



# Bromsgrove

## Centres Strategy 2017-2020



**Better  
Bromsgrove**

North  
Worcestershire  
**edR**



**Bromsgrove  
District Council**  
[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)





" A friendly and knowledgeable family run business, established in 1972, specialising in hardware, gardening, with a lovely well stocked cookshop. Shopping local means personal attention and service is always assured. We focus on quality and heritage of products at great prices, based in the heart of Barnt Green Village. "

# Introduction

**More than ever town and village centres face challenging times due to the political and economic climate creating a sense of uncertainty, along with competition from out of town retail parks and changes to shopping habits and trends.**

In 2010 Bromsgrove, Redditch and Wyre Forest Councils brought together their economic development and regeneration functions to create a shared North Worcestershire Economic Development and Regeneration (NWedR) team. The teams strength is the wealth of specialist experience and knowledge of regeneration, business support and town centre management.

With an already established track record of supporting businesses across North Worcestershire and 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 and took the positive step of recruiting to the post of Bromsgrove Centres Manager.

The key focus of this role is to identify and co-ordinate opportunities to inject a new vibrancy and energy into Bromsgrove centres, strengthen communication and support local businesses.

This strategy is based upon the seven centres originally agreed when the Bromsgrove Centres Manager was appointed. They will be reviewed over the next 12 months including a review of the resources required to deliver any recommendations.

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

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

Whilst the Bromsgrove Centres Manager is responsible for the day-to-day management of seven centres, the role works closely with the NWedR team, sharing information and enquiries to tailor the most appropriate package of support for businesses across the District, including those located on the district's key industrial estates and business parks.

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. To reflect the changing nature of the district, the Council will keep under review the definition of a key centre to reflect growth in areas and settlements over the next 3 years.

Working in partnership with Bromsgrove District Council, Worcestershire County Council, key partners and businesses we have revisited structures and arrangements for the Bromsgrove centres detailed above and made key changes to ensure we are on a firm footing to take forward plans and initiatives.

This strategy will also complement and support the work of the Parish Councils, Business and Trader Associations and other key stakeholders in each of the centres with a focus on developing shared ambitions and actions.

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.

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

*Being ambitious, innovative and dynamic can create a successful visitor economy to make the most of Bromsgrove's centres.*



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# Vision

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.

Our streets will be attractive, clean and well connected in style and quality. Together we will deliver a plan of economic development projects, events and marketing promotions.

Bromsgrove centres will be well prepared to respond to market challenges and fully capitalise on investment.

The Bromsgrove Centres Strategy will be delivered through a network of action plans that interlink all the centres, respond to data from the Bromsgrove District Council Town Centre Healthcheck, share best practise and bring a new connectivity between Bromsgrove District town and villages, without losing their individual and unique characteristics.

*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.*

## Outcomes

### **Accessibility**

That Bromsgrove Centres are easily accessible by all sectors of the community.

### **Safety and Security**

All Bromsgrove District centres are a safe place for everyone to visit, live and work.

### **Marketing and Promotion**

All centres have a clear branding, coherent marketing strategy and events calendar.

### **Markets**

In addition to developing the Bromsgrove town centre outdoor market we continue to host one-off, seasonal and specialist markets throughout the year in all centres.

### **Business Support**

Businesses have a clear and efficient pathway to business and grant support.

### **Public Realm**

All our centres are clean and attractive with a high quality environment and clearly defined gateways.

### **Historic Environment and Heritage**

High quality and innovative urban design that protects the integrity of our centre's heritage assets and historical environment.

### **The Future**

Secure external funding to support the plans of all centres; Business Improvement District proposal for Bromsgrove town centre.



*"Independent businesses are the core of our village. We know our customers and provide a very personal and friendly service. Hagley is the quintessential village setting for that little something that's different and interesting."*



# Bromsgrove - Brimming with Opportunities!

Bromsgrove District is definitely on the up with major developments in both the commercial and housing sectors bring a new dimension and customer base to our centres.

There is a new sense of focus and determination that offers businesses the opportunity to grow and expand. With a strong and supportive infrastructure Bromsgrove has the perfect climate to expand our independent offer and inject new energy into all our centres.

Here in Bromsgrove we love our independents that fill our streets with unique and vibrant offers. With their entrepreneurial spirit and ability to adapt and change to customer's needs and taste, they are a colourful addition to our centres.

With an eclectic mix of designer boutiques that attract visitors from across the Country, fresh local produce, artisan cafes, award winning butchers, real ale micro pubs to large music venues Bromsgrove has it all!

We have seen independent businesses evolve and become creative clusters, such as Worcester Road in Bromsgrove town centre. A wonderful complement to the established High Street nationals, the independents are often owned by local people who have a commitment and passion for the area they trade in.

We will celebrate the diverse mix of our independents with locally designed events and take part in National schemes that reward local loyalty and attract new customers and visitors.

Through our void properties strategy we aim to offer further incentives and opportunities such as pop up shops and creative hubs to welcome more start-up small businesses and give young people a helping hand.

As our centres continue to evolve we can re-position ourselves to serve our communities better and let the personality of all our centres shine through.







# Bromsgrove Town Centre

Bromsgrove town centre is a key location within the Bromsgrove District providing a focus for retail, tourism, leisure, community and cultural activities. It is an important economic driver providing employment, business and development opportunities. Bromsgrove has extremely good road links and benefits from its central location and excellent connectivity to adjacent economies and markets.

We recognise the increasing pressure on our local road infrastructure and congestion problems that challenge accessibility to the town centre. This plan ensures the town centre has an involvement in wider transport strategies and forms an important part of the accessibility strategy for Bromsgrove town centre.

Bromsgrove is a traditional market town and for the most part is an attractive and vibrant place to visit and work in. The main High Street is the prime retail area and there is a good mix of national and independent retailers. The town also boasts unique and diverse secondary shopping areas in particular The Strand and Worcester Road.

A rich concentration of independent retailers and considerable investment by the National Lottery Townscape Heritage Initiative has changed the dynamic and image of these areas and offers strong promotional opportunities that will encourage visitors to explore areas of the town otherwise sometimes overlooked.

Despite considerable investment made on the High Street, the town centre will benefit from further regeneration and enhancement. This includes diversifying the overall mix of uses within the centre, including the provision of new homes, entertainment and leisure venues and strengthening the retail offer in the prime area whilst protecting and maintaining the diversity of secondary retail.

