Appendix A

Draft Bromsgrove Town Centre Health Check

Local Development Framework Working Party 15th October 2009

1. Introduction

1.1 The main purpose of a town centre health check is to monitor the vitality and viability of Bromsgrove town centre. This report follows the methodology for health check process in Planning Policy Statement 6: Planning for Town Centre Chapter 4. This report will be used to inform the review of site allocations and town centre policies, particularly the Town Centre Area Action Plan. The report also enables early signs of change of town centres to be identified and informs the type of action that should be taken.

Data Collection

1.2 The report is divided into two parts. The first part gives an overview on Bromsgrove in terms of the local economy, economic performance, the population and workforce, the labour market and the labour and property markets. Data is collected via desktop surveys such as online data from the Office of National Statistic (ONS), the Valuation Office Agency (VOA), Worcestershire County Council, West Midlands Regional Observatory and Property Mall Control Panel's websites and also the Bromsgrove's Annual Monitoring Report.

1.3 The second part of the report covers the town centre health check indicators. The following works were undertaken for data collection:

- *Residents' questionnaire* in relation to the Bromsgrove Town Centre Area Action Plan was sent out in summer 2008 and a report on the findings was produced by the Worcestershire County Council in November 2008. A total of 1,200 completed questionnaires were returned.
- *Street surveys* were undertaken for the town centre primary, secondary shopping streets and other streets within the town centre zone during June 2009. The type of business using the premises and vacant shops were recorded in the survey.
- *Pedestrian flow surveys* were undertaken throughout June. Four locations in the primary shopping area were monitored from 0900 to 1000, 1200 to 1300 and 1500 to 1600, with each location being observed for 10 minutes. The counts were based on the total volume of people travelling on the street, including people travelling by the counter more than once in either direction.
- The amount of floorspace in primary shopping area and part of secondary area are obtained from Goad Plan. It only shows the footprint floorspace and therefore should not be read as a definitive report of floorspace.
- Commercial yield of shops and zone A rent in Bromsgrove town centre are supplied by a local estate agent.

2. Bromsgrove Overview

2.1 Bromsgrove District is situated in north Worcestershire lying to the south west of the West Midlands conurbation. The district is bounded by Birmingham, Dudley, Solihull, Redditch, Wyre Forest, and the largely rural districts of Wychavon and Stratford-on-Avon. The district covers approximately 21, 714 hectares. Although located only 22km (14 miles) from the centre of Birmingham, the district is predominantly rural with approximately 91% of the land designated green belt.

2.2 The area is well served by motorways, with the M5 running north to south and the M42 from east to west. The M5 and M42 connect with the M6 to the north of Birmingham and the M40 to the east. The district also benefits from train and bus connections into Birmingham city centre.

2.3 There are a number of shopping locations in the District catering largely for the day to day needs of residents. These shopping locations are in Alvechurch, Barnt Green, Aston Fields, Catshill, Hagley and Wythall. The main exceptions are Bromsgrove town and Rubery. The latter, on the southern fringe of Birmingham, serves as a suburban shopping area; the former evolved as a market town serving a wide and predominantly rural hinterland although its present attractions are limited and disadvantaged by the greater range and size of stores and facilities in neighbouring centres such as Birmingham, Worcester, Redditch, Solihull, Merry Hill.

2.4 The economic structure of a district, county or region provides useful evidence for development plans and in development management. The following provide an overview on the economy, economic performance, the population and workforce and the labour market in the district, county or region.

Economy

2.5 <u>Employment by broad sector</u>: The number of businesses in the West Midlands and the associated turnover in different industries in relation to other business across the United Kingdom provides an indication of the regional economic structure. In the West Midlands, a quarter of the businesses are in the financial intermediation, real estate, renting & business activities industries, 21% in construction, 18% in education, health & social work, other community social & personal activities and 17% in wholesale & retail trade, repairs, hotels & restaurants.

