

**KEY DECISION**

Proposed to be made by  
the Cabinet on  
**30 July 2008**

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

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

**DECISION TO BE MADE IN PARTNERSHIP WITH**

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