We will challenge the perception that Bromsgrove town centre has a high void rate and lower end retail uses. Communication and working practices will be strengthened with commercial agents and landlords to secure meanwhile uses for empty properties to soften the impact on the visual appearance of the centre.

Arriving at and moving around the town centre easily and efficiently is also key to the town's success. Enhancements to public transport, cycling and walking links, pedestrian accessibility and improved connectivity to Bromsgrove railway station would help its legibility – making sure the town centre is easy and convenient to access.

A strong and confident approach with fresh ideas will send out the message that the town is in a good position to capitalise on the regeneration taking place in and around Bromsgrove town centre and is a place “to do business”.



# Key Regeneration Proposals

## TC1 - Former Market Hall Site

### Phase 1

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
9,000sqft	Circa £3.5m	86	Waitrose	Completed

### Phase 2

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
25,000sqft	Circa £5m	No additional	TBC	TBC

## TC5 - New Leisure Centre

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
4,200m2	Project Cost 13.7 million Build Cost 10.4million	198	Site to be operated by Everyone Active. Car Parking by BDC	Summer 2018 <b>Phase 1 – Nov 2017</b> (Building) <b>Phase 2 &amp; 3 – Jan 2018</b> (Demolition & Car Parking)

## TC7 - Bromsgrove Retail Park - IM Properties

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
<b>Total:</b> Split between 5 units ranging from 10,000 – 20,000sqft	Circa £4m	251	Marks and Spencer Food Hall	Spring 2018

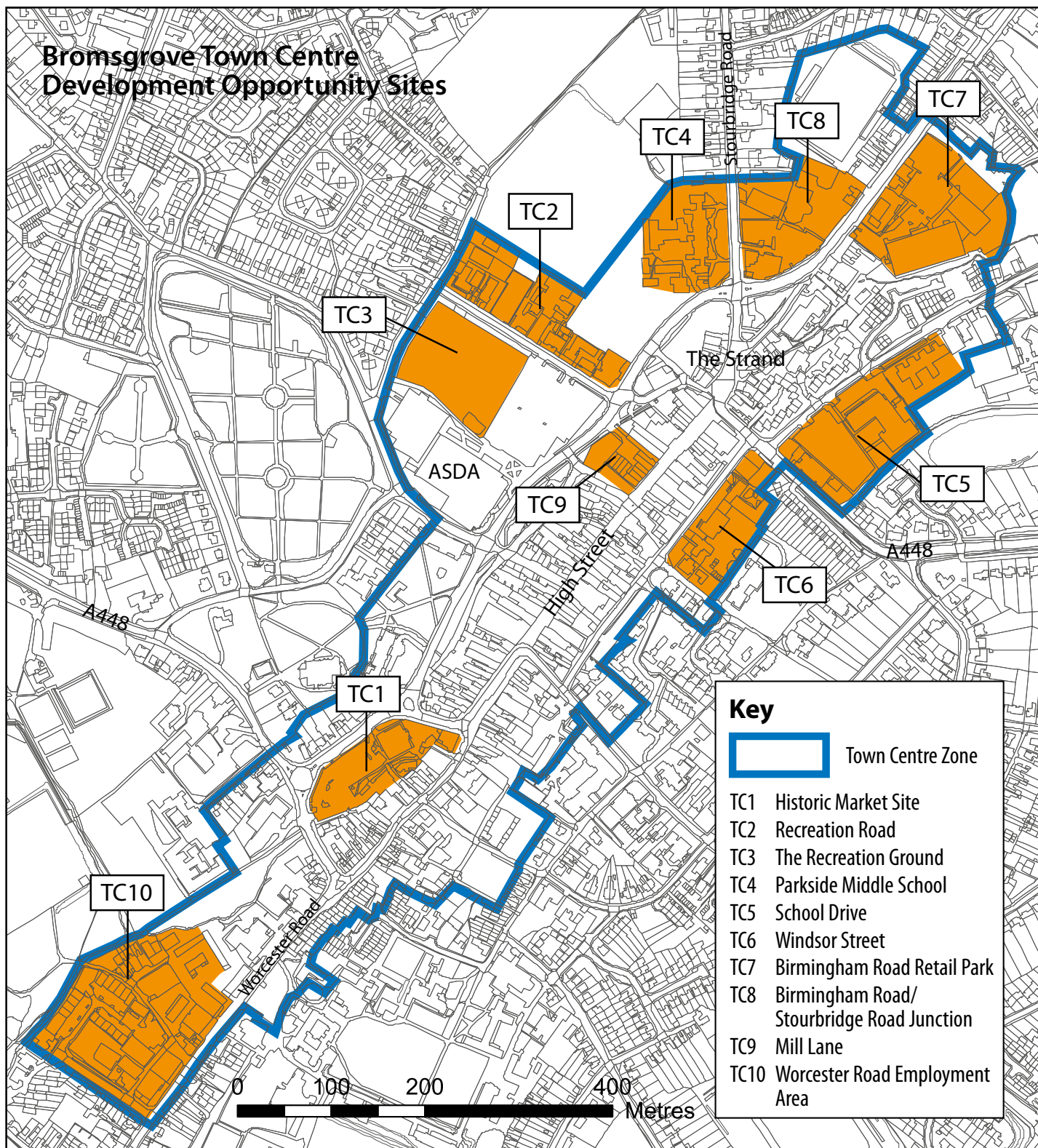
## TC8 - Stourbridge Road

Size of Development	Value	Car Parking Spaces	Business Secured to Date	Target Opening Date
13,500sqft	Circa £2m	82	Entire site to be occupied by Aldi	Summer 2018

In addition to the above, there are a number of other key regeneration sites within Bromsgrove Town Centre that are due to come forward over the next couple of years and include Stourbridge Road car park, Windsor Street and School Drive.



## Bromsgrove Town Centre Development Opportunity Sites









# Accessibility

Bromsgrove town centre is relatively compact with little change in levels and is interconnected with streets of defined character and history.

The bus station is located within the town centre and easily accessible along with car parks predominantly Bromsgrove District Council owned. A key challenge for Bromsgrove town centre is to help people find their way around easily. Pedestrian and traffic barriers and poor waymarking do not encourage the visitor to explore the town centre. Feedback from some businesses in Worcester Road is that they feel “left out” of key events and that activity is predominantly focussed within the pedestrianised area of the town in the allocated events space.

