four locations in the primary shopping area were monitored from 0900 to 1000, 1200 to 1300 and 1500 to 1600, with each location being observed for 10 minutes. The counts were based on the total volume of people travelling on the street, including people travelling by the counter more than once in either direction.
- The amount of floorspace in primary shopping area and part of secondary area are obtained from Goad Plan. It only shows the footprint floorspace and therefore should not be read as a definitive report of floorspace.
- Commercial yield of shops and zone A rent in Bromsgrove town centre are supplied by a local estate agent.

2. Bromsgrove Overview

2.1 Bromsgrove District is situated in north Worcestershire lying to the south west of the West Midlands conurbation. The district is bounded by Birmingham, Dudley, Solihull, Redditch, Wyre Forest, and the largely rural districts of Wychavon and Stratford-on-Avon. The district covers approximately 21, 714 hectares. Although located only 22km (14 miles) from the centre of Birmingham, the district is predominantly rural with approximately 91% of the land designated green belt.

2.2 The area is well served by motorways, with the M5 running north to south and the M42 from east to west. The M5 and M42 connect with the M6 to the north of Birmingham and the M40 to the east. The district also benefits from train and bus connections into Birmingham city centre.

2.3 There are a number of shopping locations in the District catering largely for the day to day needs of residents. These shopping locations are in Alvechurch, Barnt Green, Aston Fields, Catshill, Hagley and Wythall. The main exceptions are Bromsgrove town and Rubery. The latter, on the southern fringe of Birmingham, serves as a suburban shopping area; the former evolved as a market town serving a wide and predominantly rural hinterland although its present attractions are limited and disadvantaged by the greater range and size of stores and facilities in neighbouring centres such as Birmingham, Worcester, Redditch, Solihull, Merry Hill.

2.4 The economic structure of a district, county or region provides useful evidence for development plans and in development management. The following provide an overview on the economy, economic performance, the population and workforce and the labour market in the district, county or region.

Economy

2.5 Employment by broad sector: The number of businesses in the West Midlands and the associated turnover in different industries in relation to other business across the United Kingdom provides an indication of the regional economic structure. In the West Midlands, a quarter of the businesses are in the financial intermediation, real estate, renting & business activities industries, 21% in construction, 18% in education, health & social work, other community social & personal activities and 17% in wholesale & retail trade, repairs, hotels & restaurants.

2.6 Business size: For the top two largest industries in West Midlands (i.e. the financial intermediation, real estate, renting & business activities industries and the construction industry), the majority of them (92.8% and 95.5%) are small medium enterprises (SMEs) which have less than 4 employees. Although only a very small portion of them (1.3% and 0.8%) have over 20 employees, they employ around a quarter (30.6% and 24.6%) of all employees.

2.7 VAT registrations and de-registrations: are the best official guide to the pattern of business start-ups and closures. They are an indicator of the level of entrepreneurship and of the health of the business population in the district.

2.8 In Worcestershire, the number of new VAT registrations per 10,000 of the total population is higher than the regional average. In 2006, the rate was 34 per 10,000 compared to 28 per 10,000 for the Region (West Midlands Regional Observatory) [1].

2.9 In 2007, Bromsgrove District had significantly more registrations than de-registrations, indicating economic growth. The percentage of registrations was almost equal to the national and above regional levels, which implied that the business economy was relatively strong. The following are the industries types that have experienced economic growth in Bromsgrove[2]:

- Real estate, renting and business activities (with a net change of +90)
- Construction
- Wholesale, retail and repairs
- Hotels and restaurants
- Transport, storage and communication
- Education, health and social work
- Agriculture, forestry and fishing

VAT Registered Business (% are based on stock at end of year)

	Bromsgrove	Bromsgrove	West Midlands	Great Britain
Registration	390	10.0%	9.4%	10.2%
Deregistration	250	6.4%	7.2%	7.3%
Stock (at end of year)	3,705	-	-	-

Source: Office of National Statistics

2.10 Unemployment & economic activity rate: Unemployment gives background on the scope for economic development opportunities. It needs to be understood in the context of the qualification and skills of a potential workforce. In 2007 -2008, the overall unemployment level in Bromsgrove is 2.3% and 1.4% lower than the regional and national average.

Employment and unemployment, October 2007 to September 2008			
	Bromsgrove (%)	Region (%)	Great Britain (%)
Economically Active	87.9	76.9	78.8
In employment	83.9	72.0	74.5
Un employed	3.9	6.2	5.3

Source: Bromsgrove Profile - Nomis Web – ONS Annual Population Survey

2.11 In regards of the labour force, people are considered to be economically active if they are aged 16 and over and are either in work or actively looking for work. In April to June 2009, the seasonally adjusted estimate of

[1] West Midlands Regional Observatory (2008), "West Midlands Regional Economic Assessment, Worcestershire", Version 3
(URL: http://www.wmro.org/resources/res.aspx?p=/CmsResource/resourceFilename/2240/RIEA-Worcestershire_v3.0_Report_SH.pdf)

[2] Normis from Bromsgrove Profile 2009

employment in the West Midlands was 2.41 million (70.3%), down 66,000 (2.2%) on the same period last year. The regional unemployment rate was 10.6% (men 12.4% and women 8.3%), up 4.2% on the same period last year. There was an estimate of 2.70 million economically active people and 0.69 million of economically inactive people. Compared to the same period last year, there was an increase of 2.8% in the number of people claiming unemployment-related benefits.

Labour market statistics in the West Midlands, April to June 2009

			Changes on year	
	Levels ('000)	Rates (%)	Levels	Rates
Employment	2414	70.3	-66	-2.2
Unemployment	285	10.6	118	4.2
Economically active	2699	78.8	52	1.2
Economically inactive	692	21.2	-39	-1.2
Claimant count	178.9	6.5	76.7	2.8

Source: Office of National Statistics

Economic Performance

2.12 Gross Value Added (GVA): is the value of goods and services produced by an area, sector or producer minus the cost of the raw materials and other inputs used to produce them. GVA is mainly composed of the income made by employees (earnings) and the business (profits/surplus) as a result of production. Hence, GVA data are workplace-based and should be seen as a measure of the economic output of an area rather than its wealth.

2.13 In Herefordshire, Worcestershire and Warwickshire, the percentage increase of the GVA had been higher than the West Midlands' from 2003 to 2006. The counties also matched the national increase (4% and 5%) in 2005 and 2006.

Gross Value Added (GVA) at current basic prices

	2002	2003	2004	2005	2006
United Kingdom	957,094	1,015,008 (↑6%)	1,068,574 (↑5%)	1,115,121 (↑4%)	1,177,232 (↑6%)
England	805,342	855,366 (↑6%)	900,353 (↑5%)	936,213 (↑4%)	985,477 (↑5%)
West Midlands	74,644	78,380 (↑5%)	81,564 (↑4%)	83,913 (↑3%)	87,491 (↑4%)
Herefordshire, Worcestershire and Warwickshire	17,129	18,070 (↑5%)	19,158 (↑6%)	19,881 (↑4%)	20,927 (↑5%)

Source: Office of National Statistics

2.14 The latest provisional estimate of GVA per head in Worcestershire is £15,192 in 2005, up from £14,644 in 2004, an increase of 3.7%. This annual rate is below the longer term trend of 4.8% per year since 1995. While the level of GVA per head for the county is below the regional average, the gap has closed in recent years. In 1995, the annual GVA per head in Worcestershire was around 7% below the regional average. However, by 2005 the rate has increased to 96%. The total output growth has been driven primarily by increases in output from services, which has an average

7% annual rate of growth from 1995 to 2004, compared to 2.7% for industrial output and -1.4% for agriculture and land based industries. Estimates for GVA from services show that they now represent 72% of the county's total output compared to 62% in 1995. This level of growth in services is very similar to the rate of growth across the region (West Midlands Regional Observatory)[3].

2.15 Average labour productivity can be broadly measured using GVA per employee. Recent estimates for GVA per employee in Worcestershire reveal a strengthening of the county's position relative to the regional average. In 2005 GVA per employee in Worcestershire was estimated to be just under £36,600, up 10.5% on the 2003 estimate of around £33,100. By comparison, GVA per employee for the region grew by just 6.5% over the same period. Whereas in 2003 the county's measure on this indicator was about 1.2% below the regional average, in 2005 it had improved relatively to around 2.5% above the regional average (West Midlands Regional Observatory)[4].

The Population and Workforce

2.16 Qualifications: The percentage of the population that has achieved different levels of qualification and that are employed in different jobs can be used to give a background of the potential workforce of an area. The population in Bromsgrove on average has a higher level of qualifications than the regional and national average, in particular the higher qualification level – Level 4/ 5 qualifications. Currently, 75.8% of the working age population in Bromsgrove are qualified to at least level 2, which is above the Worcestershire average[5].

Qualifications of population in Bromsgrove, April 2002

	Bromsgrove		West Midlands		England	
	Count	%	Count	%	Count	%
All People	63,823	100%	3,780,784	100%	35,532,091	100%
No qualifications	16,652	26%	1,283,763	34%	10,251,674	29%
Level 1 qualifications	10,719	17%	632,481	17%	5,909,093	17%
Level 2 qualifications	13,072	20%	700,908	19%	6,877,530	19%
Level 3 qualifications	4,498	7%	280,176	7%	2,962,282	8%
Level 4 / 5 qualifications	13,888	22%	612,174	16%	7,072,052	20%
Other qualifications: Level unknown	4,994	8%	271,282	7%	2,459,460	7%

Source: Office of National Statistics

2.17 Occupations: In line with the achievement of higher qualifications, the occupation groups breakdown shows that Bromsgrove also has a higher percentage of managers, senior officials and professionals (32%) than the regional (24%) and national (26%) average, whereas it has a lower

[3] West Midlands Regional Observatory (2008), "West Midlands Regional Economic Assessment, Worcestershire", Version 3
[4] ditto
[5] Bromsgrove Profile 2009

percentage of people in elementary occupations, sales and customer service occupations and process, plant and machine operatives.

Occupation Groups						
	Bromsgrove		West Midlands		England	
	Count	%	Count	%	Count	%
All People	43,351	100%	2,334,567	100%	22,441,498	100%
Managers and Senior Officials	8,308	19%	327,466	14%	3,424,899	15%
Professional Occupations	5,801	13%	233,725	10%	2,515,679	11%
Associate Professional and Technical Occupations	6,153	14%	279,180	12%	3,104,993	14%
Administrative and Secretarial Occupations	5,654	13%	297,437	13%	3,004,721	13%
Skilled Trades Occupations	5,074	12%	309,778	13%	2,591,875	12%
Personal Service Occupations	2,958	7%	155,813	7%	1,545,367	7%
Sales and Customer Service Occupations	2,467	6%	173,541	7%	1,717,796	8%
Process; Plant and Machine Operatives	2,982	7%	254,327	11%	1,889,126	8%
Elementary Occupations	3,954	9%	303,300	13%	2,647,042	12%

Source: Office of National Statistics

2.18 House affordability: The housing market in the District has been buoyant in recent years due to its rural nature and close proximity to the West Midlands conurbation. In 2008 the average house price was £252,500 compared with £157,446 in neighbouring Birmingham, and the national average of £224,064 (Land Registry 2008). The 2007 Strategic Housing Market Assessment (SHMA) for the South Housing Market Area identified a gross annual need for 597 affordable units. Taking into consideration annual supply from re-lets and annual new supply there was an annual shortfall of 286 units in the District. In 2007, the ratio of lower quartile house price to lower quartile income in Bromsgrove was 9.70, rising from 4.82 in 1997. *(this section needs to be amended with Bromsgrove HMA data*)

2.19 Population: 4000 houses are allocated to Bromsgrove in the recently published Panel Report for the Regional Spatial Strategy (RSS) Phase 2 Revision. Compared with the housing allocation in the Preferred Option (i.e. 2,100 dwellings from 2006 to 2026), there is an extra 1,900 houses. The population projection has yet to be produced but with the housing allocation of 2,100 dwellings, the population of Bromsgrove is projected to decrease by about 1,200 for the period 2007-11, and by about 5,200 up to 2026. The 18-64 age group has a projected decline of around 9,700 over the 2007-26 period. In contrast the number of persons aged 65-plus is projected to increase by around 8,400.

Projected Population in Bromsgrove by Age Group								
	2007	2008	2009	2010	2011	2016	2021	2026
0-17	19,755	19,402	19,009	18,740	18,528	17,344	16,794	15,899
18-64	55,616	55,395	54,913	54,352	53,844	51,031	48,306	45,900

65+	16,910	17,309	17,792	18,292	18,738	21,216	23,126	25,294
Total	92,281	92,107	91,713	91,384	91,110	89,591	88,227	87,093

Source: Worcestershire County Council

2.20 Index of multiple deprivation: When compared to the rest of Worcestershire, Bromsgrove District has the lowest instances of deprivation, and ranks in the bottom fifth of most deprived local authorities across England. However, there are small pockets of deprivation that need to be tackled. The most deprived area in the District is the northern part of Sidemoor, which is ranked, 8,558th out of 32,482 most deprived areas nationally.

The Labour Market

2.21 Earnings: The average earnings of people who work within the District are £19,333, which is lower than the West Midlands average £22,988 and the national average £26,719. Average earnings per household in Bromsgrove are the highest of all the Worcestershire districts, at almost 10% higher than the average for the County[6], This suggests that the District's population earn higher salaries than average, but they earn them in employment locations outside the district. This is in accordance to the higher qualifications achievement and more senior occupation groups of Bromsgrove population.

Gross Annual pay for all employees in 2008

	Number of jobs ('000)	Median	Annual % change	Mean	Annual % change
By place of residence	31	£20,807	1.6%	£26,020	6.0%
By place of work	18	£17,893	23.9%	£19,333	16.6%

Source: Annual Survey of Hours and Earnings

2.22 Travel to work: Information on the different methods of commuting and catchment areas can help to inform infrastructure issues. Although commuting by car/ van is the most common mode of transport, Bromsgrove has a significantly higher percentage of people using cars/ vans and less using public transport than the regional and national percentage.

Method of Travel to Work - Resident Population in 2001

	Bromsgrove		West Midlands		England	
All People	63,823	100%	3,780,784	100%	35,532,091	100%
Works mainly at or from home	4,515	7%	208,823	6%	2,055,224	6%
Underground, metro, light rail or tram	25	0%	4,262	0%	709,386	2%
Train	1,109	2%	35,408	1%	950,023	3%
Bus, minibus or coach	1,362	2%	204,347	5%	1,685,361	5%
Taxi or minicab	107	0%	10,240	0%	116,503	0%
Driving a car or van	29,686	47%	1,400,069	37%	12,324,166	35%
Passenger in a car or van	2,546	4%	167,936	4%	1,370,685	4%
Motorcycle, scooter or moped	367	1%	20,844	1%	249,456	1%

[6] Paycheck (2009) from Bromsgrove Profile 2009

Bicycle	524	1%	52,545	1%	634,588	2%
On foot	2,993	5%	222,347	6%	2,241,901	6%
Other	117	0%	7,746	0%	104,205	0%
Not currently working	20,472	32%	1,446,217	38%	13,090,593	37%

Source: Office of National Statistics

2.23 The West Midlands Regional Lifestyle Survey (2005) asked respondents to select the three factors among 25 that would be most important to them when choosing where to live. From both Worcestershire and the West Midlands region, respondents rated the transport-related factors amongst their top three. Between Worcestershire (11.7%) and the West Midlands (18.7%), there was a big percentage difference in the 'Good public transport links' factor. Given the low percentages of residents using public transport to get to work and the overwhelming preference for travel by car, it is not surprising to see such difference (West Midlands Regional Observatory)[7].

