

## **BROMSGROVE DISTRICT COUNCIL**

# **Cabinet**

**18<sup>th</sup> January 2023**

### **Bromsgrove Centres Strategy**

Relevant Portfolio Holder	Councillor Karen May
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ruth Bamford Head of Planning, Regeneration and Leisure Services
Report Author	Job Title: Bromsgrove Centres Manager Contact email: Lyndsey.berry@bromsgroveandredditch.gov.uk Contact Tel: 01527 881221
Wards Affected	Bromsgrove Central, Sanders Park, Hagley West, Hagley East, Rubery North, Rubery South, Barnt Green, Alvechurch Village, Drakes Cross, Catshill North, Catshill South, Aston Fields
Ward Councillor(s) consulted	n/a
Relevant Strategic Purpose(s)	
Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	

#### **1. RECOMMENDATIONS**

**The Cabinet RESOLVE that:-**

**The Bromsgrove Centres Strategy & Action Plan 2023-2026  
attached at Appendix 1 be approved.**

#### **2. BACKGROUND**

- 2.1 Bromsgrove District Council has recognised the need for a centres management function since 2017 when the Centres Manager role was established and hosted through a shared service. Unfortunately, buoyancy in the job market has led to issues with recruitment and retention to the role resulting in some initiatives in the previous centre's strategy not being implemented. The Council have since taken the positive decision to reevaluate the Centres Manager role and bring back in house with a successful appointment to the post in February 2022. The key focus of this role is to develop and implement centre strategies and town centre management initiatives that aim to improve the vitality and viability of the various towns, to identify and co-ordinate opportunities, to inject a new vibrancy and energy into Bromsgrove centres, strengthen communication and support local businesses.

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- 2.2 This strategy is based upon eight centres across the district working to those boundary's outlined within the Bromsgrove Local Plan. The strategy will cover a three-year period with an action plan which will be reviewed annually.

The eight Bromsgrove centres managed as part of this strategy are:

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

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.

- 2.3 A key focus of the Bromsgrove Centres Manager during this first year is to revisit existing plans & strategies and ascertain operational challenges/works to be completed. To date these have included:

### **Public Realm Improvements**

- Repair/replacement of high street uplighters/cablings work - lights are now on timers and can be adjusted to light up different sections of the relevant buildings.
- Repainting of main street furniture on the high street complete
- Liaison with WCC to ensure replacement of tarmac areas to be completed by WCC by end of the year.
- Cleansing of high street commissioned and completed once tarmac works are finished.

### **Markets**

- Attending regular meetings with traders and markets manager
- Action plan agreed with trader representative for improvement areas

### **Traffic**

- Reduced number of vehicles on high street after work on enforcing existing TRO and liaising with businesses.
- Work ongoing with businesses to assess delivery needs and aligning hours of TRO with markets if deemed appropriate.

### **Funding**

- Welcome Back Fund completed

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- Projects submitted for UKSPF

### **Engagement**

- Traders' meetings
- Forming TC database for regular updates to high street businesses
- Supporting new Town Centre Steering group
- Setting up agents' group

- 2.4 The Bromsgrove District Centres Strategy offers a new impetus and focus to deliver targeted projects/initiatives and 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.

### **2.5 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 enabled”*

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.

### **2.6 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

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

### **2.8 Thematics and key projects**

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Outlined below are the key thematic areas 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 parks, access and servicing overview

Signage and waymarking

Cycling Routes & Public transport

Review of relevant Traffic Orders

### **Safety and Security**

Bromsgrove Town Centre Management Task Group

Licensing Savi 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/Street Food Markets

Christmas Themed Events

### **Business Support**

Signposting to funding and business support programmes

### **Public Realm**

Bromsgrove Town Centre Public Realm audit and enhancements

Enforcement

### **Historic Environment and Heritage**

A voice in planning

Support for Local historical societies and community groups

Interactive Heritage Trail

### **Future**

Business Improvement District (Bromsgrove Town Centre)

External Funding opportunities

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### **2.9 Projects for outlying centres**

#### **Wythall**

Better Bromsgrove Together marketing  
Business Support

#### **Catshill**

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

#### **Alvechurch Village**

Marketing and Promotion  
Events  
Public Realm Improvements  
Business Support

#### **Hagley Village**

Marketing and Promotion  
Events  
Communication  
Public Realm Improvements  
Business Support

#### **Barnt Green Village**

Marketing and Promotion  
Events  
Public Realm Improvements  
Business Support

#### **Rubery Village**

Public Realm Improvements  
Radio Link & DISC Scheme  
Business Support  
Rubery Village Business Association support  
Events  
Rubery in Bloom support

Please note that these lists are not exhaustive and may change as dialogue progresses with both ward members/parish councils and community groups. The Centres manager will amend as necessary to support the vibrancy of the centres whilst ensuring the communication remains key throughout.

### **2.8 Monitoring Arrangements**

The Bromsgrove Centres Strategy 2023-2026 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.

**3. FINANCIAL IMPLICATIONS**

- 3.1 Implementation of the action plan is supported by the Bromsgrove Centres Manager budget. Larger and more significant projects are incorporated into existing revenue and capital budgets, such as the Public Realm Phase 2 programme included within the Levelling Up Fund Programme.
- 3.2 The Bromsgrove Centres Manager is also responsible for attracting external funding to support the aims and objectives of the action plan. Further funding will be explored from external sources to deliver future objectives.

**4. LEGAL IMPLICATIONS**

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

**5. STRATEGIC PURPOSES - IMPLICATIONS**

**Relevant Strategic Purpose**

- 5.1 The Bromsgrove Centres Action Plan 2023-2026 is aligned with the Strategic Purpose 'Run and grow a successful business: strengthen the vibrancy & viability of our towns & district centres'.
- 5.2 The action plan 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.

**Climate Change Implications**

- 5.3 The strategy and action plan will seek to address climate change across several initiatives such as EV charging points and taxis where appropriate, Shop Local and Shop Green.

**6. OTHER IMPLICATIONS**

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### **Equalities and Diversity Implications**

- 6.1 The Bromsgrove Centres Manager will consider the impact of changes that might arise because of implementing the action plan on those with protected equality characteristics where there is likely to be an impact on residents or service users from any changes of existing services.

### **Operational Implications**

- 6.2 The Bromsgrove Centres Action Plan 2023-26 sets out Key Performance Indicators (KPIs) to monitor and evaluate the effectiveness and success of the plan. Monitoring and evaluation of the plan will be undertaken in partnership with Council colleagues, businesses, and key stakeholders.

## **7. RISK MANAGEMENT**

- 7.1 Risks associated with the delivery of individual projects and activities will be overseen by the Bromsgrove Centres Manager and will also be monitored and managed by the Head of Service.

## **8. APPENDICES and BACKGROUND PAPERS**

Appendix A – Bromsgrove Centres Strategy 2023-2026

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**9. REPORT SIGN OFF**

<b>Department</b>	<b>Name and Job Title</b>	<b>Date</b>
Portfolio Holder	Cllr Karen May	28/11/22
Lead Director / Head of Service	Ruth Bamford – Head of Planning & Regeneration	30/11/22
Financial Services	Claire Felton	30/11/22
Legal Services	Pete Carpenter	30/11/22
Policy Team (if equalities implications apply)		
Climate Change Officer (if climate change implications apply)	Alex Pearson 0 Net Zero Project Manager working with BDC Climate Change Officers	September 2022