Access is crucial to retaining the vitality of the town centre and the challenge is to maintain a balance between provision of quality public transport links and facilities for all. This should include taxi and business delivery access along with well-maintained pedestrian and cycle routes. Priority should also be given to those with limited mobility and children. The challenge now and in the next few years is dealing with increased road use, the impact of major development and highways work and promoting more sustainable methods of travel.

The High Street has benefited from significant investment with £2m of funding spent on new public realm. However, the quality of public realm as identified in other areas is poor in places. The experience of moving around the town centre is not attractive or interesting as it could be. Bromsgrove Railway station, whilst operationally delivering passengers close to the town centre the links on how to access the town centre and the approaching environment requires improvement, creating a true and attractive gateway.

Parking provision is a fundamental part of the overall offer of the town centre. It must be high quality, safe and convenient for people arriving in Bromsgrove town centre. Facilities, especially multi storey car parks, must be attractive and well designed. Current car parking provision is not well sign posted with a lack of advance signage on key approaches giving real time information on the availability of car parking spaces which in turn can reduce congestion. There is no provision to pay via a mobile phone app or card which is not keeping with technological advances and changing consumer behaviours regarding payment of goods and services.

An accessibility strategy will be a fundamental part of the car park review and any future public realm development and enhancement plans.



Making it easier for everyone to move around  
and explore Bromsgrove Town Centre.

# Accessibility Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Bromsgrove town centre car park, access and servicing review</b>			
A consultant will be commissioned to undertake an in-depth review of the car parking arrangements in Bromsgrove town centre. The study will include some transport modelling with regards to congestion and access, on-street parking, private parking and how ongoing investment and development will impact on our car parking provision. There will also be wide reaching consultation with businesses, customers and key partners.	✓		
The car park review working group will consider the consultancy findings and produce a recommendations report to be presented to Council, partners and businesses. This will form the basis of a car park strategy for the town centre.		✓	
<b>Signage and waymarking</b>			
As part of the public realm plans we will develop a clear strategy for signage, including digital signage and waymarking in the town centre. This will include the decluttering of old and redundant signage and street furniture. New signage and information points will be of a consistent high quality and design. Key information points and clear signage will make it easy for people to get where they want to be and explore the town.	✓	✓	
<b>Cycling routes</b>			
Bromsgrove sits on the National cycle route network and Route 5 passes through the town centre. We will consider where cycle routes can be created and existing ones maintained and marketed to encourage cycling into the town centre, promoting a healthy lifestyle and reducing the number of cars accessing the town centre.		✓	✓
<b>Public transport</b>			
Receive data from public transport providers and partnerships to monitor services and accessibility to the town centre to support customers and businesses.		✓	
<b>Bromsgrove Rail Station</b>			
A key element of the Bromsgrove District Plan (BDP) is that the Rail Station is comprehensively linked to the town centre. The BDP will play a key role in promoting schemes to strengthen the relationship and accessibility of the rail station and town centre.		✓	✓
<b>Access for all strategy</b>			
We will work with and consult all sectors of the community including the Engagement and Equalities Partnership (Bromsgrove) to ensure all developments and improvements promote and provide access for all.	✓		✓



# Safety and Security

Historically the Bromsgrove town centre night time economy has not enjoyed a positive reputation and attracted negative press. A key priority of the Bromsgrove Centres Strategy is to support and enhance the night time economy offer.

The Bromsgrove town night time economy comprises of restaurants, bistro, bars, pubs, and performance and entertainment venues, including the Artrix Arts Centre which bring life and vitality to the town centre during the evening and into the night.

It is important that the strategy sets out ways in which the evening and night time economy can be strengthened and extends its appeal to a broad range of customers.

The relationship between the night-time and retail economy will be strengthened by improved communication and initiatives that provide all businesses with the confidence and assurance that it is safe and economically viable to do business in Bromsgrove town centre.

Through intelligent and pro-active interventions we can ensure that the town centre can move from the day-time to the night-time economy in a seamless transition to encourage visitors to stay in the town.

## Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Bromsgrove Town Centre Management Task Group</b>			
Establish a key partnership that brings together key decision makers including West Mercia Police, Worcestershire Regulatory Services, CCTV, Licensing and Community Safety to implement initiatives to tackle crime and positively promote the town centre. <b>Established in 2016.</b>	✓	✓	✓
<b>Best Bar None Bromsgrove Scheme</b>			
Best Bar None is a National Award scheme supported by the Home Office and the drinks industry which is aimed primarily at promoting responsible management and operation of alcohol licensed premises and has been adopted by over 75 towns and cities across the UK.  The Scheme will reward venues that gain 100% of the essential criteria with their accreditation and a plaque to display in their venue. Each year there will be an Awards event to acknowledge best practise and outstanding achievements.  The Best Bar None Bromsgrove scheme will provide a clear visual indication to customers that the venue is well run, safe and committed to reducing night-time economy related crime and anti-social behaviour.	✓	✓	✓

# Safety and Security

## Projects continued

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Bromsgrove Town Centre Pubwatch Scheme</b> <p>The Bromsgrove Town Centre Pubwatch is a well-established forum with a strong membership. The scheme operates a Banned from One Banned from All policy to deter and address crime and anti-social behaviour in town centre venues.</p> <p>This strategy will continue to support the Pubwatch scheme to promote a safe, responsible and vibrant night-time economy.</p>	✓	✓	✓
<b>Bromsgrove Radio Link Scheme</b> <p>Bromsgrove town centre currently operates an analogue radio link system with around 30 members. The system is not used to its full potential and does not gather any data around use or store voice recordings for the use in criminal charges. The system is managed by a third party and does not generate an income.</p> <p>The town centre radio link scheme will be upgraded to a digital system to improve and strengthen the sharing of intelligence and reporting crime to the Police with support from CCTV. The new system will produce data on use, assist in identifying prolific and repeat offenders and have the potential to be extended to other centres.</p>	✓	✓	✓
<b>Taxi Review</b> <p>During the day taxis are concentrated around the bus centre and the taxi rank is well served. The taxi provision to support the night-time economy is not as well served and a taxi review in partnership with Worcestershire Regulatory Services and taxi driver representatives will be undertaken.</p> <p>The review will take in views from customers, venues and taxi service representatives. This will include the potential for additional taxi ranks, improved signage and a taxi marshal scheme.</p> <p>The review findings will be considered by the Bromsgrove Town Centre Management Team and a recommendations report produced.</p>	✓	✓	
<b>Taxi Marshal Scheme</b> <p>Taxi ranks late at night can be trouble hotspots. A taxi marshal scheme can assist in alleviating this problem. Taxi Marshals are professionally trained and highly visible uniformed teams who encourage people to form an orderly queue and wait patiently for their taxi, eliminating potential flashpoints and moving people quickly and efficiently out of the town centre. (Continued on page 18)</p>	✓	✓	✓