Labour and property markets

2.24 Floorspace by type: This can provide an insight into how much spare capacity already exists for businesses. In 2008, Bromsgrove shared the same percentage of office floorspace (8%) and commercial floorspace (7%) with the national data which were 3% higher than the regional. For factory floorspace though, it made up only 14% of the total commercial and industrial floorspace in Bromsgrove, which was lower than the regional (19%) and national (16%) percentage.

Commercial and Industrial Floorspace (Sqm) in Bromsgrove, April 2008

	Bromsgrove ('000)		West Midlands ('000)		England ('000)	
All Bulk Classes	705	46%	71,232	47%	561,777	46%
Retail Premises	110	7%	10,603	7%	100,208	8%
Offices	126	8%	8,127	5%	97,566	8%
Commercial Offices	104	7%	6,327	4%	81,203	7%
Other' Offices	22	1%	1,799	1%	16,362	1%
Factories	218	14%	28,957	19%	192,322	16%
Warehouses	219	14%	21,452	14%	152,485	12%
Other Bulk Premises	33	2%	2,094	1%	19,196	2%

Source: Office of National Statistics

[7] West Midlands Regional Observatory (2008), "West Midlands Regional Economic Assessment, Worcestershire", Version 3 (URL: http://www.wmro.org/resources/res.aspx?p=/CmsResource/resourceFilename/2240/RIEA-Worcestershire_v3.0_Report_SH.pdf)

3. The Survey – Town Centre Health Check Indicators

3.1 PPS6 emphasizes the need for local planning authorities to gain a proper understanding of the health of the town centres in their area. Para 4.4 sets out the following indicators by which the health of a town centre should be assessed:

- Diversity of main town centre uses;
- The amount of edge / out-of centre retail / leisure floor space;
- Potential capacity for growth or expansion;
- Retailer representation and intentions to change representations;
- Proportion of vacant street level property;
- Shopping rents and commercial yields on non-domestic property;
- Land values and the length of time key sites have remained undeveloped;
- Pedestrian flows;
- Accessibility;
- Customer views and behaviour;
- Perception of safety and crime; and
- State of the town centre environmental quality.

3.2 Due to the lack of information, two of the above indicators - 'the intentions of retailers to change representations' and 'land values and the length of time key sites have remained undeveloped' – are not reported on. The findings of each indicator are presented below and a SWOT analysis that summarises all the important issues towards the future development of the town centre is presented in the conclusion.

Purpose of the Town Centre Health Check

3.3 The Town Centre Health Check is produced for a number of reasons:

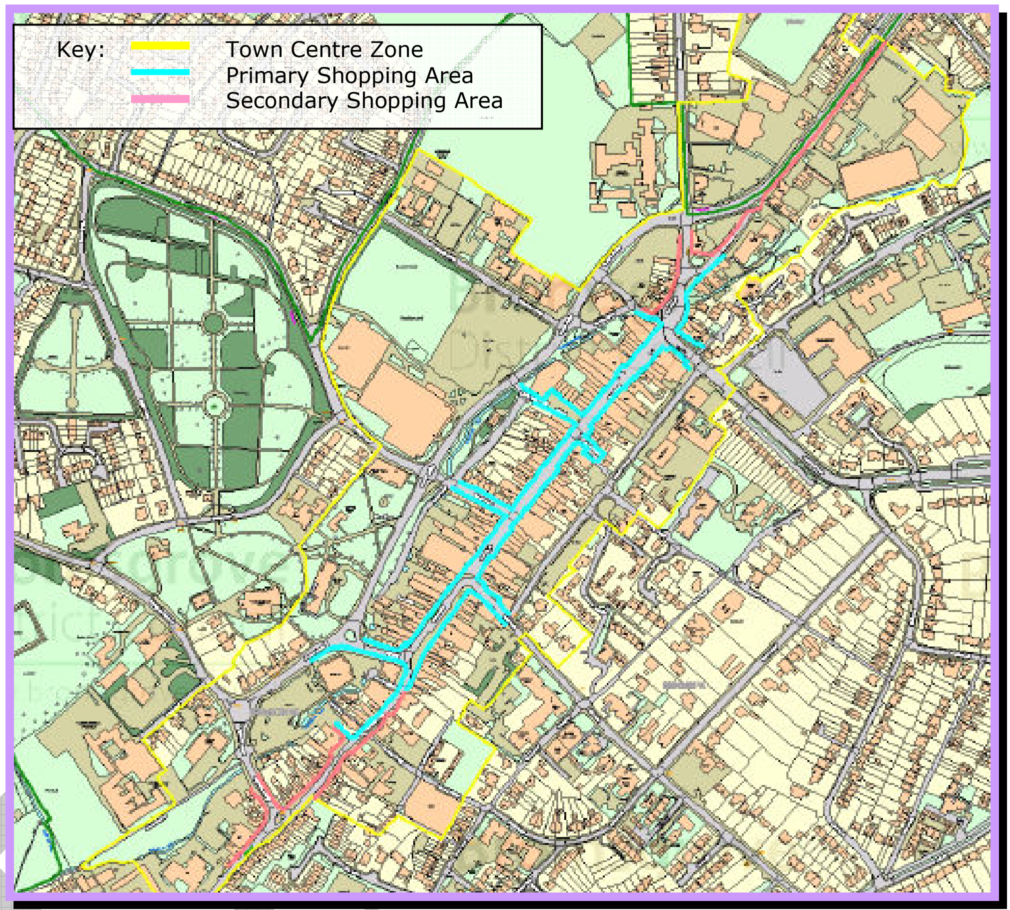
- It is in accordance with national guidance in PPS6 that supports the monitoring of town centres;
- It helps assess the success of retail policies within the adopted Bromsgrove District Local Plan;
- It will be used to assist the development of town centre and retail policies within the Local Development Framework and
- It helps assist with retail planning and development management in Bromsgrove town centre.

3.4 Town centres are constantly changing and therefore elements of this document will only provide a snapshot in time e.g. the ground floor street survey. Despite this the document still has a number of benefits:

- It provides baseline data for future health checks to compare with
- It allows positive and negative aspects of the town centre to be identified.
- It provides data that can be used to make sure that the centre remains competitive with neighbouring centres in the region and not over.

Boundaries

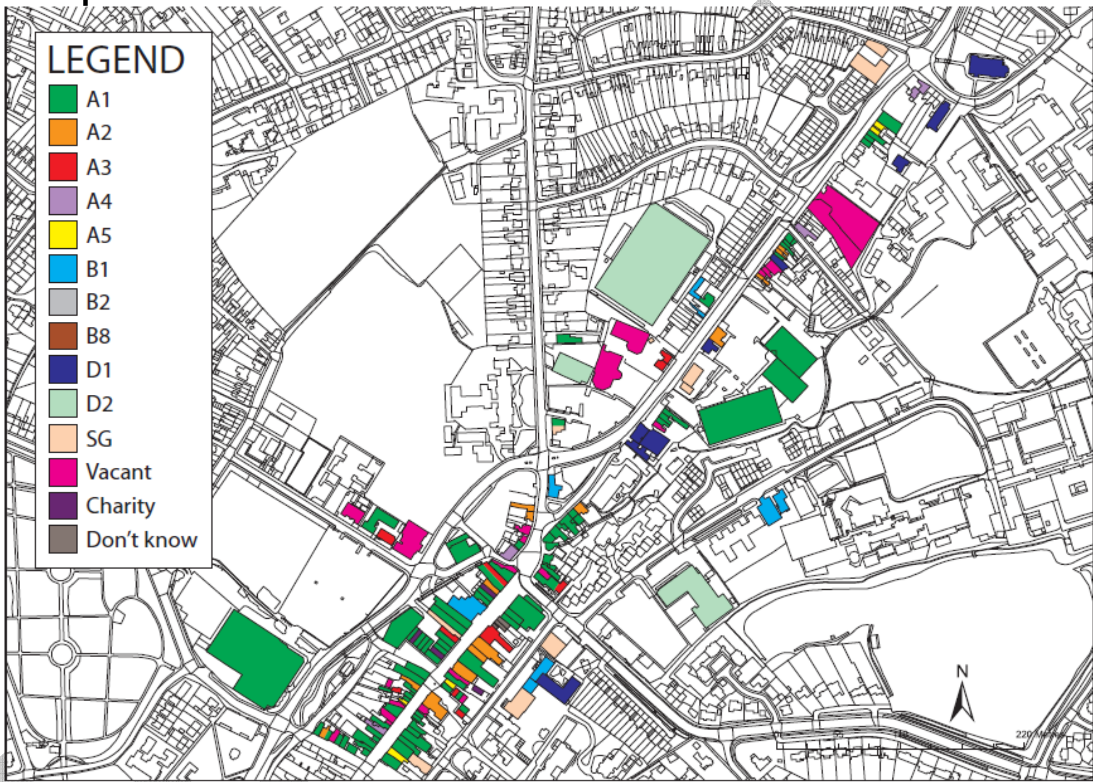
3.5 The extent of the town centre surveyed is illustrated on the map below. Principally it covers: Birmingham Road, Chapel Street, Church Street, Crown Close, George Street, Hanover Street, High Street, Market Street, Mill Lane, New Road, St John Street, Station Street, The Strand, Windsor Street and Worcester Road. Although this area is larger than the primary shopping areas and secondary shopping areas identified in the 2004 Local Plan, it is considered important to include the additional areas in order to gain a true picture of the town centre.

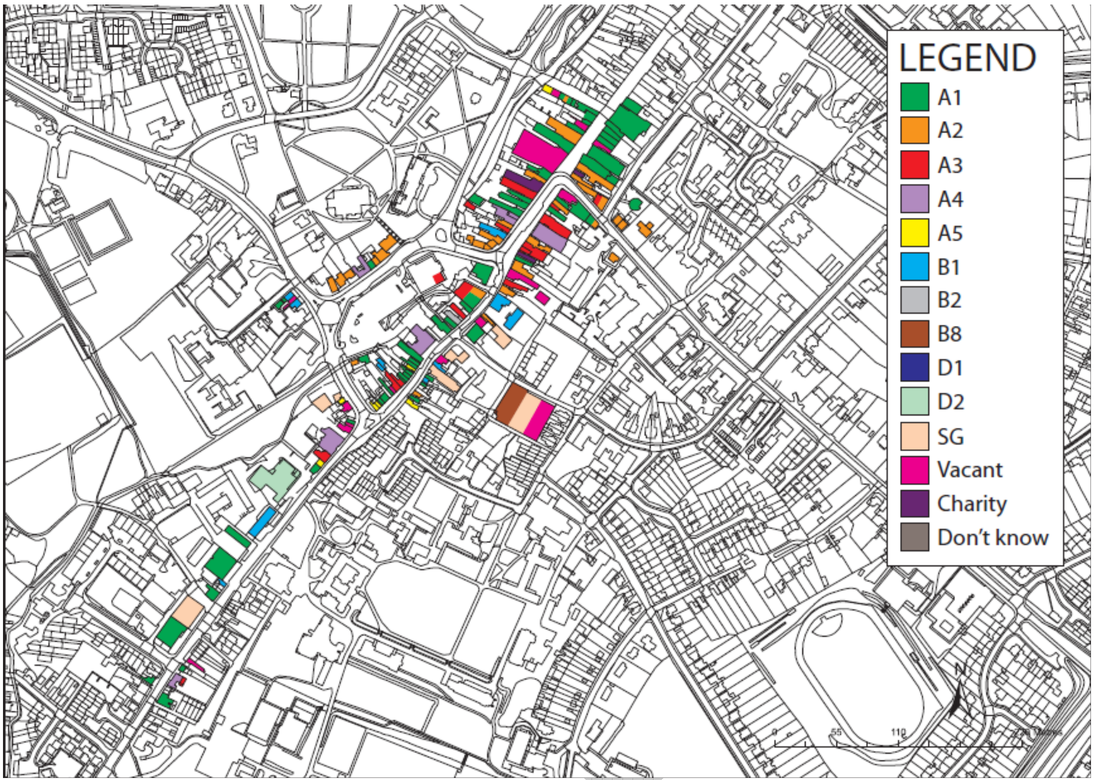


DIVERSITY OF MAIN TOWN CENTRE USES

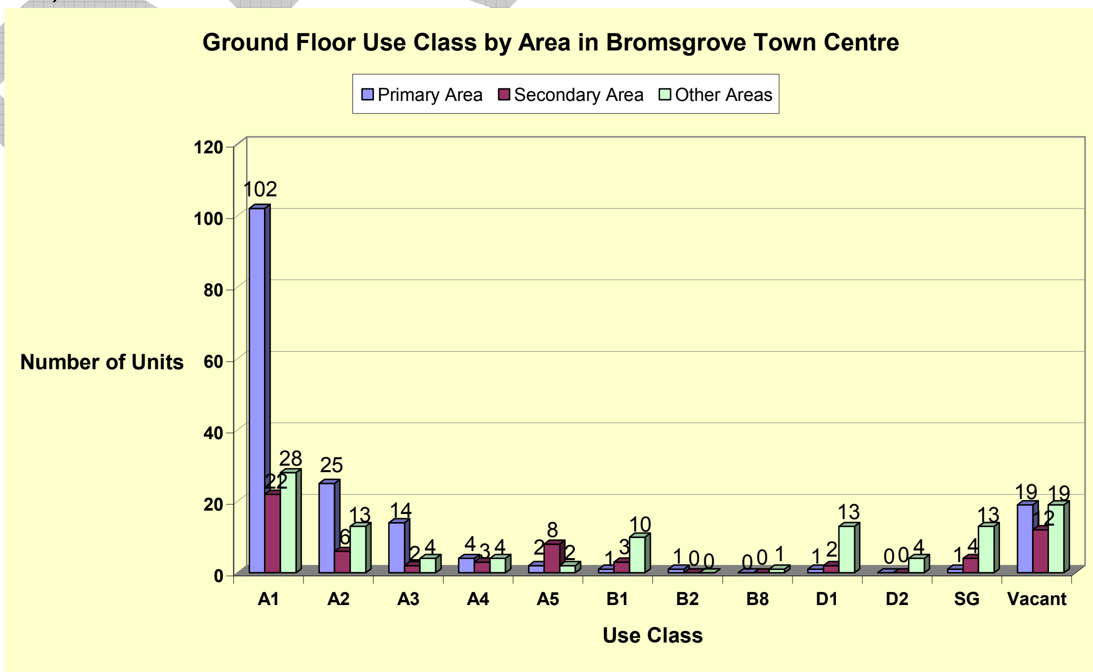
3.6 There are 343 units surveyed in Bromsgrove town centre at the time of the summer survey. Use class C1, C2 and C3 are not recorded in the survey. Records of survey are attached in Annex A. It should be noted that entrances that led to properties above or below the ground floor level were not included as they tend not to have a "frontage". The two maps below give a pictorial representation of the surveyed area's land use composition.

