

## Bromsgrove Town Centre Regeneration Programme Update

Overview & Scrutiny Board  
16 September 2013

### The Bromsgrove Town Centre Regeneration Programme

is run on behalf of a partnership of  
BDC / WCC / Fire / Police / PCT

to carry out the physical regeneration  
of Bromsgrove Town Centre

in tandem and facilitated by a review  
and rationalisation of Bromsgrove's  
Public Property Assets

## Strategic Framework

The Programme has multiple projects which  
contribute to strategic aims agreed by the partnership  
and defined by the Area Action Plan:

- **Four key strategic aims**
  - A revitalised and attractive town centre
  - A thriving and diverse economy
  - New multi-agency public service facilities
  - An improved Transport Infrastructure
- **Area Action Plan – Planning Policy Framework**
  - now forming part of the District Plan

### A revitalised and attractive town centre

- **Public Realm Upgrade**
- **Current WCC Highways / Works Programme**
  - Utility works complete
  - High Street South / New Road / Strand approaches complete
  - Final stages of WCC technical approval process
  - Load bearing tests 5 – 9 September
  - War memorial / Crown Close improvements complete
  - ASDA public realm works start 16 September
  - Cleggs Entry works start 18 September
  - High Street Lighting start September
  - High Street Drainage follow street lighting
  - Worcester Road resurfacing targeted for October/November
  - High Street resurfacing after Christmas shopping / January Sales

### A revitalised and attractive town centre

- **Townscape Heritage Initiative**
  - Applications being received against £1.2million Heritage Lottery Fund award
  - Several Worcester Road and High Street buildings coming forward for Shop front improvements, repairs and conversion of upper floors to residential or office use
  - Successful Community Archaeological Dig
  - Successful Living History Project
- **Other Projects**
  - New Christmas Lights
  - School Drive complete
  - Recreation Ground under negotiation with developers

### A thriving and diverse economy

- **Sainsbury**
  - work started on relocation of petrol station to new site on Birmingham Road
- **Recreation Road**
  - developer preparing planning application on continuing care retirement community
- **Windsor Street**
  - awaiting outcome of Parkside planning application
- **Hanover Street Car Park / George House**
  - continuing negotiations with preferred bidder

#### New multi-agency public service facilities

- **New Police Fire & Ambulance Station**
  - on schedule to open within 6 months.
- **Library, Hub and WCC/BDC Offices**
  - planning application submitted for Parkside.
- **Leisure Centre**
  - detailed technical review of options in progress
  
- **New Health Centre**
  - open

#### An improved Transport Infrastructure

- **Bromsgrove 'Minor' Works Package within LTP3**
  - Parkside Junction Improvements to be funded by Sainsbury
  - Traffic and Parking Management Study completed
  - Infrastructure Development Plan under development
- **New Railway Station**
  - scheduled to be open 2015
- **Bus Station upgrade**
  - complete
- **Pavement resurfacing**
  - Improved walkways in and around Town Centre
- **New and improved cycle routes**
  - Audit to be carried out

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