*" It feels we are on the cusp of a great change and if you are in at the beginning then you will benefit by the changes the most and it's crucial to get involved and help mould them! "*

**57 Monkeys Club & Bar,  
Bromsgrove Town Centre 17**

# Safety and Security

## Projects continued

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Taxi Marshall Scheme continued</b>			
The Taxi Marshall scheme will operate 2-3 nights a week with Friday and Saturday evening being the priority. The scheme will also help to address any issues regarding unregistered vehicles plying for trade and improve actual and perceived public safety.	✓	✓	✓
<b>Bromsgrove Street Pastors Scheme</b>			
Bromsgrove Street Pastors operate from their night base at Bromsgrove Baptist Church and offer a Christian response to the needs in local communities caused by crime, antisocial behaviour and vulnerability of those that have visited the town's bars and clubs.			
The Street Pastors are a group of volunteers who carry out their work on a Friday night from 10pm-4am, Bank Holiday Sundays, Christmas Eve and New Year's Eve. The Bromsgrove Street Pastors provide an invaluable service for Bromsgrove town centre and have the full support of the Bromsgrove Town Centre Management Group.	✓	✓	✓
The strategy will continue to support the Street Pastors scheme as an integral part of the town's commitment to the welfare and care of our customers.			
<b>Business Training</b>			
An integral part to the Best Bar None Bromsgrove Scheme and Radio Link Scheme is the ongoing training and support for businesses. Bespoke training packages will be developed for our venues to include conflict management and counter terrorism training in partnership with West Mercia Police.	✓	✓	✓
<b>Exclusion Scheme</b>			
A key priority for the strategy is to reduce the incidents of shoplifting in the town centre. Promoting and supporting the use of on-line reporting platforms and exclusion schemes initiatives will be introduced to deter and exclude prolific and repeat offenders in both the retail and night-time economy sectors.	✓	✓	✓

*Everyone has a safe and happy experience  
in our venues.*



# Marketing and Promotion

Bromsgrove town centre is already a focus for many activities, promotions and events. However the town centre lacks a particularly strong image and brand. Without a central “portal” to access information about Bromsgrove town centre, a mix of social media sites, websites and brands have been established and can create a confusing picture as to what the town centre vision is.

We will create an instantly recognisable Bromsgrove town centre brand to be used in all projects and marketing campaigns. The branding will celebrate the culture, heritage, and leisure, independent and commercial offer. This will enable us to plan strategic and powerful marketing campaigns that can be delivered consistently over the next three years.

We need to build a presence by making the best use of social media to reach customers within Bromsgrove and further afield. There is also a requirement to market the town centre to private sector investors as a place to do business. We will also encourage creative entrepreneurship and innovative design to bring a new and exciting dimension to the town centre marketing.

We will further invest in current events and themed markets to make them bigger and better and introduce new ones to ensure our programme of events is fresh and on trend.

We will also utilise the entire town centre for events to ensure all businesses feel involved and gain a return from additional visitor numbers.

## Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Branding and Marketing</b>			
A planned and co-ordinated strategy for the marketing and promotion of projects, events and plans is critical for Bromsgrove. By creating one identifiable brand under which to market all events and promotions will give campaigns continuity and a market presence. <b>Better Bromsgrove</b> will be the branding established which will include the launch of a central website. <b>#BetterBromsgrove</b> will be adopted as our social media branding.	✓		
<b>Tourism</b>			
Tourism is a competitive and dynamic industry that requires the town centre to adapt to customers changing needs with customer satisfaction and enjoyment being the key focus. We need to identify and determine our tourism offer to promote Bromsgrove town centre as a destination.	✓	✓	

# Marketing and Promotion Projects continued

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Events</b>			
The creative sector has an important role to play in the design and delivery of events in Bromsgrove and this partnership will be strengthened over the life of the strategy. Building on the existing offer we will develop a minimum of three large scale events and markets each year. These will be our anchor events to build and expand year-on-year.	✓	✓	✓
<b>Free Wi-Fi</b>			
Harness Wi-Fi technology to communicate discounts and learn about the visitor journey with the ability to measure and monitor visitor numbers.		✓	✓
<b>Better Bromsgrove Website</b>			
A dedicated Bromsgrove District website that will be a springboard to promote all centres and businesses.	✓		

*Establish a distinct brand and marketing approach that will carve a path directly to information and promotions.*

<b>Better Bromsgrove Together</b>			
A magazine published at least twice a year to promote events, share information and updates; circulated to over 40,000 households it offers a low cost advertising opportunity for all centres and their businesses.	✓	✓	✓
<b>Social Media Training</b>			
Social media training aimed predominantly at independent businesses to help raise their profile, increase the audience and trading.	✓	✓	✓
<b>Shop Local and Independents Campaigns</b>			
We will take part in National campaigns and develop more localised initiatives to promote shop local and Love Your Market.	✓	✓	✓

*Everyone knows what is here, what's on and are rewarded for their loyalty.*



# Better Bromsgrove Together 2017

Summer



[www.betterbromsgrove.com](http://www.betterbromsgrove.com)



**Better  
Bromsgrove  
Summer!**

North  
Worcestershire  
**edR**



**Bromsgrove  
District Council**  
[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)



# Markets

Good quality and vibrant markets provide competition and choice for consumers. A busy and well-used on street market can be a good indicator of the vitality of the town centre. The market should provide a platform for local enterprises to start, blossom and grow, adding to the sustainable mix of shops and services in Bromsgrove town centre.

To complement the outdoor market and provide a new diversity to the town centre themed markets, food festivals and niche markets will be piloted to inject energy and colour into the town centre.

We have the opportunity to build on our cultural mix in Bromsgrove to build a unique offer and tap into the potential for the local community to become involved in shaping and delivering themed markets and festivals.