Ground Floor Use Class Distribution in Bromsgrove Town Centre Zone on Map

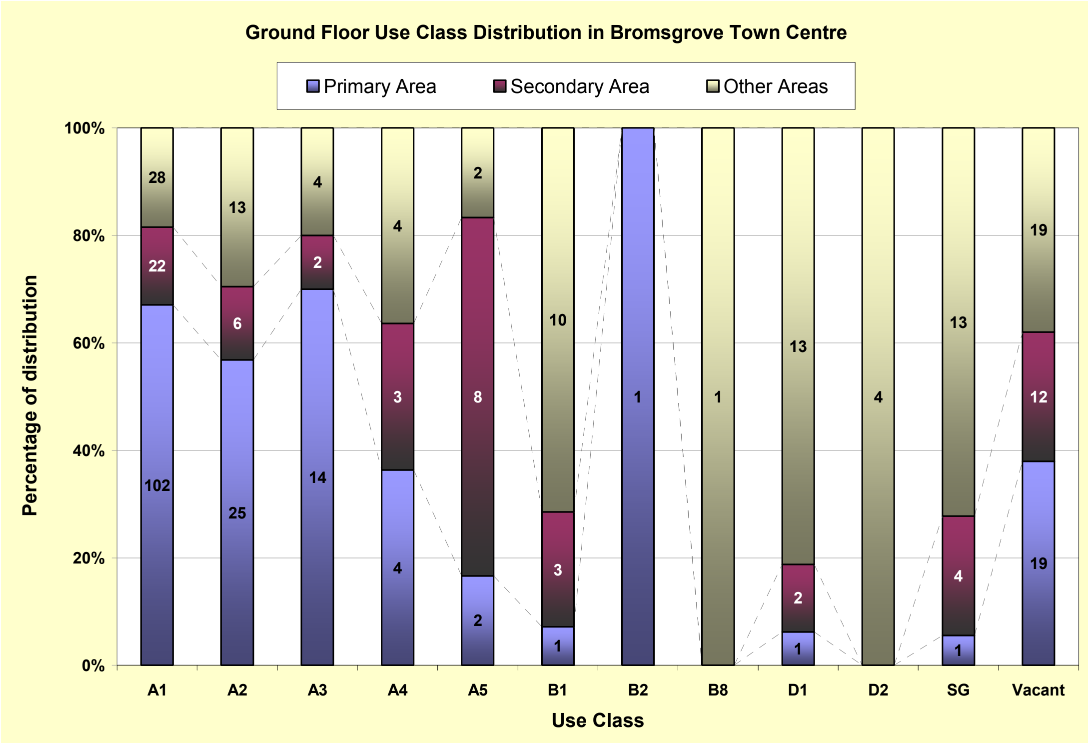




3.7 Among the 343 businesses/ vacant units, almost half of the shops are for retail use (44%/ 152 units), followed by vacant shops (15%/ 50 units) and A2 financial and professional offices use (13%/ 44 units). The rest are made up of uses with 20 or less units: A3 restaurants and cafes (6% / 20 units), sui generis (5% / 18 units), D1 non residential institutions (5% / 16 units), B1 business use (4% / 14 units), A5 hot food takeaways (3% / 12 units), A4 drinking establishments (3% / 11 units), D2 amenity and leisure use (1% / 4 units), B2 general industry (0%/ 1 unit) and B8 storage or distribution (0%/ 1 unit).



3.8 The stacked column below shows the use class by percentage of distribution in the primary, secondary and other areas.



3.9 In the primary shopping area, 86% of its shops fall within use class A. 67% of all A1 retail uses (including charity shops) locate in this area (102 units), this is followed by A2 professional and financial services (57% / 25 units) and A3 food and drink (70% / 14 units). Although it looks surprising that 100% of the B2 general industry use locates in the primary shopping area, the percentage figure is distorted by the fact that there is only 1 B2 use in the town centre (the Bromsgrove Printing Co. on Worcester Road). The possible explanation for the B2 use to be located in the primary shopping areas could be due to the more diverse uses of the nearby secondary shopping area. 19 vacant units (38% of the total vacant units) were also recorded in the primary shopping area.

3.10 In the secondary shopping area, 66% of its shops fall within use class A. They are A1 use 35% (22 units), A2 use 10% (6 units), A3 use 3% (2 units), A4 use 5% (3 units) and A5 use 13% (8 units). In accordance to the PPS6 definition of secondary shopping area, the uses in this area are more diverse than in the primary shopping areas. 5% (3 units) are used as B1 offices, 3% (2 units) D1 and 6% (4 units) SG. 12 vacant units were recorded in the secondary area, making up 19% of the total units in the secondary shopping area.

3.11 For areas outside the primary and secondary shopping areas, 46% of the units fall within use class A. The rest of the units fall within use class B (10%), use class D (27%) and other uses (12%). 19 vacant units (17% of the total units in this area) were recorded in this area.

3.12 Government guidance in PPS6 says that different but complementary uses in the town centre during the day and in the evening can reinforce each other and attract people from different age and social groups, making town centres more attractive to local residents, shoppers and visitors. Most of the night time uses in the town centre such as restaurants, takeaways, night clubs, and drinking establishments, locate either at the West End of the High Street and Worcester Road or outside the primary shopping areas, resulting in a quiet primary shopping area at night time.

3.13 In the Bromsgrove Town Centre AAP survey (2008), 82% of the respondents prefer their venues of visit to spread along the length of the High Street. Only 18% would like the venues concentrated with existing venues at the West End of the High Street.

Mix of Uses - floorspace

3.14 The Goad Category Report for Bromsgrove 2008 (the most up to date available at the time of this report) only cover ground floor units in the primary shopping areas and part of the secondary shopping areas identified in the Bromsgrove Proposals Map. The Goad Category Report is attached in Annex B.

3.15 The report illustrates that floorspace in Bromsgrove town centre was dominated by comparison goods such as booksellers, charity shops, DIY & home improvement shops and telephones & accessories shops, etc (37.92%). Compared with the UK average, the index figures (the index figure illustrates the difference between a percentage figure for the centre and the UK average) shows that Bromsgrove town centre has a significantly lower proportion of convenience goods such as convenience stores, fishmongers and greengrocers (37% less) and leisure services such as bars, fast food and takeaways and sports and leisure facilities (48% less) but significantly higher proportion of retail service such as photo processing/ studios, vehicle repairs & services, etc (44% more) and financial & business services such as building societies, legal services and financial services, etc (33% more). Bromsgrove also suffers from a higher percentage (3%) of vacant retail & service outlets than the UK average.

Floorspace (Sq Ft) by Sector in Bromsgrove, April 2008

	Outlets	Area %	Index
Comparison	207,400	37.92	100
Convenience	107,500	19.66	63
Retail Services	55,000	10.06	144
Leisure Services	63,900	11.68	52
Financial & Business Services	63,800	11.67	133
Vacant Retail & Service Outlets	49,300	9.01	103

Source: Goad Category Report for Bromsgrove, April 2008

THE AMOUNT OF RETAIL, LEISURE AND OFFICE FLOORSPACE IN EDGE-OF-CENTRE AND OUT-OF-CENTRE LOCATIONS

3.16 The town centre area is mainly surrounded by residential use, except to the southwest which has some industrial use.

Retail

3.17 With regard to edge-of-centre retail, there is an Asda Store situated on Market Street. There is a multi-storey car park, an off street car park and a recreation ground beside it. The store is physically separated from the primary shopping streets by the busy Market Street. A traffic light crossing has been installed to aid movement between the two. The pedestrian count shows that the Asda crossing is a busy one. However, it is difficult to judge whether supermarket shoppers would also spend time in the town centre as people going to the town centre may also park at the car parks by Asda and use the crossing to get to the town centre.

3.18 Other well known retailers on the edge-of-centre are *Halfords* on Birmingham Road and *Just for Pets* in Market Street.

3.19 On the edge-of-centre outside the primary and secondary areas, there are 25 small independent businesses, including 5 salons, 2 DIY shops, etc. further down on Worcester Road, Birmingham Road, Crown Close, Hanover Street, Perry Lane, Recreation Road, St John Street, Stourbridge Road and Windsor Street.

Leisure

3.20 Just around 200 metres from the primary shopping areas in School Drive is the Dolphin Centre which includes swimming pools, fitness suites, exercise studio, sports halls and training and conference centre. There are two off street car parks by the centre which provide 164 spaces and 13 spaces for the disabled.

3.21 There are 2 takeaways, 4 restaurants and 4 pubs on the edge-of-centre in St John Street, on Worcester Road and Birmingham Road.

Office

3.22 Along St John Street are mainly used for professional businesses (6 offices), such as solicitors, accountants and architects and estate agent. Further down the primary shopping area on New Road are three A2 uses (an accountant and 2 estate agents) and an off street car park. Along Birmingham Road further down the secondary shopping area are a small business park Holts Studio with 6 independent small businesses and some professional uses such as a solicitor a mortgage advisor.

THE POTENTIAL CAPACITY FOR GROWTH OR CHANGE OF CENTRES IN THE NETWORK

3.23 The land uses surrounding the town centre zone can act as a physical barrier to the future expansion of the town centre. However within the town centre zone, there are several sites/ areas that may have development opportunities. These are the bus station, Market Hall & George House, the car park or recreation ground by Asda, police and fire stations, library, Recreation Road and the Dolphin centre. Birmingham Road around Hop Pole and the Council office adjacent to the town centre zone are also considered having development potentials.

3.24 The present states of these sites/ areas are in need of regeneration. These sites could offer opportunities to bring about change in the Town Centre, the production of the AAP will be looking into potential development schemes for various town centre sites.

RETAILER REPRESENTATION

3.25 According to the Goad Category Report, a multiple retailer is defined as 'being part of a network of nine or more outlets.' National multiples identified as major retailers by Goad are considered most likely to improve the consumer appeal of a centre. These national multiples are put under five categories, department stores, mixed goods retailers, supermarkets, clothing and other retailers. In Bromsgrove town centre, there are no major retailers present in the department stores and supermarkets categories. In the mixed goods retailers category, Argos, Boots and WH Smith are represented. In the clothing category, Burton, Dorothy Perkins, New Look are represented. In the other retailers category, Carphone Warehouse, Clintons, O_2, Superdrug, Phones 4 U, Vodafone and Waterstones are represented.

3.26 Some other well known convenience retailers which are not considered as national multiples in the Goad Category Report but are represented in Bromsgrove town centre are: Asda in Market Street with 5,360m^2 floorspace and Somerfield on Birmingham Road with 1,370m^2 floorspace. An application for a major supermarket development of 4,700m^2 is submitted on the current site of Somerfield, Lush Furniture and Focus on Birmingham Road.

3.27 Several financial and business services like national banks and housing societies also have their branches in the High Street. These include HSBC, Natwest, Barclays, Abbey, Lloyds, Halifax, West Bromwich Building Society and Nationwide Building Society. Other comparison and service retailers that are represent in the High Street include Knights Pharmacy, Bodycare, Mothercare, F Hind, Claires Accessories, Halfords, Focus, Going Places, Co-op Travel, First Choice, Thomas Cook, Orange, Iceland, Subway, Julian Graves, Pizza Hut, Prezzo, Pizza Express, Wetherspoon and The Slug and Lettuce etc.

3.28 Despite the presence of all these multiple retailers, 83% of respondents in the Bromsgrove Town Centre AAP survey (2008) still considered the range of shops in Bromsgrove as very poor or poor, only 16% considered them as adequate or good and none considered it as excellent. The top choices which respondents considered would make the town centre a better place to shop are:

1. More small independent and specialist shops (63%)
2. A department store (59%)
3. More national chain stores (53%)

4. Regular farmers markets (44%)
5. A high quality national food store for the Market Hall site (39%)
6. Occasional special markets such as French street market (39%)

The major retailer that respondents most wanted to see in Bromsgrove is Marks and Spencer (41%).

3.29 In regards of the range of eating and drinking places in Bromsgrove, 61% considered it as adequate, good or excellent and 38% considered it as poor or very poor. The top choices that would be most likely to attract respondents into the town centre in the evening are:

1. A safe environment (59%)
2. Theatre or cinema (56%)
3. Restaurants and cafés (55%)

PROPORTION OF VACANT STREET LEVEL PROPERTY

3.30 One important indicator of a town's health is the proportion of vacant shops. The distribution of vacant units and other associated uses (i.e. charity and other outlets with rate rebates) provide an indicator of the attractiveness of an area to new business, although it should be noted that vacancies in outlets occur not only when an area is economically unattractive to potential businesses, but also due to redevelopment, building renovation or changeovers between tenants.

3.31 The Goad Category Report (April 08) shows that there were 24 units (9.68%) of vacant retail & service outlets in the Bromsgrove town centre, which were 8% lower than the UK average. In terms of floorspace, the total floorspace recorded vacant was 49,300sq ft. (9.01%), which was 3% higher than the UK average. This indicates that vacancies occurred mostly in bigger units.

3.32 According to the LDC Mid-Year Report 2009, town centre vacancy rates in England and Wales have risen from just over 4% in the middle of 2008 to nearly 12% at the end of June this year. The damage is spread across the country and affects all levels of the retail hierarchy from the largest regional centre to the smallest High Street.

3.33 At the time of the street survey, 50 units or 15% of the units were vacant. This is significantly higher than the figure recorded in Goad (9.68%) and above the 12% England and Wales average in end of June 2009. In terms of geographic location of vacant units in Bromsgrove town centre, they were spread throughout the centre and varied in size and configuration, ranging from big units like the old Woolworth store to small units in the Strand Centre. The vacant units located in Worcester Road were found to be in a poor state of repair and were detracting from the overall Town Centre environment.

3.34 Bromsgrove town centre is dominated by small units with 225 units[8] (81.8%) being less than 250m^2 in size. As a result it can be difficult for retailers (multiple retailers in particular) to supply the number and range of goods that

[8] Goad Retailer Address Data 2008

they would supply in larger stores elsewhere. It is hoped that the sites mentioned in para 3.23 will help address this imbalance and encourage new retailers and other occupiers into the town centre.

