

## **Summary Report to Overview & Scrutiny Board**

### **Bromsgrove Centres Strategy 2017-2020**

#### **Introduction**

To support the ongoing economic viability and growth of Bromsgrove's town and village centres, Bromsgrove District Council and North Worcestershire Economic Development and Regeneration (NWedR) recognised the need for a centres management function. In May 2016 NWedR recruited to the post of Bromsgrove Centres Manager. The key focus of this role is to identify and co-ordinate and strengthen communication and support local businesses.

The seven Bromsgrove District centres managed as part of this post are:

- Bromsgrove town centre
- Rubery Village
- Barnt Green Village
- Hagley Village
- Catshill
- Wythall
- Alvechurch Village

Working in partnership with Bromsgrove District Council, Worcestershire County Council, key partners and businesses the Bromsgrove Centres Manager has revisited plans and structures for all seven centres. Plans have been realigned and resources invested to ensure there is a robust platform to deliver projects against key priorities.

The Centres Manager has met with Local Authority colleagues, students from Bromsgrove North School, Bromsgrove Older People's Forum, Equalities & Engagement Forum (Bromsgrove), Parish Council's and businesses to drive forward early projects and interventions.

Already considerable work has been undertaken across all the centres including the establishment of management groups, Village "teams", events programmes, car park review, taxi review, upgrade of the town centre radio link scheme, business engagement, marketing and branding.

#### **Purpose of the Bromsgrove Centres Strategy 2017-2020**

On the back of considerable investment made across the Bromsgrove centres the Bromsgrove Centres Strategy 2017-2020 sets out the vision and aspirations for the seven centres over the next three years. This strategy is flexible enough to adapt to the changing

landscape of the District and surrounding developments whilst positively promoting Bromsgrove as a place to visit, work and live.

The three year Bromsgrove Centres Strategy will act as a strong delivery vehicle to promote the momentum and commitment to developing all seven centres in the Bromsgrove District. It offers a vision and focus to co-ordinate activity and projects, share best practise and inject a new energy into our centres.

The strategy is a roadmap; bringing together existing proposals and new ideas to provide a clear, inspirational document supported by businesses and partners.

## **Vision**

***Our towns and villages are at the heart of the community and as such their vitality and economic future should be supported, promoted and protected***

Over the next three years we will work together to make all Bromsgrove centres a place that attract more businesses, shoppers, workers, residents and visitors who can enjoy a varied and eclectic mix of outlets and venues.

## **Outcomes**

- Accessibility
- Safety and Security
- Marketing and Promotion
- Markets
- Business Support
- Public Realm
- Historic Environment and Heritage
- The Future

These outcomes have been adopted for all seven centres and the strategy features a section focussing on each of the centres.

## **Thematics and key projects**

Outlined below are the key thematics of the strategy and some example projects. Please note the list is not exhaustive. The contents of the strategy follow the order as set out below.

### **Key Regeneration Proposals and Development Sites**

- Summary of key development sites in Bromsgrove town centre

### **Accessibility**

- Bromsgrove town centre car park, access and servicing review
- Signage and waymarking
- Cycling Routes
- Public transport
- Access for all strategy

### **Safety and Security**

- Bromsgrove Town Centre Management Task Group
- Best Bar None Bromsgrove Scheme
- Bromsgrove Town Centre Pubwatch Scheme
- Bromsgrove Radio Link Scheme

### **Marketing and Branding**

- Co-ordinated marketing and branding strategy
- Better Bromsgrove brand
- Tourism
- Events
- Website
- Social media training

### **Markets**

- Love Your Market campaign
- Artisan Markets
- Bromsgrove Food Festival
- Christmas Themed Events

### **Business Support**

- NWedR funding and business support programmes
- Signposting

### **Public Realm**

- Bromsgrove Town Centre Public Realm Feasibility Study
- Declutter
- Design quality
- Gateways
- Biodiversity
- Enforcement

### **Historic Environment and Heritage**

- A voice in planning
- National Lottery Townscape Heritage Initiative
- Interpretation
- Support for Local historical societies and community groups
- Interactive Heritage Trail

### **Business Improvement District (Bromsgrove Town Centre)**

- Consider a feasibility to explore the potential for a BID in Bromsgrove Town Centre (Year 3 2019/2020)

It is important to note that many projects have been launched and piloted in the outlying centres first. Larger scale projects in Bromsgrove town centre have been developed in response to existing or emerging issues and in response to Police and Safer Bromsgrove Partnership data. For example we made the Bromsgrove town centre night-time economy a priority.