Here in Bromsgrove we have a track record of delivering successful and popular events such as the Street Theatre and Bromsgrove Festival. We will further invest in local events and introduce new and exciting events for great days out for all the family and young people.

Bromsgrove town centre will use road closures to support events across the town and promote the town as a key venue to stage large scale, big splash events.

## Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Love Your Market</b>			
The Love Your Market campaign run by NABMA is a national two-week campaign that takes place annually in May. In 2017 over 3000 markets participated in the scheme. In 2018 Bromsgrove town centre will launch the Love Your Market Bromsgrove campaign to promote the diverse offer of our outdoor and themed markets.		✓	✓
<b>Bromsgrove Artisan Market</b>			
A market that offers an eclectic mix of street food, goods, music and arts, celebrating all that is local, ethical and original.		✓	✓
<b>Bromsgrove Food Festival</b>			
Building on the success of the 2017 Bromsgrove Food & Drink Festival the market will be held each year in the summer to further build and increase visitor numbers to the town centre on a Sunday.	✓	✓	✓
<b>Bromsgrove Christmas Festival</b>			
To complement the popular Christmas Light Switch On event a Christmas festival event will be held including a Christmas themed market.	✓	✓	✓

The introduction of new and innovative events will showcase the town centre and celebrate our strong community spirit.



# Markets

## Projects continued

### Bromsgrove Lantern Parade

The final event of the year will be a lantern parade on the High Street. 20' illuminated figures and puppets will lead the procession accompanied by musicians making for an up-beat and celebratory event.

Lantern making workshops will be held in community settings and schools encouraging visitors to bring their lanterns and create a true spectacle involving the whole community.

Year 1 17/18	Year 2 18/19	Year 3 19/20
✓	✓	✓



" We are a longstanding business that has a market stall in Bromsgrove town centre on Tuesdays and Fridays. As the only fresh fishmonger in the town centre we are proud of our top end quality and friendly service. We get on great with the customers and always have a laugh. Our loyal customers keep coming back for more."

**Owens Fish Wholesale & Retail, Bromsgrove Town Centre**

# Business Support

Bromsgrove town centre has many advantages as a place to start up and grow a business. With its excellent location and demographics Bromsgrove District is one of the highest areas in the country for attracting new independent entrepreneur's business start-ups.

It is important that the town centre plan recognises the need for young thriving businesses to receive a wide menu of business support including marketing and promotion, grants and where to easily access information and help.

North Worcestershire Economic Development and Regeneration (NWedR) look after and support businesses of all ages and stages across North Worcestershire with everything from grants to finding premises. Bromsgrove District Council is also a founding member of the Local Economic Partnerships for both Greater Birmingham & Solihull and for Worcestershire, giving it a unique position to shape regional economic development strategies in the area.

The strong partnership between NWedR, Bromsgrove District Council and the Bromsgrove Centres Manager has established a clear route by which businesses can access information promptly to support the ongoing success of their business.

Partners will also work closely with local organisations and groups to develop a menu of business support for centres businesses including affordable bespoke training packages.

## Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>NWedR</b>			
North Worcestershire Economic Development & Regeneration has a proven track record of promoting and delivering grant schemes and support to businesses. We will pro-actively advise businesses of funding opportunities and training schemes.	✓	✓	✓
<b>Signpost</b>			
Many voluntary sector and not-for-profit organisations deliver valuable grass root training and business support programmes, especially for smaller businesses. We will work with organisations to promote and signpost their offer.	✓	✓	✓

Independent businesses are the trend setters  
and creative entrepreneurs of our centres.





*"We are proud to be an independent with three businesses in Bromsgrove. It remains a privilege to serve the community. Partnering with the Borough is essential for long term stability and sustained growth. To have a vision for the future is essential."*

# Public Realm

The public realm comprises of the gateways, streets, walkways and open spaces within the town centre. The public realm can be the first impression a visitor experiences and influences the enjoyment of the visitor experience. It creates a sense of place and identity and offers an attractive setting for a variety of activities whether it is sitting in the sunshine enjoying a coffee, attending events and markets or simply passing through.

Tourism, culture and the arts can make a significant contribution to the town centre and are key components of the economic prosperity of Bromsgrove. The involvement of artists and the creative sector from the outset of the design of any proposal, in the creation of both place and space, can transform the identity and quality of the design, broker new community engagement initiatives and support the importance of the creative industries.

By achieving enhanced connectivity with the Artrix Arts Centre and the town centre we can raise the profile of the creative sector and provide opportunities for local artists and creative practitioners to be involved in creating distinct spaces that develop links and synergy across the town centre.

Heritage and arts trails for example can be used to interpret the heritage of Bromsgrove town centre including notable buildings. We cannot underestimate the importance of our public realm in creating a character and positive image for Bromsgrove town centre.

## Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Bromsgrove Town Centre Public Realm Feasibility Study</b>			
Mill Lane, Church Street, The Strand, Chapel Street, Worcester Road and New Road are key locations within the town centre where investment in the public realm is prioritised. The feasibility study will explore public realm improvement options for each area, designs and costs.	✓	✓	✓
<b>Declutter</b>			
Adopt a co-ordinated approach to the design of the public realm in Bromsgrove town centre to address the mix of materials, street furniture and planting schemes. Redundant and poor quality signage will be removed and consideration given to new technologies including digital signage.	✓	✓	✓
<b>Design quality</b>			
Adopt a co-ordinated palette of street furniture and design to create a welcoming first impression.	✓	✓	✓



# Public Realm Projects continued

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Gateways</b>			
Gateways should be attractive and of high quality, drawing the visitor in and around the town centre. They will be easily defined and strengthen links to cycling routes and public transport. New signage and interpretation will be introduced to make visitors aware of what Bromsgrove centre has to offer.	✓	✓	✓
<b>Biodiversity</b>			
Will be a priority where practicable and achievable to maintain and restore the character of the town centre. Spadesbourne Brook will be promoted as an asset to be improved and protected as a unique feature of the town centre.		✓	✓
<b>Bromsgrove in Bloom</b>			
The Heart of England in Bloom campaigns are transforming communities, making them greener and instilling a sense of local pride. The public realm improvements will form the basis of a Bromsgrove in Bloom campaign.		✓	✓
<b>Pop Up Space</b>			
With the economic climate remaining uncertain landlords and property owners are re-thinking their approach to finding tenants for vacant properties. We will work with landlords and commercial agents to promote "pop up" shops enabling businesses to try out their ideas without a long-term lease commitment.	✓	✓	✓
<b>Enforcement</b>			
Use the appropriate enforcement action to tackle long standing issues and offences which detract from the attractiveness and cleanliness of the town centre including derelict buildings and littering.	✓	✓	✓
<b>Business Waste Management and Recycling</b>			
Monitor and review business waste management arrangements in the town centre.	✓	✓	✓

*We will create a simple, unfussy, yet creative  
and colourful public realm.*

# Historic Environment and Heritage

The protection of the town's heritage is a key component of the plan and statutory protection is afforded to all heritage assets within the town centre. The established street pattern of many parts of the town centre contribute significantly to the character and identity of Bromsgrove which in turn enhances the attractiveness of the town centre for visitors, tourists, existing residents and workers.