SHOPPING RENTS & COMMERCIAL YIELDS ON NON-DOMESTIC PROPERTY

Shopping rent

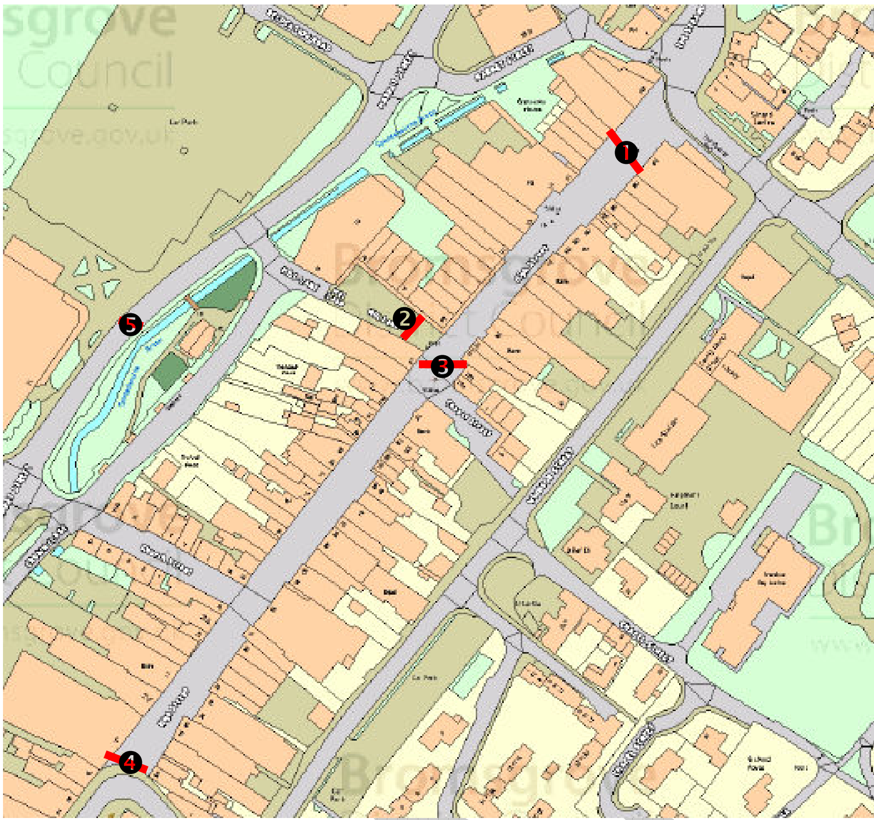
3.35 The area to the front of the shop is normally referred to as 'zone A'. Zone A rent refers to the rental value for the first 6 metres depth of floorspace in retail units from the shop window and it is the most valuable area of the shop. Normally the rate per square metre drops as it moves towards the rear of the shop. Due to commercial sensitivity, data of zone A rent is very hard to acquire.

3.36 According to the West Midlands Retail Market Overview (Autumn 2008), prime in-town retail rents in the West Midlands fell on average by -0.6% and well below the UK average of 1.1% during May 2007 to May 2008. This places the region last in the regional ranking for 2007/08. The region experienced a real rental fall of -4.7% compared to -3.1% during the same period. Birmingham has achieved the top rent in the region although its zone A rent has remained static at £325 per square foot. Ranked number ten is Wolverhampton with its zone A rent at £130 per square foot. Detailed figures of Bromsgrove's rent were not available at the same period, but in July 2009, the High Street zone A rent is thought to be around £50 to £60 per square foot.

Commercial yields

3.37 The commercial yields on non-domestic property shows the capital value of the non-domestic properties in relation to their expected market rents. The level of yield broadly represents the market's evaluation of the risk and the long term profitability of the centre for retail, office and other commercial developments. Broadly speaking, low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields. In 2009, the yield for shops in Bromsgrove is thought to be around 6%. For comparison purpose, the yield of Barnsley, Doncaster, Huddersfield, Leeds & Wakefield in 2007 were 7.25%, 5.50%, 7.00%, 4.25% & 6.75%. In other words, among these centres, Leeds centre in general was seen by investors as having the lowest market risk and higher long term profitability for retail, office and other commercial developments.

PEDESTRIAN FLOWS (FOOTFALL)



3.38 Measuring the flow of pedestrians provides a basic measure of town centre usage and involves counting the number of people passing specific points over a particular period of time. The counts could be influenced by a number of factors such as the location of car parks, public transport interchanges and the most popular retailers, etc.

3.39 The use of this indicator is more useful over time as it can be used to identify trends both as a result of local and national influences. For example the opening of a new retail unit may encourage more people to visit a certain area so the level of footfall rises.

3.40 The pedestrian count was carried out at four points in the morning, midday and afternoon peak on a Thursday, Friday and Saturday. The survey points are the main entry/ exit point of visitors to the High Street (see the above map) due to the different locations of car parks and public transport stops:-

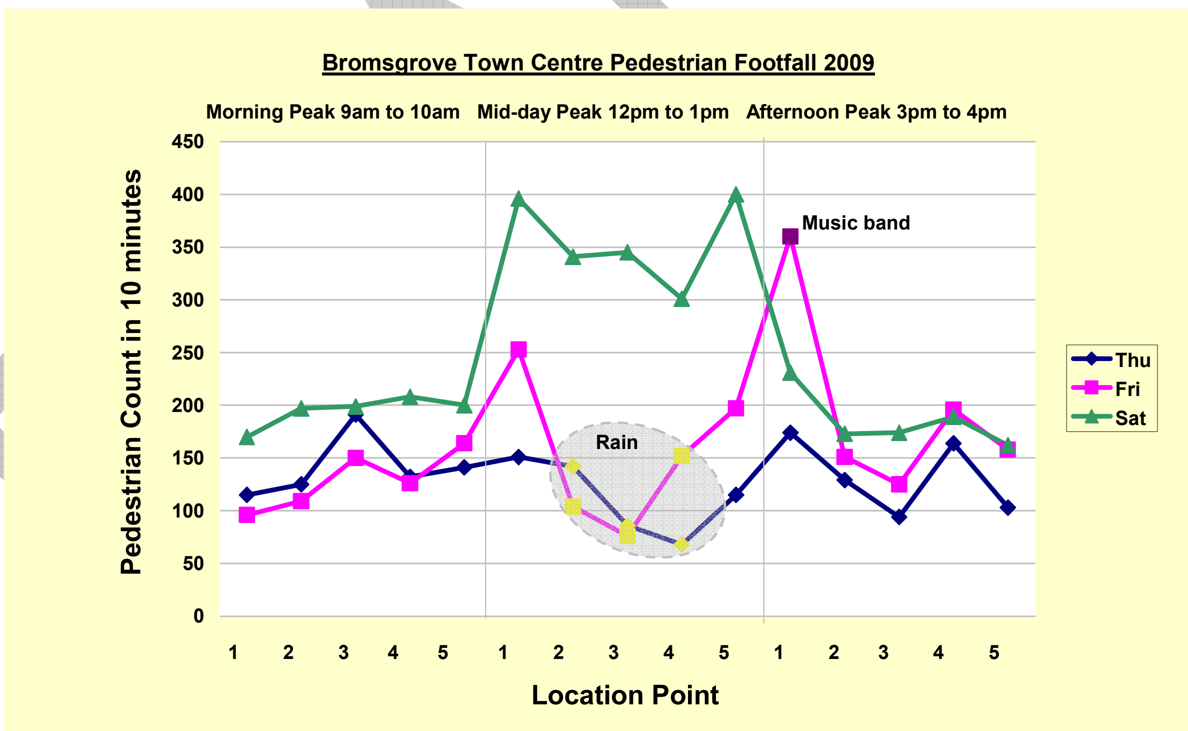
3.41 To the north of the High Street are 4 car parks, Parkside, Stourbridge Road, Dolphin Centre and School Drive. They provide 330 spaces and 24 spaces for the disabled. Visitors parking at these car parks will likely to enter/ leave the town at the top of the High Street and pass by counting point 1.

3.42 To the east of the High Street is the Windsor Street car park which provides 65 spaces and 4 spaces for the disabled people. Visitors parking here are likely to enter/ leave the town from Chapel Street and pass by counting points 3 or 4.

3.43 To the south of the High Street are the New Road and Hanover Street car parks. They provide 194 spaces and 13 spaces for the disabled. Visitors parking here are likely to enter/ leave the town at the bottom of the High Street and pass by counting point 4.

3.44 To the west of the High Street lies the two largest car park in the Centre. They are Recreation Road South off street car park and the Churchfields multi-storey car park by Asda. There is also a small car park further away Recreation Road North. They provide 645 spaces and 42 spaces for the disabled. Visitors parking at these car parks will likely to cross at the Asda crossing and enter/ leave the town from Mill Lane, i.e. counting points 2 and 5. The bus station and taxi stand locate at Clown Close near the Asda crossing, hence visitors taking public transport are also likely to enter/ leave the town from Mill Lane.

3.45 Although it is more meaningful to compare pedestrian count over time, the surveys done on market days and non market day could be served as a general indicator of the attractiveness of the outdoor market newly introduced in Bromsgrove High Street. It is important to note though, weather by itself is one of the major factors affecting pedestrian footfall. The pedestrian survey counts are attached in Annex C.



3.46 The Saturday farmers market was found to have the highest footfall at all times of the day, except at location point 1 on the Friday afternoon peak when performance of a music band near location point 1 had attracted many school pupils to the town centre after school.

3.47 If it was not due to the heavy rain at the time of survey on Friday midday (at location points 2 and 3), it was expected that the Friday midday and afternoon footfalls would be consistently higher than Thursday's.

3.48 Footfalls were therefore higher on the two outdoor market days (Friday and Saturday) in this survey. However, future pedestrian counts should be carried out on different days to verify if the higher footfalls were results of the outdoor markets or the fact that generally there are more people out for shopping on Fridays and Saturdays.

3.49 The footfall of the location points show that the busiest part of the shopping areas is the north of the High Street (i.e. location point 1 where Argos is), followed by the Asda crossing (i.e. location point 5).

ACCESSIBILITY

3.50 Accessibility is very important if people are to be attracted to an area. This covers a number of issues including cost, frequency and proximity of parking or public transport in relation to final destination. It is also important that movement within the town centre is simple by providing a co-ordinated network of facilities that are well signposted and user friendly.

3.51 Visitors can access Bromsgrove town centre via a variety of means: train, bus, taxis, on foot, bicycle and car.

Rail

3.52 The town is served by Bromsgrove station in Aston Fields. It is around 1 mile away from the town centre. However, connection between the town centre and the train station is quite poor. There is no frequent bus service connecting the two and normally there is no taxi waiting at the taxi rank to take passengers. The station provides passenger services to Birmingham New Street to/ from Hereford calling at University (Birmingham), Droitwich Spa, Worcester Shrub Hill, Worcester Foregate Street, Malvern Link, Great Malvern, Colwall and Ledbury.

3.53 A new rail station in Bromsgrove is proposed adjacent to the current one and the new station will have longer platforms and allow more trains to stop at. The County Council is also talking to the bus companies to ensure that frequent bus service to the town centre is secured in the future.

3.54 In the Bromsgrove Town Centre AAP survey (2008), 56% of respondents considered a new regular bus link between the town centre & the train station would help them get around Town.

Bus

3.55 The bus station in Bromsgrove locates in Market Street, which is just 10 metres away from the High Street. The bus shelters have all been replaced recently. A range of local bus services within Bromsgrove provide access to the town centre from residential areas within the town like Charford and nearby area such as Alvechurch, Barnt Green, Belbroughton, Catshill, Cofton Hackett, Fairfield, Lickey, Lickey End, Marlbrook, Rednal, Rubery, Merryhill, Halesowen, Birmingham, Redditch, Droitwich, Worcester, Cotteridge, Stourbridge, Kidderminster and Stourport. The services are provided by different bus operators: Ludlow's, Dudleys Coaches, M.R.D. Ltd, First, Diamond, A Touch of Class and Hansons of Wordsley and the bus fares vary from operators.

3.56 In the Bromsgrove Town Centre AAP survey (2008), 52% of respondents considered the current location of the bus station as good and would like to see it remains at its current place.

Taxi

3.57 There is a taxi rank beside the bus station in Bromsgrove town centre. Depends on the time of the day, there are sometimes taxis waiting at the rank for passengers.

Walking and Cycling

3.58 The town centre is readily accessible to pedestrians and cyclists as significant residential areas lie close to the town centre. The flat topography of the town (apart from area to the east) could also be considered an aid to the promotion of walking and cycling. The cycling map in Bromsgrove shows that the national cycle route 5 passing through the town from the southeast to the southwest. There is also a local cycle route that leads to the town centre from the northeast near Elm Grove by the Princess of Wales Community Hospital.

3.59 Cycle parking are available at the Centre for free, for example at High Street (near Argos and near Weatherspoon), at Church Street and by the Market Hall. However, during the time of survey, none of the cycle stands were used. The reasons could be that the cycle stands are very basic and have no shelter. Facilities for pedestrians include benches and the public conveniences. Benches are available around the primary and secondary shopping areas and they are popular among visitors. The public toilet by the bus station has recently been refurbished and opens 24 hours. The refurbishment was done in response to the comments received from the AAP consultation.

3.60 Market Street, St John Street, Hanover Street, New Road and the Strand all have very busy traffic. Pedestrians can only cross these roads at designated points and these roads become major physical barriers to pedestrians/ visitors. Unfortunately, the crossing facilities are poor and have not assisted substantially in alleviating the impact of the barriers.

3.61 Signage is only available in the town centre such as at the Strand, New Road and Market Street. Signage with estimated distance to destination in a wider area will encourage visitors to walk/ cycle to town. With the recent closure of the Tourist Information Centre on Birmingham Road, signage is particularly important to help visitors get around Town.

3.62 In the Bromsgrove Town Centre AAP survey (2008), respondents considered that opening up, decluttering pedestrian routes into the High Street (57%), improving signage and extend the network of cycle and pedestrian routes leading into the town centre (43%) would help them get around Town.

Car

3.63 The town centre is located approximately 1 mile from junction 1 of the M42, 3 and 4 miles from junctions 4 and 5 of M5. There is one multi-storey car park and 9 off street car parks in the town centre zone. In total there are 553 short stay and 763 long stay parking spaces. Among them, there are 82 disabled parking spaces. They are all within a couple of minutes walking distance to the town centre.

	Bromsgrove		West Midlands		England	
	Count	%	Count	%	Count	%
No car or van (Households)	4,686	13%	576,484	27%	5,488,386	27%
1 car or van (Households)	13,971	40%	923,743	43%	8,935,718	44%
2 cars or vans (Households)	12,783	36%	521,452	24%	4,818,581	24%
3 cars or vans (Households)	2,749	8%	101,086	5%	924,289	5%
4 or more cars or vans (Households)	977	3%	30,907	1%	284,453	1%
Total cars or vans (Vehicles)	52,104		2,406,815		22,607,629	
All Households (Households)	35,166		2,153,672		20,451,427	
Average number of cars/ vans per household	1.48		1.11754		1.11	

Source: Office of National Statistics

3.64 The car ownership levels in Bromsgrove are 87%. Among them, 40% have 1 car/ van, 36% have 2 and 11% have 3 or more. Compare with the regional and national average, which both have a car ownership of 73%, Bromsgrove's car ownership is significantly higher than the regional and national average. Together with the rural nature of the district, it is therefore not surprising that car is the main mode of transport for local residents visiting the town centre.