2.6 <u>Business size</u>: For the top two largest industries in West Midlands (i.e. the financial intermediation, real estate, renting & business activities industries and the construction industry), the majority of them (92.8% and 95.5%) are small medium enterprises (SMEs) which have less than 4 employees. Although only a very small portion of them (1.3% and 0.8%) have over 20 employees, they employ around a quarter (30.6% and 24.6%) of all employees.

2.7 VAT registrations and de-registrations: are the best official guide to the pattern of business start-ups and closures. They are an indicator of the level of entrepreneurship and of the health of the business population in the district.

2.8 In Worcestershire, the number of new VAT registrations per 10,000 of the total population is higher than the regional average. In 2006, the rate was 34 per 10,000 compared to 28 per 10,000 for the Region (West Midlands Regional Observatory) [1].

2.9 In 2007, Bromsgrove District had significantly more registrations than de-registrations, indicating economic growth. The percentage of registrations was almost equal to the national and above regional levels, which implied that the business economy was relatively strong. The following are the industries types that have experienced economic growth in Bromsgrove[2]:

- Real estate, renting and business activities (with a net change of +90)
- Construction
- Wholesale, retail and repairs
- Hotels and restaurants
- Transport, storage and communication
- Education, health and social work
- Agriculture, forestry and fishing

VAT Registered Business (% are based on stock at end of year)

	Bromsgrove	Bromsgrove	West Midlands	Great Britain
Registration	390	10.0%	9.4%	10.2%
Deregistration	250	6.4%	7.2%	7.3%
Stock (at end of year)	3,705	-	-	-

Source: Office of National Statistics

2.10 Unemployment & economic activity rate: Unemployment gives background on the scope for economic development opportunities. It needs to be understood in the context of the qualification and skills of a potential workforce. In 2007 -2008, the overall unemployment level in Bromsgrove is 2.3% and 1.4% lower than the regional and national average.

Employment and unemployment, October 2007 to September 2008			
	Bromsgrove (%)	Region (%)	Great Britain (%)
Economically Active	87.9	76.9	78.8
In employment	83.9	72.0	74.5
Un employed	3.9	6.2	5.3

Source: Bromsgrove Profile - Nomis Web – ONS Annual Population Survey

2.11 In regards of the labour force, people are considered to be economically active if they are aged 16 and over and are either in work or actively looking for work. In April to June 2009, the seasonally adjusted estimate of

[1] West Midlands Regional Observatory (2008), "West Midlands Regional Economic Assessment, Worcestershire", Version 3 (URL: http://www.wmro.org/resources/res.aspx?p=/CmsResource/resourceFilename/2240/RIEA-Worcestershire_v3.0_Report_SH.pdf)

[2] Normis from Bromsgrove Profile 2009

employment in the West Midlands was 2.41 million (70.3%), down 66,000 (2.2%) on the same period last year. The regional unemployment rate was 10.6% (men 12.4% and women 8.3%), up 4.2% on the same period last year. There was an estimate of 2.70 million economically active people and 0.69 million of economically inactive people. Compared to the same period last year, there was an increase of 2.8% in the number of people claiming unemployment-related benefits.

Labour market statistics in the West Midlands, April to June 2009

			Changes on year	
	Levels ('000)	Rates (%)	Levels	Rates
Employment	2414	70.3	-66	-2.2
Unemployment	285	10.6	118	4.2
Economically active	2699	78.8	52	1.2
Economically inactive	692	21.2	-39	-1.2
Claimant count	178.9	6.5	76.7	2.8

Source: Office of National Statistics

Economic Performance

2.12 Gross Value Added (GVA): is the value of goods and services produced by an area, sector or producer minus the cost of the raw materials and other inputs used to produce them. GVA is mainly composed of the income made by employees (earnings) and the business (profits/surplus) as a result of production. Hence, GVA data are workplace-based and should be seen as a measure of the economic output of an area rather than its wealth.

2.13 In Herefordshire, Worcestershire and Warwickshire, the percentage increase of the GVA had been higher than the West Midlands' from 2003 to 2006. The counties also matched the national increase (4% and 5%) in 2005 and 2006.