In order to protect heritage assets the town centre management structure will support the refurbishment and reuse of listed buildings and enhancement to the public realm to make the most of our strong historical features. Bromsgrove town centre also boasts unique areas that are connected to the main High Street, in particular Worcester Road. We will seek to create a strong identity and brand that will draw visitors to the areas of strong historical and heritage interest.


The Bromsgrove Townscape Heritage Initiative was set up in 2012 and jointly funded by the Heritage Lottery Fund (HLF), Worcestershire County Council and Bromsgrove District Council. The scheme has improved and restored a number of historical buildings in the town centre and vastly improved the public realm on the High Street which celebrates the town's distinctive offer and brings a new vitality to the High Street.

We intend to build on this success and investment to protect and enhance our historical assets and celebrate this medieval market town.

## Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Planning</b>			
Support the development of partnerships with local businesses to share information and consult on planning applications.	✓	✓	✓
<b>National Lottery Townscape Heritage Initiative</b>			
Promote the THI initiative to eligible businesses that have not accessed the grant support.	✓		
<b>Interpretation</b>			
As part of the public realm improvements and marketing of the area consider the installation of historical information interpretation in paved areas and as mobile apps to celebrate the town's rich history and heritage.	✓	✓	✓
<b>Local historical societies and community groups</b>			
Support and ensure the involvement of local historical societies and groups in projects and initiatives.	✓	✓	✓
<b>Interactive Heritage Trail</b>			
Inclusion of an interactive heritage trail and guided walks using traditional signage, information and new technologies to bring history "alive".		✓	✓



A man with short, wavy brown hair and a friendly smile is wearing a grey suit jacket over a dark blue shirt and a grey patterned tie. He is holding a book of fabric swatches in front of him with both hands. The book has a black and white photo of a couple on the cover and some text including '£16', '£20', 'SE', and 'AF'. The background is a warehouse or workshop with large rolls of material and stacks of fabric swatches. An orange text box is in the top right corner.

" Having being brought up in Bromsgrove it was my first choice to continue the business here. We have completed a full refurbishment with the assistance of grant funding and we feel Bromsgrove town is now going places! "

**Phoenix Flooring & Bedrooms,  
Bromsgrove Town Centre**

Protect and celebrate our heritage assets and history whilst delivering high quality urban design.

# The Future

## Bromsgrove BID (2019/2020)

We can consider the potential to undertake a feasibility for a Bromsgrove town centre Business Improvement District in year 3 to provide a 5-year plan and financial sustainability in the town centre.

Business Improvement Districts are an arrangement whereby businesses in Bromsgrove town centre could come together and decide which improvements they feel could be made in Bromsgrove town centre and how they will implement the improvements and the cost.

BIDs are financed and controlled by the businesses within the selected boundary area. BIDs can run for a maximum of five years and during this time they must be able to show they are benefiting the businesses which pay the levy and fund the business plan. After this five year period businesses are balloted on whether they wish to continue with a subsequent five year period.

There are more than 200 BIDs operating all over the UK. Businesses within BIDs boast increases in footfall and trading figures, more inward investment and communication between businesses and the Local Authority. After their first term nine out of ten BIDs continue after a re-ballot with a higher turnout and a stronger mandate.

For a BID ballot to be successful two conditions must be met

- More than 50% of businesses must vote in favour of the BID
- Those businesses that vote in favour must represent more than 50% of the total rateable value of all votes cast

### Why should businesses support a BID?

BIDs have the proven ability and track record of increasing visitors and footfall to an area, reduce premiums and improve the business environment. As they run for 5 years it gives businesses and Bromsgrove town centre the opportunity to plan ahead and deliver innovative projects and target investment.

*BIDs have a proven track record of improving towns and putting control in the hands of businesses.*







# Rubery Village

Rubery is split between the Bromsgrove District of Worcestershire and Birmingham itself. The main arterial route to the South West the A38 leads from Birmingham city centre through Rubery, Bromsgrove and Worcester.

Rubery Village is a traditional local centre which has the presence of key national retailers alongside a strong and diverse mix of independent businesses. More recently Rubery Village has seen a number of businesses undertaking refurbishments and new fledgling businesses taking their first steps.

The challenges for Rubery Village is the lack of large scale floorspace to attract national retailers or mixed use development and the proximity of the Longbridge development and Great Park which has a strong leisure offer.

The public realm in Rubery Village is generally poor and as most business frontages are privately owned it is difficult to manage. An early priority identified as a catalyst to strengthen business confidence, attract new outlets and create local pride is a public realm enhancement scheme.

In partnership with NWedR, Bromsgrove District Council, Worcestershire County Council over £100,000 of investment has been secured to undertake a "declutter" of street furniture and signage including bollards, bins, benches, planters and display boards. Lighting columns will be refurbished and LED lighting installed.

The plan also aspires to bring back green areas with vibrant and attractive planting. We are confident that this substantial investment will be a vote of confidence and a trigger for businesses to improve and transform their frontages.