3.65 Although parking is within a short walking distance to the town centre, visitors from all car parks, except the Parkside car park, need to cross the roads to reach the High Street. This can cause inconvenience and safety concerns to visitors especially those with disabilities and young children.

3.66 In the Bromsgrove Town Centre AAP survey (2008), respondents considered that improvements to the junction of Stourbridge Road and Birmingham Road, and increase the provision of short stay car parking spaces in the town centre would help car users to get around Town.

Shop-mobility

3.67 Shop-mobility is a service that helps all people who consider themselves to have mobility problems (whether through disability, illness or injury) to continue to get around the town centre independently, with freedom, confidence and dignity. In the town centre, there are parking for the disabled, the main shopping streets are pedestrianised, the shops have ramps for wheelchair users, and the pedestrian crossings have special tiles for the visually impaired.

3.68 A mobility scheme such as letting people with mobility problem to hire a scooter, a motorised wheelchair or a manual wheelchair for a few hours free of charge may help improve the shop mobility in the town centre.

CUSTOMER AND RESIDENTS' VIEWS AND BEHAVIOUR

3.69 Residents' views are collected from the Bromsgrove Town Centre AAP survey (2008).

Shops and Services

3.70 In terms of the range of shops and the range of eating in Bromsgrove, half of the respondents considered the range of shops as very poor but the range of eating as adequate/ good. One third of the respondents shop most in Bromsgrove, followed by Redditch. Similarly, almost half of the respondents socialise most in Bromsgrove, followed by Birmingham.

3.71 Respondents considered that more independent and specialist shops, a department store, more national chain stores, regular farmers markets, occasional special markets such as French Street Market and a high quality national food store for the Market Hall site would help improve the attractiveness of the town centre as a shopping location. Marks and Spencer is the retailer that most respondents want to see represented in the town.

3.72 Locationally, most respondents prefer to see shops and restaurants spreading along the length of the High Street. Such arrangement would improve opportunities for natural surveillance along the whole street at different times of the day, create a sense of vibrancy and reduce the possibility of crime. Respondents also want to see a theatre or cinema and more restaurants and cafés in the town centre to encourage more evening visitors.

PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

3.73 Bromsgrove town centre lies within the St Johns ward and is served by the Bromsgrove St. Johns Local Policing Team of West Mercia Constabulary North Worcestershire Division.

3.74 Compare to the crime figures of Bromsgrove town centre in 2007-08, there was a fall in burglary, robbery, violence against the person and other offences in 2008-09 but an increase in criminal damage, drug offences, fraud & forgery, anti social behaviour and theft & handling. The number of house burglary and sexual offences remained unchanged.

Crime figures for Bromsgrove Town centre sector			
	2007-08 (Count)	2008-09 (Count)	Change in %

Burglary Dwelling	1	1	0%
Burglary Other	13	9	-31%
Criminal Damage	41	63	54%
Drug Offences	10	14	40%
Fraud & Forgery	19	23	21%
Other Offences	9	2	-78%
Robbery	4	1	-75%
Sexual Offences	3	3	0%
Theft & Handling	199	224	13%
Violence Against the Person	87	52	-40%
Anti Social Behaviour	499	617	24%

Source: West Mercia Constabulary (2009)

3.75 There are 20 CCTV cameras in the town centre area and they operate 24 hours. The cameras are designed to create a "net" over the centre in which they operate. The idea is that a person cannot enter or leave the main shopping areas without passing at least one camera. They record and are monitored 24 hours a day, 365 days a year. They have the ability to identify an offender by their face and by their clothes at a fair distance. The police can view incidents as they occur, track a person's movement and direct officers to the location of an incident.

3.76 The cameras play a vital role against crime by addressing specific problems such as alcohol related violence in the town centre, acting as a deterrent to potential offenders and by reducing the fear of crime amongst the local community.

3.77 All car parks run by the Council in Bromsgrove town centre are also covered by CCTV cameras and this helps reduce the risk of car related crime. All CCTV cameras are governed by very strict operating guidelines that work in line with the latest data protection code to prevent breaches of privacy and civil liberties.

3.78 The High Street in Bromsgrove town centre is a pedestrianised area and it creates a strong sense of enclosure. Although this creates a nice shopping environment, it affects the perception of safety to pedestrians after dark. The high enclosure means that pass-by traffic is unlikely to see what is going on in the street. The upper floors of shops currently are mainly used as shop storage or offices and there is a lack of natural surveillance outside shops' trading hours and office hours.

3.79 In the Bromsgrove Town Centre AAP survey (2008), respondents (59%) considered that a safe environment is the most important thing that will attract them into Bromsgrove Town Centre in the evening.

STATE OF THE TOWN CENTRE ENVIRONMENTAL QUALITY

Environment

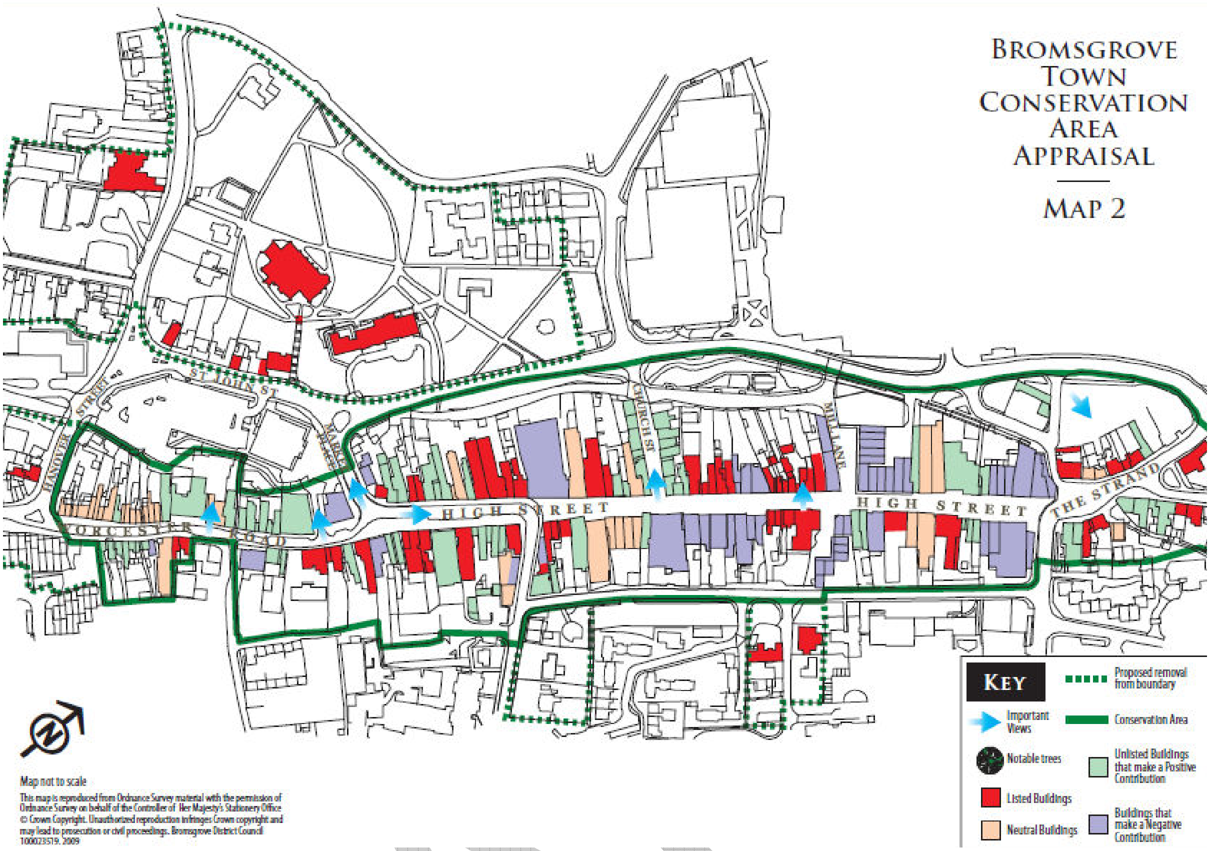
3.80 The major transport routes such as Brimingham Road, Kidderminster Road, Worcester Road, Stourbridge Road entering Bromsgrove are all poorly defined. There are no gateway features to inform people their entrance to Bromsgrove town centre. The image of the town to the pass-by traffic is bad. It is dominated by the rear views of the High Street such as Crown Close and Windsor Street. These areas are mainly the backs of buildings used for parking and have poor boundary treatment. Similarly, there is a lack of enclosure to the town centre car parks and the streetscape is often left open and poorly defined. The connecting routes that link the car parks and surrounding roads to the High Street are enclosed by poor quality buildings and blank side elevations.

3.81 The traditional High Street with deep plots and narrow commercial frontages contribute to a strong character in the town centre. Whilst this character is typically at odds to the scale and form of development sought by many modern retailers, it is this character that is one of the town's core and key strengths, contributing strongly to the attractiveness of the town.

3.82 In the Bromsgrove Town Centre AAP survey (2008), the top five choices of respondents that would make the town centre a nicer environment to visit are: 1) making the look of shop fronts and signs in keeping with historic architecture (56%); 2) New paving (54%); 3) more frequent litter patrols (52%); 4) more landscaping and trees in the High Street (48%); and 5) improved appearance of historic buildings (47%). In regards of The Recreation Ground in front of Asda, respondents would like t see the landscaping, planting and facilities on the site be improved (42%).

The Historic Environment

3.83 The town centre has a variety of building styles, with no one style dominating. All of these add to the character of the town. The following map is extracted from the Bromsgrove Town Conservation Area Appraisal 2009. It outlines the boundary of the town centre conservation area and buildings that are protected, or are making positive/ negative contribution to the area.



3.84 Bromsgrove town centre contains an assortment of notable historic buildings dating from predominantly the 18th and 19th centuries but with some earlier surviving timber framed buildings. A range of architectural styles is represented from English vernacular, to restrained Georgian and more elaborate Victorian Gothic buildings. This variety of elevational treatments and styles demonstrate high quality construction and craftsmanship, giving a rich texture to the town centre, and are tangible reminders of the town's past prosperity.

3.85 The High Street and immediate vicinity clearly exhibit a number of medieval elements. The churchyard lies immediately to the West of the town on an area of raised ground overlooking the main road. This area may have been the site of an earlier Anglo Saxon Church, but the earliest remnants in the existing Church date from the 12th century. The street system in and around the High Street is very clearly medieval, consisting of the main South West /North East route between Worcester and Birmingham which is the High Street itself. From this road two roads go off to the West (Kidderminster Road and Stourbridge Road) and one to the East (Stratford Road). These roads are probably of medieval date along with Hanover Street and St John Street, which lead to the Church. The 1839 tithe map shows many small lanes leading from the High Street to the backs of burgage plots, many of which are medieval in origin, with narrow frontages to the High Street.

Air pollution

4.1 The Council has been monitoring the air quality in the district against several health based air quality objectives. There is one Local Air Quality

Management Area (AQMA) in Bromsgrove district, the Lickey End AQMA which is at junction 1 of M42 and 1 mile away from the town centre. In 2008, three locations were identified to have gone over one of these air quality objectives (the annual mean nitrogen dioxide objective) and one of them was within the town centre (16 Worcester Road). In 2007, two other town centre locations (Davenal House on Birmingham Road and Strand House on the Strand) were identified as failing to meet the objective but they had fallen just below the target objective in 2008. Road vehicle traffic is the cause of the air quality issue in these locations.

Annual mean concentrations ($\mu g/m^3$) adjusted for bias				
	Within AQMA?	2006	2007	2008
Davenal House	No	37	**42**	38
Strand House, The Strand, Bromsgrove	No	36	**41**	36
Ye Olde Black Cross, Worcester Road (triplicate)	No	**60**	**60**	**55**
Denise Lesley, Worcester Road, Bromsgrove	No	-	-	**52**
16 Worcester Road, Bromsgrove	No	-	-	**53**
35 Birmingham Road, Bromsgrove	No	-	-	34

Source: Local Area Quality Management Updating and Screening Assessment 2009, Bromsgrove District Council

3.86 Based on early discussions with Worcestershire County Council and after consulting the Department for Transport website, it was concluded that there was insufficient traffic data available with which to conduct a robust air quality assessment of the Bromsgrove town centre. As a result a DEFRA grant has been applied for in Spring 2009 to undertake a detailed traffic survey within Bromsgrove town centre, where potential exceedences of the one of the air quality objective have been identified through monitoring data, and insufficient traffic data is currently available. This should include: Worcester Road at its junction with Hanover Street and the Birmingham Road/Market Street/Stourbridge Road junction. This will assist in the decision making process relating to whether a town centre AQMA will need to be declared. If declaration takes place then an Action Plan will have to be formulated outlining measures to assist in, vehicle usage reduction, travel plans encouragement, use of public transport, improved traffic management schemes etc."

4. Conclusion

4.1 From the PPS6 indicators of vitality and viability, the strengths, weaknesses, opportunities and threats are identified in a SWOT analysis for Bromsgrove town centre.

Strengths

4.2 National multiples present (mixed goods, clothing and other retailers).

4.3 Good bus station location.

4.4 Pedestrianisation of the main shopping areas

4.5 Town centre conservation areas.

4.6 Regular street markets.

4.7 Good network of CCTVs.

4.8 Relatively flat topography of the town.

Weaknesses

4.9 Limited retail and food offer.

4.10 Proximity of competing centres.

4.11 Closure of the Tourist Information Centre.

4.12 Insufficient short stay parking.

4.13 Poor and irregular connections to the train station.

4.14 Busy and poor crossings to the main shopping areas.

4.15 Poor facilities for cyclists.

4.16 Busy traffic at the Stourbridge Road and Birmingham Road junction.

4.17 Littering.

4.18 Poor quality façades, especially shops on Worcester Road.

4.19 Poor rear view and function of High Street.

4.20 Poor image of town centre to pass-by traffic.

4.21 Growing vacancy level and lack of decorations in vacant shopfronts.

4.22 Increasing number of criminal damage, drug offences, fraud & forgery, anti-social behavior.

4.23 Limited natural surveillance at night time.

Opportunities

4.24 National multiples (department store and supermarket) and retail and food offer at the potential development sites (para 3.23).

