

Bromsgrove Town Centre						
Objective		Output	Delivery Responsibilities	Timescale/Milestone	Funding	Performance Indicator
1	Bromsgrove Town Centre Management Group	Meets regularly to pro-actively determine priorities, address issues and works closely with Bromsgrove Pub watch. Reports to Safer Bromsgrove	BDC Centres Manager	Every 6 weeks	n/a	Regular attendance at meetings
2	Bromsgrove Pubwatch	Meet regularly Introduce Licensing L Savi Initiative DISC newsletter	Pubwatch WRS BDC Centre Manager	Every 8 weeks	TC Budget	Regular attendance at meetings Increase of venues joining Implementation of scheme
3	Radio Link Scheme	Usage of radio scheme and link with Police/CCTV	BDC Centres Manager BDC CCTV	TBC	UKSPF	No of users actively using radios
4	Street Pastors	Continues to support and help the night-time economy and other areas of High Street. Regular catch-up meetings and attendance at pub watch forum.	Street Pastors Team BDC Centres Manager	Attendance at Pubwatch and receipt of weekly reports	n/a	Regular attendance at meetings
5	Taxi Marshall Scheme	Provide taxi marshalling service for night-time economy on key dates throughout the year – to be agreed by TC Management Group.	BDC Centres Manager	Yearly as required	TC Budget	Feedback from businesses/street pastors
6	Bromsgrove Town Centre Steering Group	Provide support to merging of Indie Club and Steering group with processes, constitution, and meetings. Attend meetings and widen communication	BDC Centres Manager	Every 6 weeks	n/a	Regular attendance at meetings
7	Digital High Street	Investigate Wifi and other digital opportunities to implement on the high street.  Digital signage would be a good way of providing vital information to the community as well as generating advertising income for Bromsgrove District Council.	BDC Centres Manager	Throughout 2024-2025	UKSPF	Business Case compiled
8	Public Realm	Implementation of LUF public realm improvements	BDC Centres Manager NWEDR BDC Env. Services WCC	Throughout 2023-2025	LUF UKSPF	Update provided to members yearly Improved perception through customer and business surveys
9	Traffic Management	Continue with amendments to TRO Consultation on delivery times and requirements with businesses. Explore alternative barrier solutions	BDC Centres Manager WCC	Implement by end of financial year	TC Budget	Reduced number of vehicles accessing the high street. Feedback from businesses/monitoring centre
10	Shop Local and Independent Campaigns	<ul style="list-style-type: none"> <li>• Small Business Saturday</li> <li>• Love Your Market</li> </ul>	BDC Centres Manager External Groups	Throughout the year	TC Budget UKSPF	Calendar of events and marketing strategy Increased footfall on event days

		<ul style="list-style-type: none"> <li>Bromsgrove Bites – Festival and foodie month</li> </ul>	Pubwatch BDC Leisure WCC		Visa Award	
11	Business Support	Centres Enhancement Grant Growth support Start up support F&B Sector support	BDC Centre Manager BDC Business Advisor NWEDR Growth Manager	Throughout the year	UKSPF	No of businesses in receipt of financial and non-financial business support
12	Town Centre Events Programme	Collaborate with Market/Leisure teams and external stakeholders to create an attractive and engaging cultural and events programme. Events could include <ul style="list-style-type: none"> <li>Food, drink and music festivals / events</li> <li>Outdoor cinema / screenings</li> <li>Bromsgrove Festival events</li> <li>Street theatre performances</li> <li>Halloween event</li> <li>Christmas Lights switch on</li> <li>Christmas Market (&amp; events)</li> </ul>	BDC Centres Manager BDC Comms BDC Leisure External Groups	Throughout the year	UKSPF & Revenue Budgets	Production of online calendar Increased footfall on event days
13	Communication & Networking	Build up TC database of contacts Possible newsletter Consult with businesses on networking events	BDC Centres Manager BDC Comms	ongoing	TC Budget	Increase communication with businesses. No of businesses attending network events Increased responses to business surveys
14	Landlords Group	Database of landlords/agents Update emails Produce Marketing pack for prospective tenants/landlords	BDC Centres Manager	ongoing	n/a	No. of agents active
15	Business Improvement District	Commission consultation to explore feasibility of a BID	BDC Centres Manager	Ongoing	TC Budget	Report to show appetite from businesses, defined boundary and potential levy income
16	Shopwatch Scheme	Implementation of scheme using Disc platform	BDC Centres Manager	Ongoing		Implementation of scheme using Disc platform No of users signed up
17	Busking Policy	Implementation of busking policy	BDC Centres Manager	Implement by end of financial year	n/a	
18	Banners/adverts	Designated space/s within the Town Centres for banners through a booking system	BDC Centres Manager/BDC Planning	Implement by end of financial year	n/a	Reduction in banners across town centres. No of users actively using booking system.
<b>Rubery Village</b>						
19	Public Realm	Audit of existing public realm & potential future improvements	BDC Centres Manager WCC	ongoing	UKSPF	Improved perception through customer and business surveys
20	Communication & Networking	Build up TC database of contacts Networking events as required Newsletter With work retailers to bring back Rubery Village	BDC Centres Manager	ongoing	TC Budget	Increase communication with businesses. No of businesses attending network events Increased responses to business surveys

		Association/meetings				
21	Shopwatch Scheme	Implementation of scheme using Disc platform	BDC Centres Manager RBVA	ongoing	TC Budget	no of businesses actively using the Disc Platform
22	Events & Promotion	Establish event support and promotional ideas.	BDC Centres Manager	ongoing	Events & Promotion	Establish event support and promotional ideas.
<b>Alvechurch, Aston Fields, Catshill, Hagley &amp; Wythall</b>						
23	Public Realm	Audit of existing public realm & potential future improvements	BDC Centres Manager WCC	Ongoing	UKSPF	Improved perception through customer and business surveys
24	Communication & Networking	Build up database of contacts Regular communication with PC and Traders	Parish Councils Community Groups BDC Centres Manager	ongoing	TC Budget	Increase communication with businesses. No of businesses attending network events/actively engaging
25	Events & Promotion	Establish event support and promotional ideas.	BDC Centres Manager Parish Councils Community Groups	ongoing	TC Budget	Increased footfall on event days
26	Shopwatch Scheme	Implementation of scheme using Disc platform	BDC Centres Manager	ongoing	TC Budget	Implementation of scheme using Disc platform No of users signed up
27	Pubwatch Scheme	Implementation of scheme using Disc platform	BDC Centres Manager	ongoing	TC Budget	Implementation of scheme using Disc platform