" I started the business in 2015 and haven't looked back! We are more than a tea room and play a large role in the local community. We have launched our own charity - Polly's Precious Moments to support terminally ill people and their families and offer a very warm welcome to visitors old and new "

**32** Polly Put The Kettle On,  
Rubery Village





# Rubery Village Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Rubery Village Environmental Enhancement Scheme 2017/18</b>			
Implement a £100,000 public realm environmental enhancement and "declutter" scheme to improve the overall appearance of Rubery Village.	✓	✓	
<b>Car parking Review</b>			
Review the car parking arrangements in Rubery Village.		✓	
<b>Radio Link Scheme</b>			
Introduce a new digital radio link scheme to improve business-to-business communication and the sharing of information to reduce crime and anti-social behaviour.		✓	
<b>Business Support</b>			
Businesses have a clear and efficient pathway to business and grant support.	✓	✓	✓
<b>Rubery Village Business Association</b>			
Support the RVBA to widen their remit and membership to strengthen business communication.	✓	✓	✓
<b>Events</b>			
In partnership with the RVBA, local community groups and businesses develop the events offer.	✓	✓	✓
<b>Rubery in Bloom</b>			
Support and promote the aims of Rubery in Bloom.	✓	✓	✓
<b>Better Bromsgrove Website</b>			
Rubery Village page on the Better Bromsgrove website and link to the Rubery Community Website to promote community initiatives and events.	✓	✓	✓

*Public realm improvements will be a catalyst to revive local pride and reward local loyalty.*

# Barnt Green Village

Barnt Green Village retains a true rural feel surrounded by green belt land and the Lickey Hills Country Park. A linear village it offers high-end quality outlets, key services, primary school, social club, pub, and park and railway station.

Strong business confidence and demand in the Village is evident by the lack of empty retail premises, well established businesses, and quick turnaround of void properties and relocation of existing businesses to larger units.

The public realm is generally of good quality with planters and hanging baskets being provided by Barnt Green Village Parish Council and maintained by businesses and volunteers.

A key strength of the Village is the Barnt Green Railway Station. The Cross City Line Redditch to Lichfield and the Birmingham to Worcester via Bromsgrove Line offer opportunities to further promote the Village as a destination for its local offer in combination with a "Barnt Green Day Out" theme with popular local walking routes.

The key priorities identified in Barnt Green Village are marketing and promotion including events and car parking arrangements.



*" We are a mother and daughter owned business of 20 years and with Elizabeth make a great team. We offer that personal touch for weddings and other special occasions and with free local delivery it pays to shop local. "*



# Barnt Green Village Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Car Parking Review</b>			
Support Barnt Green Parish Council review of car parking arrangements and assist with business participation.	✓	✓	
<b>Marketing and Promotion</b>			
Develop a marketing and promotion plan for the Village.	✓		
<b>Events</b>			
Develop a calendar of events to include the Christmas Light Switch On and "Barnt Green Buskers" event.	✓	✓	✓
<b>Whatsapp'ning</b>			
Launch a business-to-business WhatsApp group to strengthen communication between businesses and partners.	✓		
<b>Public Realm</b>			
We will develop a public realm plan to further improve the overall appearance of the Village.		✓	
<b>Barnt Green Village Team</b>			
Establishment of a Barnt Green Village Team to work in partnership with Barnt Green Parish Council and Bromsgrove District Council to develop and deliver projects.	✓		
<b>Business Support</b>			
Training businesses in the use of social media to expand their marketing and performance.	✓	✓	✓

We will support Barnt Green to promote its unique Village identity and location to reconnect with the local community.

# Hagley Village

The village lies at the foot of the Clent Hills, and is served by its own railway station on the Kidderminster to Birmingham line.

Hagley Village is a centre that offers a wide range of independents. A strong community spirit and local pride is evident through the quality of public realm and presentation of shop frontages and window displays. There are very few empty units and those that do become available are occupied quickly.

Investment confidence is demonstrated by the refurbishment of the Co-op supermarket and Bathams opening a public house in the centre of the Village. The village is also served by key services, community centre, Church, Library and benefits from playing fields that host a variety of events.

The commitment of local businesses to the ongoing success and economic viability of the Village is clear and a Hagley Village "team" has been established to take forward projects and raise the profile of the centre.



*"When the best placed gift shop came up for sale I jumped in - right at the deep end! Lily Blue is going on the road and expanding our chocolate offer, 2018 will be a busy year."*



# Hagley Village Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Car parking Review</b>		✓	
Support Hagley Village Parish Council review of car parking arrangements in Hagley Village centre and assist with business participation in consultation exercises.		✓	
<b>Marketing and Promotion</b>	✓		
Develop a marketing and promotion plan for Hagley Village under the Better Bromsgrove branding for a co-ordinated and coherent approach.	✓		
<b>Events</b>	✓	✓	✓
Develop a calendar of events including the Christmas Light Switch On event.	✓	✓	✓
<b>Themed Markets</b>		✓	✓
Develop the market offer in Hagley Village making use of the green open space.		✓	✓
<b>Communication</b>	✓		
Launch a business-to-business communication scheme to exchange information.	✓		
<b>Public Realm</b>		✓	
We will develop a public realm plan to further improve the overall appearance of the Village.		✓	
<b>Business Support</b>	✓	✓	✓
Social media training for independent businesses to help them improve their online presence and increase trade.	✓	✓	✓
<b>Best Bar None</b>		✓	
Extend the Best Bar None Scheme Bromsgrove into Hagley Village.		✓	

By harnessing the strong business community spirit in Hagley Village we can develop and promote its eclectic mix of shops and venues.

# Alvechurch Village

Alvechurch Village Centre is a designated Conservation Area and host to a number of listed buildings originating from the 15th century. The Village benefits from good transport links including the north/south A441 and the east/west M42, by rail the Redditch/Lichfield cross-city service, and the Worcester Birmingham canal.

Alvechurch Village has a cluster of businesses with a strong local offer including the award winning E.J. Crow & Son butchers, fresh produce, chip shop, cafe including a community run youth cafe, pubs, Parish Council offices and complementary services.

Alvechurch Village has a strong historical identity and the square lends itself to the development of events and projects that reflect the areas heritage and celebrates the community spirit of the Village.



