

**BROMSGROVE DISTRICT COUNCIL**

**SCRUTINY STEERING BOARD**

**29TH JULY 2008**

**TOWN CENTRE REDEVELOPMENT – PROGRESS REPORT**

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

**1. SUMMARY**

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

**2. RECOMMENDATION**

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

**3. BACKGROUND**

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

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

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

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 N/A

#### **5. LEGAL IMPLICATIONS**

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

## **6. COUNCIL OBJECTIVES**

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

## **7. RISK MANAGEMENT**

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

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

## **8. CUSTOMER IMPLICATIONS**

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

## **9. EQUALITIES AND DIVERSITY IMPLICATIONS**

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

## **10. VALUE FOR MONEY IMPLICATIONS**

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

## **11. OTHER IMPLICATIONS**

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

## **12. OTHERS CONSULTED ON THE REPORT**

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

## **13. WARDS AFFECTED**

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

## **14. APPENDICES**

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

## **15. BACKGROUND PAPERS**

No background papers

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