Many of the projects mentioned above can be translated and adapted to form part of the action plans across all Bromsgrove District Centres.

### **Projects for outlying centres**

#### **Wythall**

- Business Survey
- Better Bromsgrove Together marketing
- Business Support

#### **Catshill**

- Marketing and Promotion
- Events including Christmas and In Bloom
- Public Realm improvements

### **Alvechurch Village**

- Business Survey
- Establish Alvechurch Village “Team”
- Marketing and Promotion
- Events
- Public Realm Improvements
- Business Support

### **Hagley Village**

- Car parking review
- Marketing and Promotion
- Events
- Themed Markets
- Communication
- Public Realm Improvements
- Business Support
- Best Bar None

### **Barnt Green Village**

- Car parking review
- Marketing and Promotion
- Events
- Whatsapp’ning
- Public Realm Improvements
- Barnt Green Village “Team”
- Business Support

### **Rubery Village**

- Rubery Village Environmental Enhancement Scheme
- Car Parking Review
- Radio Link Scheme
- Business Support
- Rubery Village Business Association support
- Events
- Rubery in Bloom support

## Key Performance Indicators

<b>KPI</b>	<b>Frequency</b>	<b>Responsibility</b>
<p><b><u>Population Demographics</u></b> Customer survey in the Bromsgrove District Centres and on-line household survey to determine the demographic use of the centres. By surveying we can draw conclusions on the characteristics of the population visiting our centres.</p>	Annually	Bromsgrove Centres Manager
<p><b><u>Regeneration and Development</u></b> Measure the number of retail and housing planning applications granted in our centres including edge-of-town and out-of-town applications.</p>	Quarterly	NWedR Bromsgrove District Council
<p>Measure the number of successful developments achieved year-on-year.</p>	Quarterly	NWedR Bromsgrove District Council
<p><b><u>Vacant and Derelict Properties &amp; Sites</u></b> Visual survey will be made of all the vacant properties and derelict sites in each of the centres. The survey will include data on the length of time the property/site has been vacant. Properties and sites will be categorised by their class to determine any areas with greatest issues or challenges to occupation.</p>	Quarterly	Bromsgrove District Council Healthcheck NWedR
<p><b><u>Rental Values</u></b> Review the rental value of properties in each of the centres. This can demonstrate the demand for property in the centres</p>	Annually	Bromsgrove Centres Manager Commercial Agents
<p><b><u>Car Park use and Revenue Income</u></b> The use and revenue yield of off-street paid Bromsgrove District Council owned car parks</p>	Quarterly	Bromsgrove District Council
<p><b><u>Public Transport</u></b> Use of alternative modes of transport in Bromsgrove town centre</p>	Annually	Worcestershire County Council Transport Operators
<p><b><u>Safety and Security</u></b> Collection and analysis of crime and anti-social behaviour statistics for each of the centres. It is important to consider the changing ways in which the Police Authority record actual crime when making comparisons year-</p>	6-weekly	West Mercia Police Safer Bromsgrove Partnership

on-year		
Number of venues gaining the Best Bar None accreditation year-on-year	Quarterly	Best Bar None Steering Group
<b><u>Leisure, Culture &amp; Tourism</u></b> Ticket sales, visitor numbers, events held etc. for Bromsgrove District Council owned venues and facilities	Quarterly	Bromsgrove District Council
<b><u>Residential Properties</u></b> Percentage of residential properties in Bromsgrove District Centres including date on Council Tax bands	Annually	Bromsgrove District Council
<b><u>Visual Appearance</u></b> Built into customer and residential surveys	Annually	Bromsgrove Centres Manager
Visual surveys with Bromsgrove District Council Place Team & Bromsgrove Centres Manager	Bi-monthly	BDC Place Team Bromsgrove Centres Manager
<b><u>Visitor Numbers &amp; Events</u></b> Visual estimate of visitor numbers including a sample survey of businesses regarding performance and takings	At each event	Event Organiser
<b><u>Social Media</u></b> Likes, follows and shares on social media sites	Monthly	Bromsgrove & Redditch Communications Team
<b><u>Business Survey</u></b> Business survey of all centres	Annually	Bromsgrove Centres Manager Bromsgrove BDC Parish Council
<b><u>Bromsgrove Town Centre Database</u></b> Categorised by class to determine sector representation and gaps in retail offer	Quarterly	Bromsgrove District Council
<b><u>Bromsgrove Markets</u></b> Occupancy rates, quality, offer and management of markets provision	Quarterly	CJ Events Warwickshire Limited

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