" This has been a barber shop for over 80 years and I've been here for 26 years. I love being in Alvechurch and the local people are great. I am a barber to generations of families and the business is very close to my heart. This is why supporting your local businesses is so important. "



# Alvechurch Village Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Business Survey</b>			
Undertake a business survey to establish the priorities and aspirations of the Alvechurch Village business sector.	✓		
<b>Alvechurch Village Team</b>			
Establish an Alvechurch Team in partnership with Alvechurch Parish Council to strengthen the communication and relationship with local businesses.	✓	✓	
<b>Marketing and Promotion</b>			
Develop a marketing and promotion plan for Alvechurch Village under the Better Bromsgrove branding for a co-ordinated and coherent approach.	✓	✓	
<b>Events</b>			
Develop a calendar of events including a Christmas Light Switch On event in the square.	✓	✓	
<b>Public Realm</b>			
Improvement of the public realm to include car parking and access.	✓	✓	
<b>Business Support</b>			
We will support the aims of the Alvechurch Neighbourhood Plan aims to provide and signpost to business support.	✓	✓	

*Outdoor events and targeted marketing will bring a new energy to the Village Centre whilst protecting and celebrating its unique characteristics.*

# Catshill

With nearby access to the M5 and M42 motorways, Catshill is within commuting distance by car to both Worcester and Birmingham and as a result the population of the village has grown in recent years.

The local community is served by Catshill Centre, a parade of shops and services nestled in the community with a very local offer. Nationals such as Spar and Co-op have a presence, however the parade is predominantly independents and mainly fast food outlets, fresh produce, a chemist and tattoo business.

There are no vacant premises within the parade of shops and businesses appear to be well established. However, the public realm in and around the parade is poor with no apparent planting theme, overgrown and dense vegetation, weeded paved areas and a lack of colour.

Many of the shop frontages are privately owned and offer an opportunity to engage the businesses in a public realm plan to improve the overall appearance of the Centre. The Village Hall sits opposite the shops and is widely used by the local community and voluntary groups. Again this offers an opportunity for businesses to develop new events and establish a relationship with the local community and visitors.

With its rich history and heritage and local appeal Catshill centre is well placed to strengthen its appeal and appearance to ensure the long-term sustainability of the area.

## Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Marketing and Promotion</b>			
Develop a marketing and promotion plan for Catshill under the Better Bromsgrove branding for a co-ordinated and coherent approach.	✓		
<b>Events</b>			
Develop a calendar of events including themed markets and annual events including a Christmas themed event.	✓		
<b>Public Realm</b>			
We will develop a public realm plan to further improve the overall appearance of the Catshill centre including the opportunities to improve shop frontages.	✓	✓	✓





" I grew up and raised my family in Catshill. That's why I opened my business here; I like feeling at home and part of the local community. Tattoo Art is our next new business venture - we are fully behind plans to improve Catshill centre! "





" We are a local and small family business that has been serving the community for 16 years. We've been moving the same families for over 10 years through different stages of their life. We don't sell houses, we sell homes. "



# Wythall

Wythall is situated in the north east corner of Worcestershire within the District of Bromsgrove and the County of Worcestershire. The village shares borders with Solihull and Birmingham with a population of over 12,000.

Wythall Parish Council produces a twice-yearly newsletter which is informative and promotes a wide range of community initiatives and achievements indicating a strong local pride and community spirit.

Drakes Cross is considered the Wythall "centre" and offers a very local service to the community with a healthy mix of retail and services.

## Projects

	Year 1 17/18	Year 2 18/19	Year 3 19/20
<b>Business Survey</b>			
Undertake a business survey of Wythall Centre to determine priorities and projects.	✓		
<b>Bromsgrove Centres Manager</b>			
To be a point of contact for businesses and Wythall Parish Council.	✓	✓	✓
<b>Better Bromsgrove Together</b>			
Offer free promotion to Wythall community events and promote business advertising opportunities in the magazine.	✓	✓	✓
<b>Business Support</b>			
Businesses have a clear and efficient pathway to business and grant support.	✓	✓	✓

*Drakes Cross as the Wythall Centre has a true sense of belonging and a strong local offer.*

# Key Performance Indicators

KPI	Frequency	Responsibility
<b>Population Demographics</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.	Annually	Bromsgrove Centres Manager
<b>Regeneration and Development</b> Measure the number of retail and housing planning applications granted in our centres including edge-of-town and out-of-town applications.	Quarterly	NWedR Bromsgrove District Council
Measure the number of successful developments achieved year-on-year.	Quarterly	NWedR Bromsgrove District Council
<b>Vacant and Derelict Properties &amp; Sites</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.	Quarterly	Bromsgrove District Council Healthcheck NWedR
<b>Rental Values</b> Review the rental value of properties in each of the centres. This can demonstrate the demand for property in the centres	Annually	Bromsgrove Centres Manager Commercial Agents
<b>Car Park use and Revenue Income</b> The use and revenue yield of off-street paid Bromsgrove District Council owned car parks.	Quarterly	Bromsgrove District Council
<b>Public Transport</b> Use of alternative modes of transport in Bromsgrove town centre.	Quarterly	Worcestershire County Council Transport Operators



KPI	Frequency	Responsibility
<b>Safety and Security</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-on-year.	6-weekly	West Mercia Police Safer Bromsgrove Partnership
Number of venues gaining the Best Bar None accreditation year-on-year.	Quarterly	Best Bar None Steering Group
<b>Leisure, Culture &amp; Tourism</b> Ticket sales, visitor numbers, events held etc. for Bromsgrove District Council owned venues and facilities.	Quarterly	Bromsgrove District Council
<b>Residential Properties</b> Percentage of residential properties in Bromsgrove town centre including date on Council Tax bands.	Annually	Bromsgrove District Council
<b>Visual Appearance</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>Visitor Numbers &amp; Events</b> Visual estimate of visitor numbers including a sample survey of businesses regarding performance and takings.	At each event	Event Organiser
<b>Social Media</b> Likes, follows and shares on social media sites.	Monthly	Bromsgrove & Redditch Communications Team
<b>Business Survey</b> Business survey of all centres.	Annually	Bromsgrove Centres Manager Bromsgrove BDC Parish Council
<b>Bromsgrove Town Centre Database</b> Categorised by class to determine sector representation and gaps in retail offer.	Quarterly	Bromsgrove Centres Manager
<b>Bromsgrove Markets</b> Occupancy rates, quality, offer and management of markets provision.	Quarterly	CJ Events Warwickshire Limited



" We are so much more than a venue offering a great place to eat & drink, free access computers, local food and family friendly atmosphere and events. In the evening its turned over to the Communities Together (ACT) youth project. With the help of fundraisers and our supporters our future looks bright! "

**46** The Lounge, Alvechurch Village  
Internet Café, Youth & Community Venue







**With thanks to Ed Moss Photography and  
Grace Kemp - Queen of Hearts Photography**

## Contact:

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District Council

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