Gross Value Added (GVA) at current basic prices

	2002	2003	2004	2005	2006
United Kingdom	957,094	1,015,008 (↑6%)	1,068,574 (↑5%)	1,115,121 (↑4%)	1,177,232 (↑6%)
England	805,342	855,366 (↑6%)	900,353 (↑5%)	936,213 (↑4%)	985,477 (↑5%)
West Midlands	74,644	78,380 (↑5%)	81,564 (↑4%)	83,913 (↑3%)	87,491 (↑4%)
Herefordshire, Worcestershire and Warwickshire	17,129	18,070 (↑5%)	19,158 (↑6%)	19,881 (↑4%)	20,927 (↑5%)

Source: Office of National Statistics

2.14 The latest provisional estimate of GVA per head in Worcestershire is £15,192 in 2005, up from £14,644 in 2004, an increase of 3.7%. This annual rate is below the longer term trend of 4.8% per year since 1995. While the level of GVA per head for the county is below the regional average, the gap has closed in recent years. In 1995, the annual GVA per head in Worcestershire was around 7% below the regional average. However, by 2005 the rate has increased to 96%. The total output growth has been driven primarily by increases in output from services, which has an average

7% annual rate of growth from 1995 to 2004, compared to 2.7% for industrial output and -1.4% for agriculture and land based industries. Estimates for GVA from services show that they now represent 72% of the county's total output compared to 62% in 1995. This level of growth in services is very similar to the rate of growth across the region (West Midlands Regional Observatory)[3].

2.15 Average labour productivity can be broadly measured using GVA per employee. Recent estimates for GVA per employee in Worcestershire reveal a strengthening of the county's position relative to the regional average. In 2005 GVA per employee in Worcestershire was estimated to be just under £36,600, up 10.5% on the 2003 estimate of around £33,100. By comparison, GVA per employee for the region grew by just 6.5% over the same period. Whereas in 2003 the county's measure on this indicator was about 1.2% below the regional average, in 2005 it had improved relatively to around 2.5% above the regional average (West Midlands Regional Observatory)[4].

The Population and Workforce

2.16 Qualifications: The percentage of the population that has achieved different levels of qualification and that are employed in different jobs can be used to give a background of the potential workforce of an area. The population in Bromsgrove on average has a higher level of qualifications than the regional and national average, in particular the higher qualification level – Level 4/ 5 qualifications. Currently, 75.8% of the working age population in Bromsgrove are qualified to at least level 2, which is above the Worcestershire average[5].

Qualifications of population in Bromsgrove, April 2002

	Bromsgrove		West Midlands		England	
	Count	%	Count	%	Count	%
All People	63,823	100%	3,780,784	100%	35,532,091	100%
No qualifications	16,652	26%	1,283,763	34%	10,251,674	29%
Level 1 qualifications	10,719	17%	632,481	17%	5,909,093	17%
Level 2 qualifications	13,072	20%	700,908	19%	6,877,530	19%
Level 3 qualifications	4,498	7%	280,176	7%	2,962,282	8%
Level 4 / 5 qualifications	13,888	22%	612,174	16%	7,072,052	20%
Other qualifications: Level unknown	4,994	8%	271,282	7%	2,459,460	7%

Source: Office of National Statistics

2.17 Occupations: In line with the achievement of higher qualifications, the occupation groups breakdown shows that Bromsgrove also has a higher percentage of managers, senior officials and professionals (32%) than the regional (24%) and national (26%) average, whereas it has a lower

3 West Midlands Regional Observatory (2008), "West Midlands Regional Economic Assessment, Worcestershire", Version 3
4 ditto
5 Bromsgrove Profile 2009

percentage of people in elementary occupations, sales and customer service occupations and process, plant and machine operatives.

