
**Bromsgrove Town Centre Townscape Heritage Initiative
Second Round Submission**

Relevant Portfolio Holder	Cllr D Booth / Cllr CB Taylor
Portfolio Holder Consulted	Yes
Relevant Director	John Staniland
Wards Affected	St Johns
Ward Councillor Consulted	No
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 In April 2010 the Council was provisionally awarded £1.2 million from the Heritage Lottery Fund (HLF), to operate a Townscape Heritage Initiative (THI) in Bromsgrove Town Centre Conservation Area. In order to release the full funding the Council is required to prepare a second round submission which provides much clearer detail on the Conservation area, the issues facing it and how they will be managed, and most importantly how the money will be spent which adds lasting improvements and historic value to the area.
- 1.2 The key elements of the second round bid are the bid document itself and the Conservation Area Appraisal and Management Plan. These documents have recently been the subject of a period of public consultation, the results where possible have directly influenced the final content of the bid.

2. RECOMMENDATIONS

- 2.1 **That subject to any final recommendation from the Heritage Lottery Fund monitor to be approved by the Executive Director Planning & Regeneration, Regulatory and Housing Services the Bromsgrove Town Centre THI second round bid is submitted to the Heritage Lottery Fund for consideration.**
- 2.2 **That the Bromsgrove Town Centre Conservation Area Appraisal and Management plan is adopted as a material consideration for planning purposes.**

**3. KEY ISSUES
Financial Implications**

- 3.1 There are no financial implications associated with this report. The financial arrangements associated with the grant will not impact on the Councils accounts or financial position.

Legal Implications

- 3.2 There are no legal implications arising from this report save that when the Council is ready to release the grant funding to property owners who want to carry out works to their premises under the scheme the owners/ leaseholders will be required to enter into a legal agreement with the Council.

Service / Operational Implications

- 3.3 As stated in 1.1 the Council have been provisionally awarded £1.2 million from the Heritage Lottery Fund to undertake a THI in Bromsgrove Town Centre Conservation Area. £400,000 match funding has also been secured from Worcestershire County Council, bringing the total amount of funding available to £1.6 million. The purpose of this £1.6 million is to improve the look, feel and vitality of a key section of the Conservation Area. The money will be available for a selection of eligible properties in the form of grants to reinstate historic elements such as shop fronts, the grant rates offered will depend on the type of work being undertaken. A significant element of the THI will be focussed on the public realm. Alongside the wider scheme being developed for the Town Centre, new more traditional and high quality public realm will be a key element of the ongoing regeneration of the Town Centre. Full details of how the funding will be allocated can be seen in section 5 of the bid document at appendix 1 of this report.
- 3.4 The initial HLF award of £50,000 in April 2011 was to enable the Council to work up a full bid confirming to the HLF that Council can and will be able to spend the money on projects which THI's are designed for. Since April we have recruited a THI project officer who has then been responsible for the development of the bid into its current form. The development of the bid has focussed on those elements specified by the HLF in the first bidding round. Two key studies have been completed, an accessibility audit and a building condition survey. The building condition survey has provided more precise costs for renovating the key historic buildings in the high street. The accessibility audit has informed the development of the public realm scheme part of which will be funded by the THI. These studies were key pieces of evidence used to develop the funding structure as seen in section 5 of appendix 1.
- 3.5 Alongside the work done on developing the bid itself further work has been done on both the Conservation Area Appraisal and Management Plan. The Management Plan is a significant document which will ensure that measures can be taken to ensure that current problems within the conservation area are properly dealt with such as the enforcement of unauthorised development. The Management Plan is

also important because it will help to ensure that the improvements which are a result of the THI are permanent and not overshadowed by the return of unauthorised or poor quality development. It is now proposed that the Council adopt these documents as a material consideration for planning purposes ensuring the continued protection of the conservation area.

Customer / Equalities and Diversity Implications

- 3.8 The Equalities Officer is a key member of the project team, and has and will continue to ensure that equalities and diversity issues are successfully incorporated in the THI bid and subject to HLF approval the THI implementation. The Worcestershire Association of Service Users who carried out the accessibility audit were procured with the help of the Equalities Officer.
- 3.9 Full public consultation was carried out between 2nd February and 15th March, during this time a number of public display and events were held with approximately 300 people attending and speaking to officers. 38 formal responses were submitted which has been summarised and responded to in appendix 16 of the final bid document.

4. RISK MANAGEMENT

- 4.1 The most significant risk associated with this stage of the THI process is failure to meet the requirements of the HLF and not being awarded the funding. By ensuring that the consultation was carried out successfully, and that the views of Town Centre users are fed into the final bid and the Conservation Area Appraisal and Management Plan, the risks of failing on this part of the process are minimised.

5. APPENDICES

Appendix 1 - Bromsgrove Town Centre THI: Second Round Bid
Appendix 2 - Bromsgrove Town Centre Conservation Area Appraisal and Management Plan

6. BACKGROUND PAPERS

Bromsgrove Town Centre THI: Second Round Bid appendices

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