4.25 More frequent farmers' or specialised markets.

4.26 Pedestrianisation of Market Street

4.27 New link road to connect the town centre and A38.

4.28 Regular connections with the new train station.

4.29 Improved signage and walking/ cycling network to encourage sustainable travel.

4.30 Environmental improvement at the Spadebourne Brook and High Street.

4.31 More frequent litter patrols.

4.32 Shopmobility scheme.

4.33 Night time economy.

4.34 Efficient use of rear areas of main shopping areas.

4.35 More quality shops to meet the potential demand of the relatively high income residents.

4.36 To build on the strong services growth in the region.

Threats

4.37 Potential town centre AQMA designation.

4.38 Potential increase of crime levels.

Glossary

Term	Definition
Commercial yield	The commercial yields on non-domestic property shows the capital value of the non-domestic properties in relation to their expected market rents. Broadly speaking, low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields.
Comparison shopping	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
Convenience shopping	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
Economically active	People are considered to be economically active if they are aged 16 and over and are either in work or actively looking for work.
Edge of centre	For retail purposes, a location that is well connected to and within easy walking distance (ie. up to 300 metres) of the primary shopping area.
Gross value added (GVA)	Gross value added is the value of goods and services produced by an area, sector or producer minus the cost of the raw materials and other inputs used to produce them.
House affordability	The house affordability ratio is a measurement of the average annual income to the average house price.
Index of multiple deprivation	The Index of Multiple Deprivation combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation.
Major retailer	Among all the multiple outlets, Goad has further identified 30 retailers that are most likely to improve the consumer appeal of a centre and named them as Major Retailers.
Multiple retailer / national multiple	A multiple retailer/ national multiple is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers.
Primary shopping area	The defined area where retail development is concentrated. It is likely to include a high proportion of retail uses.

Term	Definition
Secondary shopping area	Secondary shopping area is usually contiguous and closely related to the primary shopping area. It provides greater opportunities for a diversity of uses.
Shop-mobility	Shop-mobility is a service that helps all people who consider themselves to have mobility problems (whether through disability, illness or injury) to continue to get around the town centre independently, with freedom, confidence and dignity.
Use Class	The Town and Country Planning (Use Classes) Order 1987 puts uses of land and buildings into various categories by the way in which land or buildings are used. Planning permission is not needed for changes of use within the same use class.
Zone A rent	Zone A rent refers to the rental value for the first 6 metres depth of floorspace in retail units from the shop window and it is the most valuable area of the shop. Normally the rate per square metre drops as it moves towards the rear of the shop.

_Annex A: Street surveys record of Bromsgrove Town Centre, 2009

Primary shopping area			
Business Name	**No**	**Street**	**Class**
Tullet & Sons	3	Chapel Street	A1
Scruples salon	7	Chapel Street	A1
Bromsgrove Sports	1	Church Street	A1
Spex 4 U	1	Church Street	A1
Cartridge World	3	Church Street	A1
Clippers salon	4	Church Street	A1
The Bromsgrove Colier	6	Church Street	A1
Aubrey Bernard salon	7	Church Street	A1
Beauty Accessories	8	Church Street	A1
Country Kasuals	11	Church Street	A1
The Korner Kitchen	12	Church Street	A1
School Days	13 to 15	Church Street	A1
Umberto Giannini	9	High Street	A1
Urban Angel	10	High Street	A1
Primrose Hospice	12	High Street	A1
Holland & Barrett	15	High Street	A1
Thomson Travel Agent	23	High Street	A1
Eye Deals	38	High Street	A1
UK Barber Shop	42	High Street	A1
Bromsgrove Standard	44	High Street	A1
Vodaphone	49	High Street	A1
British Heart Foundation	50	High Street	A1
Leigh Jones Butchers & Delicatessen	53	High Street	A1
Smash n Grab	55	High Street	A1
F Hinds	59	High Street	A1
20 minute photo	63	High Street	A1
Dolland & Aitchison optician	64	High Street	A1
Glitz accezzorie	65	High Street	A1
Oswald Bailey	67	High Street	A1
Phones 4 U	69	High Street	A1
Claires Accessories	71	High Street	A1
O2	74	High Street	A1
Blunts	75	High Street	A1
Bon Marche	76	High Street	A1
Boots	78	High Street	A1
Carphone warehouse	80	High Street	A1
First Choice	91	High Street	A1
Thomas Cook	92	High Street	A1
The Works	94	High Street	A1
Ryman Stationery	95	High Street	A1
Martin's local shop	96	High Street	A1
New Look	97	High Street	A1
Card Party	99	High Street	A1
Oxfam book shop	101	High Street	A1
Chapmans opticians	103	High Street	A1
The Peer Group	106	High Street	A1
Three Cooks	109	High Street	A1
Dorothy Perkins (Burtons on first floor)	113	High Street	A1
The Orange Shop	114	High Street	A1
M & Co	115	High Street	A1
Foto Factory	123	High Street	A1
Lasenza	125	High Street	A1
The Blue Cross	127	High Street	A1
Specsavers	131	High Street	A1
Chapters Hair	133	High Street	A1
Mothercare	138	High Street	A1
Argos	140	High Street	A1
Sweetz	140	High Street	A1
Going Places	102 to 104	High Street	A1
Savers	105 to 107	High Street	A1

Primary shopping area			
Business Name	**No**	**Street**	**Class**
Sporting Barbers	112a	High Street	A1
Timpsons	112a	High Street	A1
Greggs	112b	High Street	A1
Post Office	117 to 121	High Street	A1
Peacocks	120,120a	High Street	A1
Subway	131a	High Street	A1
Imperial Cancer Research	132 to 136	High Street	A1
Gilesports	138 - 140	High Street	A1
YMCA shop	27 to 29	High Street	A1
Ponden Mill	33,35	High Street	A1
Bodycare	43 to 45	High Street	A1
W H Smith	54 to 56	High Street	A1
Superdrug	58 to 60	High Street	A1
Waterstone	66 to 68	High Street	A1
Edinburgh Woollen Mill	81 to 83	High Street	A1
Clinton Cards	88 to 90	High Street	A1
Nails 4 U	89b	High Street	A1
Shiny gift shop	91a	High Street	A1
Julian Graves	98 to 100	High Street	A1
Midlands Co-op Travel	2	Mill Lane	A1
Fresh Flowers	4	Mill Lane	A1
Thompsons	6	Mill Lane	A1
Extra Care	8	Mill Lane	A1
Johns Fruit & Veg	10	Mill Lane	A1
Iceland	12	Mill Lane	A1
Spains	2	New Road	A1
Alberto Policarpo hair salon	5	New Road	A1
Cupitts	16	The Strand	A1
Hair Art	16	The Strand	A1
Arty Facts Studio	18	The Strand	A1
Midland Water Life	20 to 24	The Strand	A1
Red Kite Health Foods	6 and 10	The Strand	A1
Echo vintage clothing	2 to 4	The Strand, The Strand Centre	A1
Sewing, knitting and craft supply	2 to 4	The Strand, The Strand Centre	A1
Strand Nails	2 to 4	The Strand, The Strand Centre	A1
The Strand - selling clothes	2 to 4	The Strand, The Strand Centre	A1
Blockbuster	2	Worcester Road	A1
Kate Barclay fashion & Lingerie	6	Worcester Road	A1
The Clothes Rail	8	Worcester Road	A1
Chevaz	16	Worcester Road	A1
KSH O Carpet & Flooring	18	Worcester Road	A1
Go global travel	6a	Worcester Road	A1
Vacant Outlet	NM	Market Hall (Market Place)	A1
CV Firminger & Co financial advisor	6a	Church Street	A2
Allan Morris	18	High Street	A2
Dixons Countrywide	31	High Street	A2
HSBC	47	High Street	A2
West Bromwich	48	High Street	A2
Nationwide	52	High Street	A2
Robert Oulsnam & Co	61	High Street	A2
Ladbrokes	82	High Street	A2
Abbey National	93	High Street	A2
Lloyds TSB	112	High Street	A2
Barclays	118	High Street	A2
National Westminster Bank	124	High Street	A2
Premiere People	129	High Street	A2
Halifax	122,122a	High Street	A2

Primary shopping area			
Business Name	**No**	**Street**	**Class**
Betfred	17 to 21	High Street	A2
A Plan Insurance	6 to 8	High Street	A2
National Cash Advance	87a	High Street	A2
mfc solicitors	1 to 3	High Street (& 2 to 6 Market Place)	A2
Gb hairdressing	4	New Road	A2
Andrew Grant	5	New Road	A2
Hansons estate agent	6	New Road	A2
Your Move	1 to 3	New Road	A2
Thomas Holton Property Shop	26,26a	The Strand	A2
Ladbrokes	3	Worcester Road	A2
Adams & Creed estate agent	4	Worcester Road	A2
Lemon tree café	1	Chapel Street	A3
Arts Café	9	Chapel Street	A3
Shimla Peppers	1	George Street	A3
Indian Spice	7	High Street	A3
Pizza Express	25	High Street	A3
Regency Restaurant	40	High Street	A3
Pizza Hut	14 to 16	High Street	A3
Prezzo	22 to 24	High Street	A3
Costa	84 to 86	High Street	A3
Langtrys café	89a	High Street	A3
The Lunch Box snacks	NN	Market Hall (Market Place)	A3
Café	2 to 4	The Strand, The Strand Centre	A3
Tamanna	1	Worcester Road	A3
Maekong Thai	12	Worcester Road	A3
Golden Cross Hotel Weatherspoon	20	High Street	A4
The Red Lion	73	High Street	A4
The Rousler pub	11 to 13	High Street	A4
The Slug and Lettuce	126 to 130	High Street	A4
Fench connection baguette	87	High Street	A1
Ocean Fish Bar	12	The Strand	A5
Bromsgrove Advertiser	5	High Street	B1
Bromsgrove Printing Co	14	Worcester Road	B2
Bromsgrove Community Hall	14	The Strand	D1
Shipleys	111	High Street	SG
Vacant	5	Chapel Street	Vacant
Vacant	9	Church Street	Vacant
Vacant	10	Church Street	Vacant
Vacant	11	Church Street (Coronation House)	Vacant
Vacant	46	High Street	Vacant
Vacant	51	High Street	Vacant
Vacant	62	High Street	Vacant
Vacant	85	High Street	Vacant
Vacant	116	High Street	Vacant
Vacant	108	High Street	Vacant
Vacant	110	High Street	Vacant
Vacant	12a Holland House	High Street	Vacant
Vacant	133a	High Street	Vacant
Vacant	2 to 4	High Street	Vacant
Vacant	37 to 41	High Street	Vacant
Birthdays (Vacant)	77 to 79	High Street	Vacant
Vacant	The Coach House	High Street	Vacant
The Garden Shed (Vacant)	2 to 4	The Strand, The Strand Centre	Vacant
The Strand - selling clothes (Vacant)	2 to 4	The Strand, The Strand Centre	Vacant

Secondary shopping area			
Business Name	**No**	**Street**	**Class**
Knights Chemist	36	Birmingham Road	A1
Focus Do It All	54	Birmingham Road	A1
Lush	54a	Birmingham Road	A1
Somerfield	54b	Birmingham Road	A1
Kash Kwik	17	The Strand	A1
Bridal Studio	17	Worcester Road	A1
Hairs & Graces	19	Worcester Road	A1
Simply Weddings and Parties	21	Worcester Road	A1
The Maxx (Tatooists & Body Peircing)	36	Worcester Road	A1
The cork screw wine	38	Worcester Road	A1
Manhattan nails & spa	40	Worcester Road	A1
Capillago	41	Worcester Road	A1
The sandwich lady and sons	42	Worcester Road	A1
PTL Computer Accessories	45	Worcester Road	A1
Eileen Bicknell Interiors	48	Worcester Road	A1
SNIPZ hairdressing	53	Worcester Road	A1
The Sugarcraft Emporium	56	Worcester Road	A1
Instruments for You	64	Worcester Road	A1
Denise Lesley salon	78	Worcester Road	A1
Bromsgrove Carpets & bedding warehouse	28 to 32	Worcester Road	A1
Zig-Zag Hair	42a	Worcester Road	A1
Worcester Road News	52 to 54	Worcester Road	A1
Citizens Advice Bureau	50 to 52	Birmingham Road	A2
Ormerod Rutter accountants	25	The Strand	A2
Mitre House financial planning	27	The Strand	A2
Thomas Holton Solicitors office	The Strand House	The Strand	A2
Simply Lets	11	Worcester Road	A2
PJB Accountancy	51	Worcester Road	A2
Bacchus restaurant	44	Worcester Road	A3
Spice Valley Balti	74	Worcester Road	A3
Queen's Head	1	The Strand	A4
Dog & Pheasant pub	24 to 26	Worcester Road	A4
Black Cross	70 to 72	Worcester Road	A4
Papa Johns	32	Birmingham Road	A5
CP steak out	34	Birmingham Road	A5
Winglee	3,3a,3c	Hanover Street	A5
Antonio's pizza	34	Worcester Road	A5
Anarkali Indian Takeaway	55	Worcester Road	A5
Charlies Kebabs	58	Worcester Road	A5
New Orient	60	Worcester Road	A5
Ruby	76	Worcester Road	A5
Gough Allen Stanley Marketing Communications - Kembrey House	5	Worcester Road	B1
Commercial Credit Service Group	7	Worcester Road	B1
Bromsgrove Conservative Association	37	Worcester Road	B1
Catherine Adams Physiotherapist	48	Birmingham Road	D1
Adrian Kriss & Associates	47 to 49	Worcester Road	D1
Texaco petrol station and auxillary shop	38 to 46	Birmingham Road	SG
Hi Q Autos	3a,3c	Hanover Street	SG
Neales Garage - Hyundai	2 to 12	Station Street	SG
Love 2 Love	39	Worcester Road	SG
Vacant	30	Birmingham Road	Vacant
Vacant	1	Hanover Street	Vacant

Secondary shopping area			
Business Name	**No**	**Street**	**Class**
Vacant	19	The Strand	Vacant
Vacant	21	The Strand	Vacant
Vacant	33	Worcester Road	Vacant
Vacant	35	Worcester Road	Vacant
Vacant	43	Worcester Road	Vacant
Vacant	46	Worcester Road	Vacant
Vacant	50	Worcester Road	Vacant
Vacant	13 to 15	Worcester Road	Vacant
Vacant	66 to 68	Worcester Road	Vacant
Vacant	76a	Worcester Road	Vacant