Occupation Groups	Bromsgrove		West Midlands		England	
	Count	%	Count	%	Count	%
All People	43,351	100%	2,334,567	100%	22,441,498	100%
Managers and Senior Officials	8,308	19%	327,466	14%	3,424,899	15%
Professional Occupations	5,801	13%	233,725	10%	2,515,679	11%
Associate Professional and Technical Occupations	6,153	14%	279,180	12%	3,104,993	14%
Administrative and Secretarial Occupations	5,654	13%	297,437	13%	3,004,721	13%
Skilled Trades Occupations	5,074	12%	309,778	13%	2,591,875	12%
Personal Service Occupations	2,958	7%	155,813	7%	1,545,367	7%
Sales and Customer Service Occupations	2,467	6%	173,541	7%	1,717,796	8%
Process; Plant and Machine Operatives	2,982	7%	254,327	11%	1,889,126	8%
Elementary Occupations	3,954	9%	303,300	13%	2,647,042	12%

Source: Office of National Statistics

2.18 House affordability: The housing market in the District has been buoyant in recent years due to its rural nature and close proximity to the West Midlands conurbation. In 2008 the average house price was £252,500 compared with £157,446 in neighbouring Birmingham, and the national average of £224,064 (Land Registry 2008). The 2007 Strategic Housing Market Assessment (SHMA) for the South Housing Market Area identified a gross annual need for 597 affordable units. Taking into consideration annual supply from re-lets and annual new supply there was an annual shortfall of 286 units in the District. In 2007, the ratio of lower quartile house price to lower quartile income in Bromsgrove was 9.70, rising from 4.82 in 1997. *(this section needs to be amended with Bromsgrove HMA data*)

2.19 Population: 4000 houses are allocated to Bromsgrove in the recently published Panel Report for the Regional Spatial Strategy (RSS) Phase 2 Revision. Compared with the housing allocation in the Preferred Option (i.e. 2,100 dwellings from 2006 to 2026), there is an extra 1,900 houses. The population projection has yet to be produced but with the housing allocation of 2,100 dwellings, the population of Bromsgrove is projected to decrease by about 1,200 for the period 2007-11, and by about 5,200 up to 2026. The 18-64 age group has a projected decline of around 9,700 over the 2007-26 period. In contrast the number of persons aged 65-plus is projected to increase by around 8,400.

Projected Population in Bromsgrove by Age Group	2007	2008	2009	2010	2011	2016	2021	2026
0-17	19,755	19,402	19,009	18,740	18,528	17,344	16,794	15,899
18-64	55,616	55,395	54,913	54,352	53,844	51,031	48,306	45,900

65+	16,910	17,309	17,792	18,292	18,738	21,216	23,126	25,294
Total	92,281	92,107	91,713	91,384	91,110	89,591	88,227	87,093

Source: Worcestershire County Council

2.20 Index of multiple deprivation: When compared to the rest of Worcestershire, Bromsgrove District has the lowest instances of deprivation, and ranks in the bottom fifth of most deprived local authorities across England. However, there are small pockets of deprivation that need to be tackled. The most deprived area in the District is the northern part of Sidemoor, which is ranked, 8,558th out of 32,482 most deprived areas nationally.

The Labour Market

2.21 Earnings: The average earnings of people who work within the District are £19,333, which is lower than the West Midlands average £22,988 and the national average £26,719. Average earnings per household in Bromsgrove are the highest of all the Worcestershire districts, at almost 10% higher than the average for the County[6], This suggests that the District's population earn higher salaries than average, but they earn them in employment locations outside the district. This is in accordance to the higher qualifications achievement and more senior occupation groups of Bromsgrove population.

Gross Annual pay for all employees in 2008					
	Number of jobs ('000)	Median	Annual % change	Mean	Annual % change
By place of residence	31	£20,807	1.6%	£26,020	6.0%
By place of work	18	£17,893	23.9%	£19,333	16.6%

Source: Annual Survey of Hours and Earnings

2.22 Travel to work: Information on the different methods of commuting and catchment areas can help to inform infrastructure issues. Although commuting by car/ van is the most common mode of transport, Bromsgrove has a significantly higher percentage of people using cars/ vans and less using public transport than the regional and national percentage.

