

BROMSGROVE CENTRES MANAGEMENT STRATEGY 2017 - 2020

Relevant Portfolio Holder	Cllr Karen May – Deputy Leader & Portfolio Holder for Health and Wellbeing and Economic Development and Regeneration
Portfolio Holder Consulted	Yes
Relevant Head of Service	Dean Piper – Head of Economic Development and Regeneration, North Worcestershire
Ward(s) Affected	Bromsgrove Central, Sanders Park, Hagley West, Hagley East, Rubery North, Rubery South, Barnt Green, Alvechurch Village, Drakes Cross, Catshill North, Catshill South
Ward Councillor(s) Consulted	NA
Key Decision / Non-Key Decision	Key decision

1. SUMMARY OF PROPOSALS

1.1 The Bromsgrove Centres Strategy 2017-2020 details the plans for the seven principal Bromsgrove District centres. It delivers the potential to maintain and grow the economy of the centres by enabling new retail, housing, leisure and commercial opportunities to come forward, attracting new inward investment, continuing and enhancing business support services, maximising marketing opportunities and strengthening our creative offer.

The seven Bromsgrove District centres as covered by the Bromsgrove Centres Strategy 2017-2020 are:

- Bromsgrove Town Centre
- Rubery Village
- Alvechurch Village
- Catshill
- Barnt Green Village
- Wythall
- Hagley Village

The Centres strategy is based upon the seven centres originally agreed by Cabinet in November 2015, when the decision was taken to establish a Centres Management function hosted by the NwedR service. It is proposed that the remit of the Centres Management function will be reviewed over the next 12 months

including a review of resources required to deliver any recommendations of the review.

The overall aim of the Strategy is to create distinctive and vibrant centres by supporting and promoting retail, business, cultural, leisure and residential investment in the seven centres.

2. RECOMMENDATION

- 2.1 That Bromsgrove District Council adopts the Bromsgrove Centres Strategy 2017-2020 attached as Appendix A.

3. KEY ISSUES

Financial Implications

- 3.1 Implementation of the strategy is supported by the Bromsgrove Centres Manager budget, which forms part of the NwedR shared service arrangement. Larger and more significant projects are incorporated into existing revenue and capital budgets, such as the Rubery Public Realm Programme.

The Bromsgrove Centres Manager is also responsible for attracting external funding to support the aims and objectives of the Strategy. For example, additional funding will need to be secured to support the delivery of the next phase of public realm works in Bromsgrove town centre.

Examples of where external funding has already been secured or sought to support priority projects are as follows:

- £10,000 awarded by Safer Bromsgrove Partnership to support community safety themed projects for all seven centres.
- A developing funding bid to the West Mercia Police and Crime Commissioner's Office to support a taxi marshal scheme in Bromsgrove town centre.

The investment strategy for each centre will be developed once Cabinet approve the overall strategy and proposals. Further funding will be explored from external sources to deliver the strategy objectives.

Legal Implications

- 3.2 There are no legal implications arising out of the report.

Service / Operational Implications

- 3.3 Since the recruitment of the Bromsgrove Centres Manager in May 2016 considerable research, business and key stakeholder communication and

meetings have taken place to determine the most appropriate outcomes and projects for each of the Bromsgrove District seven centres.

A key focus of the Bromsgrove Centres Manager in the first year was to revisit existing plans and strategies and implement reviews where appropriate. To date these have included:

- Bromsgrove Town Centre Access, Servicing and Car Parking Review
- Bromsgrove Town Centre Taxi Review
- Bromsgrove Town Centre Radio Link Scheme review
- Support to Barnt Green Village Parish Council car park review
- Rubery Village public realm audit
- Hagley Village public realm audit

The Bromsgrove District Centres Strategy offers a new impetus and focus to deliver targeted projects and initiatives in the seven District centres. It details actions needed to be taken to develop a robust and thriving economy in each of the centres. Partnership and joined up working are critical to achieving to the vision and project objectives.

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

Outcomes are the result of outputs (i.e. they are longer term measures). The value of any project cannot be measured without defining success. Outcomes are specific, measurable, and meaningful. The outcomes in this plan form key thematic areas under which projects and initiatives will be delivered and how we measure success and impact.

- 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

A key part of the preparation of the Bromsgrove Centres Plan has been the involvement and participation of Ward Members. Ward Members are important members of the Rubery Village Environmental Enhancement Scheme, Bromsgrove Town Centre Management Task Group, Best Bar None Bromsgrove, Bromsgrove Town Centre Pubwatch, Hagley Village Team, Barnt Green Team, Alvechurch Village Team and Christmas Light Switch On Working Group, Catshill Events Group and their support and positive promotion of schemes will contribute to the ongoing success of the Bromsgrove Centres Plan.

Monitoring Arrangements

- 3.4 The Bromsgrove Centres Strategy 2017-2020 sets out Key Performance Indicators (KPI's) to monitor and evaluate the effectiveness and success of the strategy. Monitoring and evaluation of the strategy will be undertaken in partnership with Council colleagues, West Mercia Police, businesses and key stakeholders.

Data is being compiled to ensure the Bromsgrove Centres Strategy has a baseline position to monitor and evaluate projects and initiatives. This will also allow us to see how they are benefitting the economic viability of each centre and measures of success.

The management of the Bromsgrove Centres Manager is encompassed within NWedR shared service collaboration agreement. Priorities and activities are added to the NWedR Work Programme. The post is also integrated within the NWedR structure, with direct reporting line to the Head of Service and additional support around delivery of complex regeneration projects across Bromsgrove would be provided by Bromsgrove District Council and NWedR.

Customer / Equalities and Diversity Implications

- 3.4 NWedR and the Bromsgrove Centres Manager will consider the impact of changes that might arise as a result of implementing the strategy on those with protected equality characteristics, in particular, where there is likely to be an impact on residents or service users from any changes of existing services.

4. RISK MANAGEMENT

- 4.1 Risks associated with the delivery of individual projects and activities will be added to the NWedR Risk Register and monitored and managed by the Head of Service.

5. APPENDICES

Appendix 1 - Bromsgrove Centres Strategy 2017-2020

6. BACKGROUND PAPERS

Report to Cabinet 04 November 2015. Bromsgrove Centres Management

7. KEY AUTHOR OF REPORT

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