

BROMSGROVE DISTRICT COUNCIL

Cabinet
2024

13th March

Bromsgrove Centres Action Plan 2024/25

Relevant Portfolio Holder	Councillor Sue Baxter
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ruth Bamford Head of Planning, Regeneration and Leisure Services
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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	
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 Action Plan 2024/25 attached at Appendix 2 be approved.

2. BACKGROUND

- 2.1 In January 2023 members approved the Bromsgrove Centres Strategy and action plan 2023-2026. The strategy is based upon eight centres across the district working to those boundary's outlined within the Bromsgrove Local Plan. The key focus of the strategy is to develop and implement centre management initiatives that aim to improve the vitality and viability of the various centres, to identify and co-ordinate opportunities, to inject a new vibrancy and energy into Bromsgrove centres, strengthen communication and support local businesses. The purpose of this report is to review the summary of activity for 2023/24 (Appendix 1) and agree the action plan for the forthcoming year 2024/25 (Appendix 2)

3. OPERATIONAL ISSUES

- 3.1 The Bromsgrove Centres Action Plan 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.

4. FINANCIAL IMPLICATIONS

- 4.1 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.
- 4.2 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.

5. LEGAL IMPLICATIONS

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

6. OTHER - IMPLICATIONS

Relevant Strategic Purpose

- 6.1 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'.
- 6.2 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

- 6.3 The strategy and action plan will seek to address climate change where appropriate with a key focus on Shop Local and Shop Green.

Equalities and Diversity Implications

- 6.4 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.

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 1 Action Plan 2023 Summary
Appendix 2 Action Plan 2024/25

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Cllr Sue Baxter	
Lead Director / Head of Service	Ruth Bamford Head of Planning, Regeneration & Leisure Services	24 Jan 24
Financial Services	Pete Carpenter	24 Jan 24