Other areas			
Business Name	**No**	**Street**	**Class**
Benesseie hair & beauty	68	Birmingham Road	A1
Geeves dry cleaner	104	Birmingham Road	A1
Costello	106	Birmingham Road	A1
The local	108	Birmingham Road	A1
Halfords	114	Birmingham Road	A1
Speeds	72,72a	Birmingham Road	A1
Townsend Textiles	74 to 76	Birmingham Road	A1
Wills Wigs hairdresser	49	Birmingham Road	A1
Hamptons Optical Ltd.	9	Crown Close	A1
BSS Office Supplies	12	Hanover Street	A1
Wine warehouse	18	Market Street	A1
Asda Stores Ltd.	21	Market Street	A1
Just for pets	20 to 22	Market Street	A1
Harveys	The Well House	Market Street	A1
Chemist (Alliance)	1	Perry Lane	A1
Barrie Beard Ltd	Basby House	Recreation Road	A1
George davis salon	14	St John Street	A1
Michael Stuart Photography	8	Stourbridge Road	A1
Jame Giles & Sons Funerals	22a	Stourbridge Road	A1
Meridian health & beauty clinic	2	Windsor Street	A1
Daub & Wattle studio Pottery & Gallery	5	Windsor Street	A1
Bromsgrove Domestic	124	Worcester Road	A1
Broadstreet DIY	128	Worcester Road	A1
Roy Huins Fishing Tackle	138	Worcester Road	A1
Jewsons DIY	106 to 116a	Worcester Road	A1
The flower pot	141 to 143	Worcester Road	A1
Phoenix Carpet & Bed Sales	94 to 96	Worcester Road	A1
Britannia House salon	165	Worcester Road (Britannia House)	A1
Hollies Solicitor	60	Birmingham Road	A2
UK Mortgage Limited	70	Birmingham Road	A2
G R Brickstock & Assocaites - accountant	10	Hanover Street	A2
Martyn Ameg & Company - solicitors	7	Kidderminster Road	A2
John Sanders estate agent	8	New Road	A2
Chamberlains Estate Agent	13	New Road	A2
Kenneth Morris accountants	9 to 11	New Road	A2
Holt & Sellars - solicitors	10	St John Street	A2
A Victor Powell	12	St John Street	A2
Pattmans solicitors	16	St John Street	A2
J Haskey: architect	18	St John Street	A2
Harrison Priddy & Co - accountants	22	St John Street	A2
Scotts Holt & sellars	12a	St John Street	A2

Other areas			
Business Name	**No**	**Street**	**Class**
solicitors			
Mint Lounge	31 to 33	Birmingham Road	A3
Tandoori	11	Crown Close	A3
Dragon paradise cantonese restaurant	2-4	Recreation Road	A3
Pappadom Lounge	147a	Worcester Road	A3
Hop Pole	78	Birmingham Road	A4
The Crabmill Inn	116 to 122	Birmingham Road	A4
The Wishing Well	16	St John Street	A4
The Turk's Head	147	Worcester Road	A4
Ideal	110	Birmingham Road	A5
Oriental Royal	112	Birmingham Road	A5
Office	45	Birmingham Road	B1
Independent	49,49a	Birmingham Road (1, 2, 3, 7 & 8 Holt Studios)	B1
Independent	49,49a	Birmingham Road (1, 2, 3, 7 & 8 Holt Studios)	B1
Independent	49,49a	Birmingham Road (1, 2, 3, 7 & 8 Holt Studios)	B1
Office	14	Hanover Street	B1
Register Office		School Drive	B1
Homestart	20	St John Street	B1
County Council Office		Windsor Street	B1
weaver	86	Worcester Road	B1
Handy Print	118	Worcester Road	B1
Kay-bee engineering	Unit 4, Bromsgrove Industrial Estate	Station Street	B8
Bromsgrove Museum	26	Birmingham Road	D1
Davenal House Surgery	28	Birmingham Road	D1
Dental surgery	66	Birmingham Road	D1
All saints church		Burcot Lane	D1
All Saints church and Sunday School		Burcot Lane	D1
Nursery		Shenstone Close	D1
St John's Street Surgery	5	Kidderminster Road	D1
Bromsgrove Allergy & Nutrition Centre	11	Kidderminster Road	D1
Churchfields Surgery		Recreation Road	D1
The Dolphine Centre		School Drive	D1
North Bromsgrove High School		School Drive	D1
Parkside County Middle School	1,1a	Stourbridge Road	D1
Library		Windsor Street	D1
Bromsgrove Football Club		Birmingham Road	D2
The Artrix		School Drive	D2
Bromsgrove DDS & S Club	14 to 22	Stourbridge Road	D2
Altered Images fitness	80	Worcester Road	D2
All Saints Garage (Vauxhall)	125 to 137	Birmingham Road	SG
Bromsgrove car & commercial sales	container office by 31	Birmingham Road	SG
Tan & Tone Centre	Rear of 43	High Street	SG
Bromsgrove Dog Beauticians	NM	Little Lane	SG
Renault garage	Garage	Station Street	SG
KW Autos	Unit 6, Bromsgrove Industrial Estate	Station Street	SG
Parkside Motors	8	Stourbridge Road	SG
Tyre Centre		Stratford Road	SG
Age Concern	51	Windsor Street	SG
Tyrecare (Midlands) Ltd.	NN	Windsor Street	SG
Fire Station		Windsor Street	SG
Police		Windsor Street	SG
Kwik-fit	126	Worcester Road	SG
Phoenix MG Rover	29	Birmingham Road	Vacant

Other areas			
Business Name	**No**	**Street**	**Class**
(Vacant)			
Westland Toyota (Vacant)	29	Birmingham Road	Vacant
Vacant	37	Birmingham Road	Vacant
Vacant	39	Birmingham Road	Vacant
Vacant	41	Birmingham Road	Vacant
Vacant	43	Birmingham Road	Vacant
Vacant	47	Birmingham Road	Vacant
Wills Wigs hairdresser	49	Birmingham Road	Vacant
Vacant	64	Birmingham Road	Vacant
Vacant land	88 to 92	Birmingham Road	Vacant
Vacant	49,49a	Birmingham Road (4 & 5 Holt Studios)	Vacant
Vacant	49,49a	Birmingham Road (4 & 5 Holt Studios)	Vacant
Vacant	12	Hanover Street	Vacant
Vacant	9	Kidderminster Road	vacant
Vacant	Shire House	Paradise Row	Vacant
Vacant	The Clinic	Recreation Road	vacant
Vacant		Recreation Road / Market Street	Vacant
Vacant	Unit 8, Bromsgrove Industrial Estate	Station Street	Vacant
Vacant	139	Worcester Road	Vacant

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Goad Category Report

Bromsgrove

Survey Date: 07/04/2008

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Nearest Location

Nearest Location	Distance KM
Rubery	7.08
Redditch	8.89
Droitwich	9.56
Birmingham - Northfield	10.83
Hagley	10.99

Major Retailers Present

Department Stores

BhS	0
Debenhams	0
House of Fraser	0
John Lewis	0
Marks & Spencer	0

Mixed Goods Retailers

Argos	1
Boots the Chemist	1
T K Maxx	0
W H Smith	1
Wilkinson	0

Supermarkets

Sainsburys	0
Tesco	0
Waitrose	0

Clothing

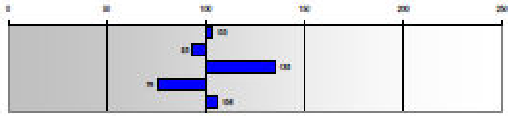
Burton	1
Dorothy Perkins	1
H & M	0
New Look	1
Next	0
Primark	0
River Island	0
Topman	0
Topshop	0

Other Retailers

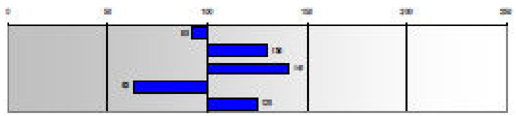
Carphone Warehouse	1
Clarks	0
Clintons	2
H M V	0
O2	1
Superdrug	1
Phones 4 U	1
Vodafone	1
Waterstones	1

Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	43	43.43	42.10	103
Convenience	10	10.10	10.83	93
Retail Service	14	14.14	10.48	135
Leisure Services	16	16.16	21.38	76
Financial & Business Services	16	16.16	15.22	106
Total Multiple Outlets	99			



Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	149,300	43.74	47.23	93
Convenience	89,900	26.34	20.24	130
Retail Service	24,500	7.18	5.09	141
Leisure Services	39,600	11.60	18.52	63
Financial & Business Services	38,000	11.13	8.92	125
Total Multiple Floorspace	341,300			



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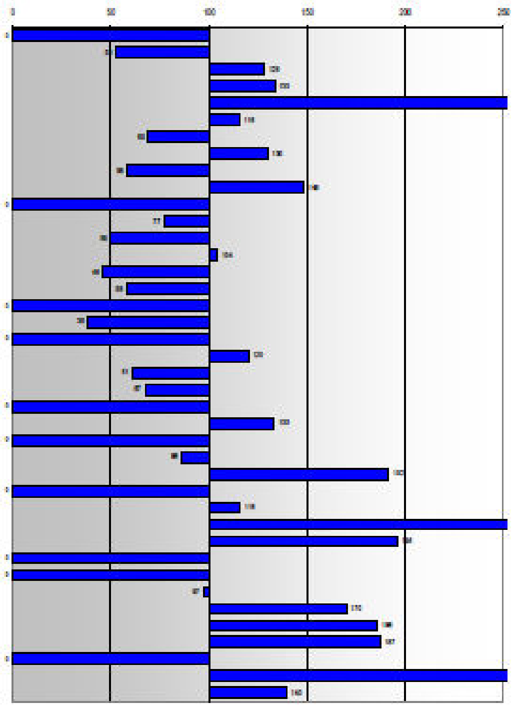
Outlet Counts

Centre: Bromsgrove **Survey Date:** 07/04/2008

Base: All UK Centres

Sector	Classification	Outlets	Area %	Base %	Index
Comparison		Outlets	Area %	Base %	Index
	Antique Shops	0	0.00	0.46	0
	Art & Art Dealers	1	0.40	0.77	53
	Booksellers	2	0.81	0.63	128
	Carpets & Flooring	2	0.81	0.60	133
	Catalogue Showrooms	1	0.40	0.15	266
	Charity Shops	6	2.42	2.09	116
	Chemist & Drugstores	2	0.81	1.17	69
	Childrens & Infants Wear	2	0.81	0.62	130
	Clothing General	3	1.21	2.07	58
	Crafts, Gifts, China & Glass	5	2.02	1.36	148
	Cycles & Accessories	0	0.00	0.22	0
	Department & Variety Stores	1	0.40	0.52	77
	DIY & Home Improvement	1	0.40	0.81	50
	Electrical & Other Durable Goods	4	1.61	1.55	104
	Florists	1	0.40	0.88	46
	Footwear	2	0.81	1.39	58
	Furniture Fitted	0	0.00	0.44	0
	Furniture General	1	0.40	1.05	38
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	3	1.21	1.01	120
	Hardware & Household Goods	2	0.81	1.32	61
	Jewellery, Watches & Silver	3	1.21	1.80	67
	Ladies & Mens Wear & Acc.	0	0.00	0.75	0
	Ladies Wear & Accessories	13	5.24	3.93	133
	Leather & Travel Goods	0	0.00	0.25	0
	Mens Wear & Accessories	2	0.81	0.94	86
	Music & Musical Instruments	1	0.40	0.21	192
	Music & Video Recordings	0	0.00	0.31	0
	Newsagents & Stationers	2	0.81	0.70	116
	Office Supplies	1	0.40	0.10	393
	Other Comparison Goods	4	1.61	0.82	196
	Photographic & Optical	0	0.00	0.18	0
	Secondhand Goods, Books, etc.	0	0.00	0.23	0
	Sports, Camping & Leisure Goods	2	0.81	0.83	97
	Telephones & Accessories	5	2.02	1.19	170
	Textiles & Soft Furnishings	4	1.61	0.87	186
	Toiletries, Cosmetics & Beauty Products	4	1.61	0.86	187
	Toys, Games & Hobbies	0	0.00	0.90	0
	Vehicle & Motorcycle Sales	4	1.61	0.34	471
	Vehicle Accessories	1	0.40	0.29	140
	Totals	85	34.27	34.67	99



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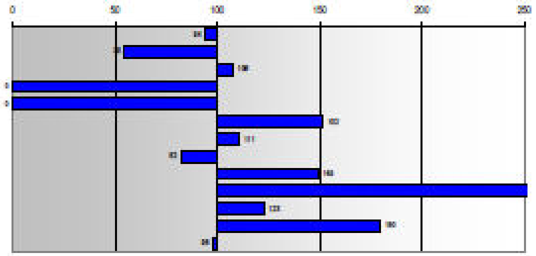
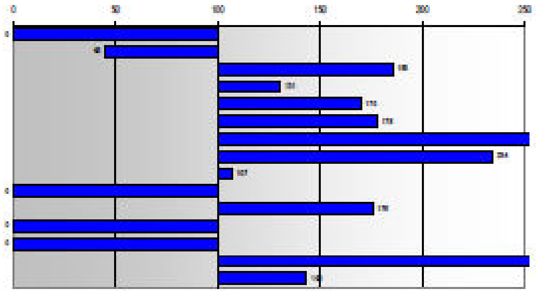
Convenience		Outlets	Area %	Base %	Index
	Bakers & Confectioners	4	1.61	1.72	94
	Butchers	1	0.40	0.74	55
	CTN	3	1.21	1.12	108
	Convenience Stores	0	0.00	0.92	0
	Fishmongers	0	0.00	0.12	0
	Frozen Foods	1	0.40	0.27	152
	Greengrocers	1	0.40	0.36	111
	Grocers & Delicatessens	2	0.81	0.98	82
	Health Foods	2	0.81	0.54	149
	Markets	1	0.40	0.11	360
	Off Licences	2	0.81	0.66	123
	Shoe Repairs Etc	2	0.81	0.45	180
	Supermarkets	2	0.81	0.82	98
	Total Convenience	21	8.47	8.80	63



Retail Service		Outlets	Area %	Base %	Index
	Clothing & Fancy Dress Hire	0	0.00	0.09	0
	Dry Cleaners & Launderettes	1	0.40	0.90	45
	Filling Stations	1	0.40	0.22	185
	Health & Beauty	22	8.87	6.79	131
	Opticians	6	2.42	1.42	170
	Other Retail Services	2	0.81	0.45	178
	Photo Processing	2	0.81	0.27	298
	Photo Studio	1	0.40	0.17	234
	Post Offices	1	0.40	0.38	107
	Repairs, Alterations & Restoration	0	0.00	0.29	0
	Travel Agents	5	2.02	1.15	176
	TV, Cable & Video Rental	0	0.00	0.01	0
	Vehicle Rental	0	0.00	0.06	0
	Vehicle Repairs & Services	4	1.61	0.52	313
	Video Tape Rental	1	0.40	0.28	143
	Totals	46	18.55	13.00	143



Other Retail		Outlets	Area %	Base %	Index
	Other Retail Outlets	0	0.00	0.18	0

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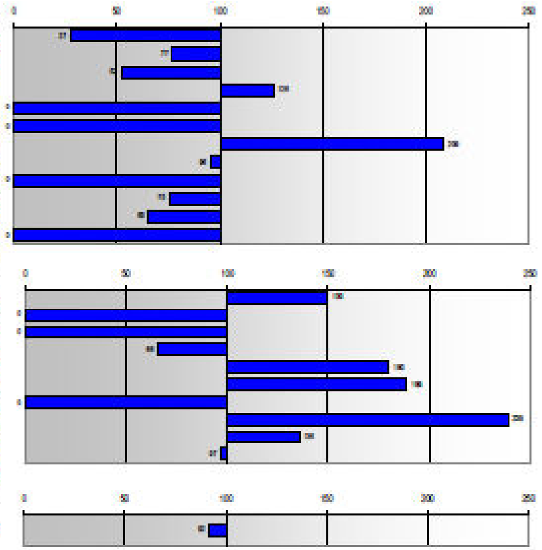
Outlet Counts

Centre: Bromsgrove **Survey Date:** 07/04/2008

Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	1	0.40	1.48	27
Bingo & Amusements	1	0.40	0.52	77
Cafes	4	1.61	3.09	52
Casinos & Betting Offices	4	1.61	1.28	126
Cinemas, Theatres & Concert Halls	0	0.00	0.23	0
Clubs	0	0.00	0.80	0
Disco, Dance & Nightclubs	1	0.40	0.19	209
Fast Food & Take Away	13	5.24	5.49	96
Hotels & Guest Houses	0	0.00	0.57	0
Public Houses	6	2.42	3.22	75
Restaurants	7	2.82	4.31	65
Sports & Leisure Facilities	0	0.00	0.26	0
Totals	37	14.92	21.46	70

Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	2	0.81	0.54	150
Building Supplies & Services	0	0.00	0.65	0
Business Goods & Services	0	0.00	0.04	0
Employment & Careers	1	0.40	0.61	66
Financial Services	7	2.82	1.57	180
Legal Services	5	2.02	1.07	189
Other Business Services	0	0.00	0.32	0
Printing & Copying	2	0.81	0.34	239
Property Services	12	4.84	3.57	136
Retail Banks	6	2.42	2.50	97
Totals	35	14.11	11.19	126

Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	24	9.68	10.54	92
Total Number of Outlets	248			



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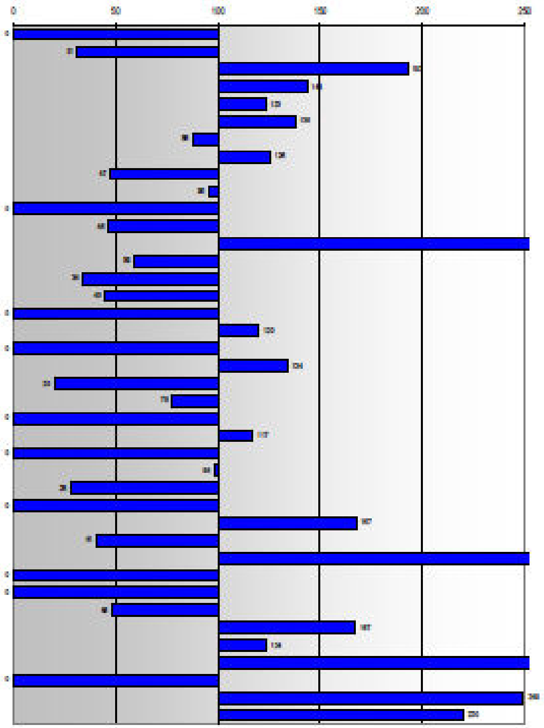
Floorspace Sq Ft | **Centre:** Bromsgrove | **Survey Date:** 07/04/2008

Sector	Classification				
Comparison		Floorspace	Area %	Base %	Index
	Antique Shops	0	0.00	0.25	0
	Art & Art Dealers	700	0.13	0.41	31
	Booksellers	5,700	1.04	0.54	193
	Carpets & Flooring	5,000	0.91	0.64	144
	Catalogue Showrooms	3,700	0.68	0.55	123
	Charity Shops	9,000	1.65	1.20	138
	Chemist & Drugstores	7,700	1.41	1.61	88
	Childrens & Infants Wear	3,400	0.62	0.50	126
	Clothing General	9,400	1.72	3.62	47
	Crafts, Gifts, China & Glass	3,500	0.64	0.67	95
	Cycles & Accessories	0	0.00	0.17	0
	Department & Variety Stores	14,200	2.60	5.60	46
	DIY & Home Improvement	32,900	6.02	1.35	445
	Electrical & Other Durable Goods	4,200	0.77	1.30	59
	Florists	600	0.11	0.32	34
	Footwear	2,700	0.49	1.10	45
	Furniture Fitted	0	0.00	0.40	0
	Furniture General	11,200	2.05	1.71	120
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	4,900	0.90	0.67	134
	Hardware & Household Goods	2,600	0.48	2.37	20
	Jewellery, Watches & Silver	3,300	0.60	0.78	78
	Ladies & Mens Wear & Acc.	0	0.00	0.99	0
	Ladies Wear & Accessories	20,400	3.73	3.18	117
	Leather & Travel Goods	0	0.00	0.13	0
	Mens Wear & Accessories	4,000	0.73	0.75	98
	Music & Musical Instruments	200	0.04	0.13	28
	Music & Video Recordings	0	0.00	0.34	0
	Newsagents & Stationers	6,600	1.21	0.72	167
	Office Supplies	300	0.05	0.13	41
	Other Comparison Goods	11,600	2.12	0.68	314
	Photographic & Optical	0	0.00	0.09	0
	Secondhand Goods, Books, etc.	0	0.00	0.11	0
	Sports, Camping & Leisure Goods	2,900	0.53	1.10	48
	Telephones & Accessories	5,700	1.04	0.62	167
	Textiles & Soft Furnishings	4,300	0.79	0.64	124
	Toiletries, Cosmetics & Beauty Products	13,500	2.47	0.85	291
	Toys, Games & Hobbies	0	0.00	0.67	0
	Vehicle & Motorcycle Sales	9,600	1.76	0.70	249
	Vehicle Accessories	3,600	0.66	0.30	220
	Totals	207,400	37.92	37.95	100



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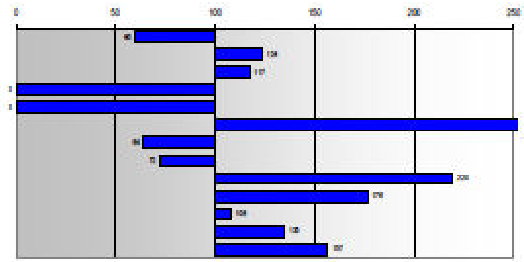
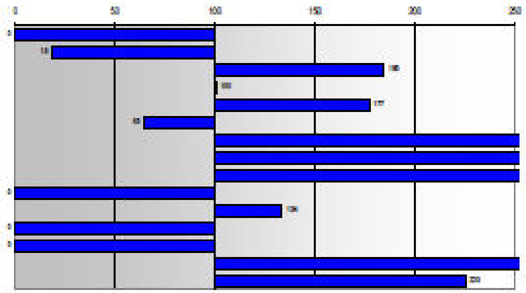
Floorspace Sq Ft

Centre: Bromsgrove **Survey Date:** 07/04/2008

Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	2,700	0.49	0.83	60
Butchers	2,500	0.46	0.37	124
CTN	3,200	0.59	0.50	117
Convenience Stores	0	0.00	0.92	0
Fishmongers	0	0.00	0.05	0
Frozen Foods	9,200	1.68	0.67	253
Greengrocers	600	0.11	0.17	64
Grocers & Delicatessens	2,100	0.38	0.53	72
Health Foods	3,300	0.60	0.27	220
Markets	8,200	1.50	0.85	176
Off Licences	2,300	0.42	0.39	108
Shoe Repairs Etc	900	0.16	0.12	135
Supermarkets	72,500	13.26	8.46	157
Total Convenience	**107,500**	**19.66**	**14.13**	**63**



Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	400	0.07	0.39	19
Filling Stations	1,100	0.20	0.11	185
Health & Beauty	16,600	3.04	3.02	100
Opticians	7,800	1.43	0.81	177
Other Retail Services	1,100	0.20	0.31	65
Photo Processing	1,600	0.29	0.10	295
Photo Studio	1,100	0.20	0.08	253
Post Offices	8,200	1.50	0.42	357
Repairs, Alterations & Restoration	0	0.00	0.10	0
Travel Agents	4,500	0.82	0.62	134
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	9,600	1.76	0.68	258
Video Tape Rental	3,000	0.55	0.24	225
Totals	**55,000**	**10.06**	**6.98**	**144**



Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0

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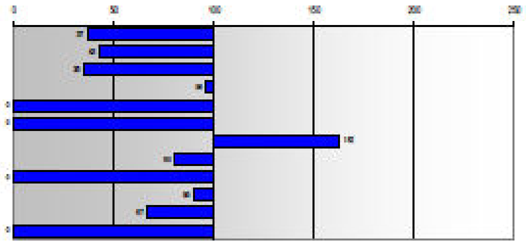
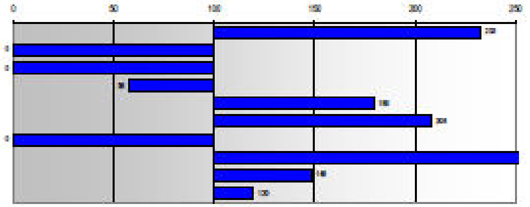
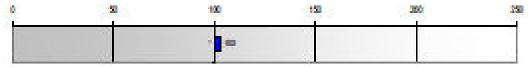
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	4,200	0.77	2.09	37
Bingo & Amusements	2,400	0.44	1.03	43
Cafes	3,200	0.59	1.66	35
Casinos & Betting Offices	5,000	0.91	0.95	96
Cinemas, Theatres & Concert Halls	0	0.00	1.48	0
Clubs	0	0.00	1.38	0
Disco, Dance & Nightclubs	4,100	0.75	0.46	162
Fast Food & Take Away	11,200	2.05	2.55	80
Hotels & Guest Houses	0	0.00	1.79	0
Public Houses	20,900	3.82	4.25	90
Restaurants	12,900	2.36	3.54	67
Sports & Leisure Facilities	0	0.00	1.50	0
Totals	**63,900**	**11.68**	**22.68**	**52**



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	5,300	0.97	0.42	233
Building Supplies & Services	0	0.00	0.60	0
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	1,100	0.20	0.35	58
Financial Services	9,100	1.66	0.93	180
Legal Services	9,100	1.66	0.80	208
Other Business Services	0	0.00	0.39	0
Printing & Copying	3,500	0.64	0.21	299
Property Services	15,500	2.83	1.91	148
Retail Banks	20,200	3.69	3.09	120
Totals	**63,800**	**11.67**	**8.76**	**133**



Vacant Outlets				
Vacant Retail & Service Outlets	49,300	9.01	8.77	103
Total Floorspace	**546,900**			



Annex C: Pedestrian footfall in Bromsgrove Town Centre, June 2009

Date	Day	Time	Weather	Location	Count from Top to Bottom	Count from Bottom to Top	Total
11.6.09	Thursday, non-market day	0913 to 0923	Sunny	1	64	51	115
11.6.09	Thursday, non-market day	0930 to 0940	Sunny	3	191	N/A	191
11.6.09	Thursday, non-market day	0930 to 0940	Sunny	2	125	N/A	125
11.6.09	Thursday, non-market day	0944 to 0954	Sunny	4	69	63	132
11.6.09	Thursday, non-market day	0958 to 1008	Sunny	5	65	76	141
11.6.09	Thursday, non-market day	1220 to 1230	Rain	4	44	24	68
11.6.09	Thursday, non-market day	1233 to 1243	Rain	3	86	N/A	86
11.6.09	Thursday, non-market day	1233 to 1243	Rain	2	142	N/A	142
11.6.09	Thursday, non-market day	1244 to 1254	Light Rain	1	70	81	151
11.6.09	Thursday, non-market day	1256 to 1306	Sunny	5	60	55	115
11.6.09	Thursday, non-market day	1533 to 1543	Sunny	1	88	86	174
11.6.09	Thursday, non-market day	1544 to 1554	Sunny	3	94	N/A	94
11.6.09	Thursday, non-market day	1544 to 1554	Sunny	2	129	N/A	129
11.6.09	Thursday, non-market day	1557 to 1607	Sunny	4	68	96	164
11.6.09	Thursday, non-market day	1608 to 1618	Sunny	5	66	37	103
13.6.09	Saturday, market day	0925 to 0935	Sunny	1	103	67	170
13.6.09	Saturday, market day	0936 to 0946	Sunny	2	197	N/A	197
13.6.09	Saturday, market day	0936 to 0946	Sunny	3	199	N/A	199
13.6.09	Saturday, market day	0949 to 0959	Sunny	5	78	122	200
13.6.09	Saturday, market day	1004 to 1014	Sunny	4	114	94	208
13.6.09	Saturday, market day	1206 to 1216	Sunny	1	220	176	396
13.6.09	Saturday, market day	1218 to 1228	Sunny	3	345	N/A	345
13.6.09	Saturday, market day	1218 to 1228	Sunny	2	341	N/A	341
13.6.09	Saturday, market day	1237 to 1247	Sunny	4	158	143	301
13.6.09	Saturday, market day	1253 to 1303	Sunny	5	213	187	400
13.6.09	Saturday, market day	1502 to 1512	Sunny	1	128	103	231
13.6.09	Saturday, market day	1513 to 1523	Sunny	3	174	N/A	174
13.6.09	Saturday, market day	1513 to 1523	Sunny	2	173	N/A	173
13.6.09	Saturday, market day	1524 to 1534	Sunny	5	93	69	162
13.6.09	Saturday, market day	1537 to 1547	Sunny	4	104	85	189
26.6.09	Friday, market day	0907 to 0917	Cloudy	1	60	36	96
26.6.09	Friday, market day	0918 to 0928	Cloudy	3	150	N/A	150
26.6.09	Friday, market day	0918 to 0928	Cloudy	2	109	N/A	109
26.6.09	Friday, market day	0943 to 0953	Cloudy	4	61	65	126
26.6.09	Friday, market day	0930 to 0940	Cloudy	5	82	82	164
26.6.09	Friday, market day	1258 to 1308	Rain	4	89	63	152
26.6.09	Friday, market day	1225 to 1235	Heavy rain	3	76	N/A	76
26.6.09	Friday, market day	1225 to 1235	Heavy rain	2	104	N/A	104
26.6.09	Friday, market day	1200 to 1210	Cloudy	1	134	119	253
26.6.09	Friday, market day	1213 to 1223	Cloudy	5	117	80	197
26.6.09	Friday, market day	1515 to 1525	Cloudy, Music band	1	267	93	360
26.6.09	Friday, market day	1529 to 1539	Cloudy	3	125	N/A	125
26.6.09	Friday, market day	1529 to 1539	Cloudy	2	151	N/A	151
26.6.09	Friday, market day	1555 to 1605	Cloudy	4	98	98	196
26.6.09	Friday, market day	1541 to 1551	Cloudy	5	74	84	158

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