Method of Travel to Work - Resident Population in 2001						
	Bromsgrove		West Midlands		England	
All People	63,823	100%	3,780,784	100%	35,532,091	100%
Works mainly at or from home	4,515	7%	208,823	6%	2,055,224	6%
Underground, metro, light rail or tram	25	0%	4,262	0%	709,386	2%
Train	1,109	2%	35,408	1%	950,023	3%
Bus, minibus or coach	1,362	2%	204,347	5%	1,685,361	5%
Taxi or minicab	107	0%	10,240	0%	116,503	0%
Driving a car or van	29,686	47%	1,400,069	37%	12,324,166	35%
Passenger in a car or van	2,546	4%	167,936	4%	1,370,685	4%
Motorcycle, scooter or moped	367	1%	20,844	1%	249,456	1%

[6] Paycheck (2009) from Bromsgrove Profile 2009

Bicycle	524	1%	52,545	1%	634,588	2%
On foot	2,993	5%	222,347	6%	2,241,901	6%
Other	117	0%	7,746	0%	104,205	0%
Not currently working	20,472	32%	1,446,217	38%	13,090,593	37%

Source: Office of National Statistics

2.23 The West Midlands Regional Lifestyle Survey (2005) asked respondents to select the three factors among 25 that would be most important to them when choosing where to live. From both Worcestershire and the West Midlands region, respondents rated the transport-related factors amongst their top three. Between Worcestershire (11.7%) and the West Midlands (18.7%), there was a big percentage difference in the 'Good public transport links' factor. Given the low percentages of residents using public transport to get to work and the overwhelming preference for travel by car, it is not surprising to see such difference (West Midlands Regional Observatory)[7].

Labour and property markets

2.24 Floorspace by type: This can provide an insight into how much spare capacity already exists for businesses. In 2008, Bromsgrove shared the same percentage of office floorspace (8%) and commercial floorspace (7%) with the national data which were 3% higher than the regional. For factory floorspace though, it made up only 14% of the total commercial and industrial floorspace in Bromsgrove, which was lower than the regional (19%) and national (16%) percentage.

Commercial and Industrial Floorspace (Sqm) in Bromsgrove, April 2008

	Bromsgrove ('000)		West Midlands ('000)		England ('000)	
All Bulk Classes	705	46%	71,232	47%	561,777	46%
Retail Premises	110	7%	10,603	7%	100,208	8%
Offices	126	8%	8,127	5%	97,566	8%
Commercial Offices	104	7%	6,327	4%	81,203	7%
Other' Offices	22	1%	1,799	1%	16,362	1%
Factories	218	14%	28,957	19%	192,322	16%
Warehouses	219	14%	21,452	14%	152,485	12%
Other Bulk Premises	33	2%	2,094	1%	19,196	2%

Source: Office of National Statistics

[7] West Midlands Regional Observatory (2008), "West Midlands Regional Economic Assessment, Worcestershire", Version 3 (URL: http://www.wmro.org/resources/res.aspx?p=/CmsResource/resourceFilename/2240/RIEA-Worcestershire_v3.0_Report_SH.pdf)

3. The Survey – Town Centre Health Check Indicators

3.1 PPS6 emphasizes the need for local planning authorities to gain a proper understanding of the health of the town centres in their area. Para 4.4 sets out the following indicators by which the health of a town centre should be assessed:

- Diversity of main town centre uses;
- The amount of edge / out-of centre retail / leisure floor space;
- Potential capacity for growth or expansion;
- Retailer representation and intentions to change representations;
- Proportion of vacant street level property;
- Shopping rents and commercial yields on non-domestic property;
- Land values and the length of time key sites have remained undeveloped;
- Pedestrian flows;
- Accessibility;
- Customer views and behaviour;
- Perception of safety and crime; and
- State of the town centre environmental quality.

3.2 Due to the lack of information, two of the above indicators - 'the intentions of retailers to change representations' and 'land values and the length of time key sites have remained undeveloped' – are not reported on. The findings of each indicator are presented below and a SWOT analysis that summarises all the important issues towards the future development of the town centre is presented in the conclusion.

Purpose of the Town Centre Health Check

3.3 The Town Centre Health Check is produced for a number of reasons:

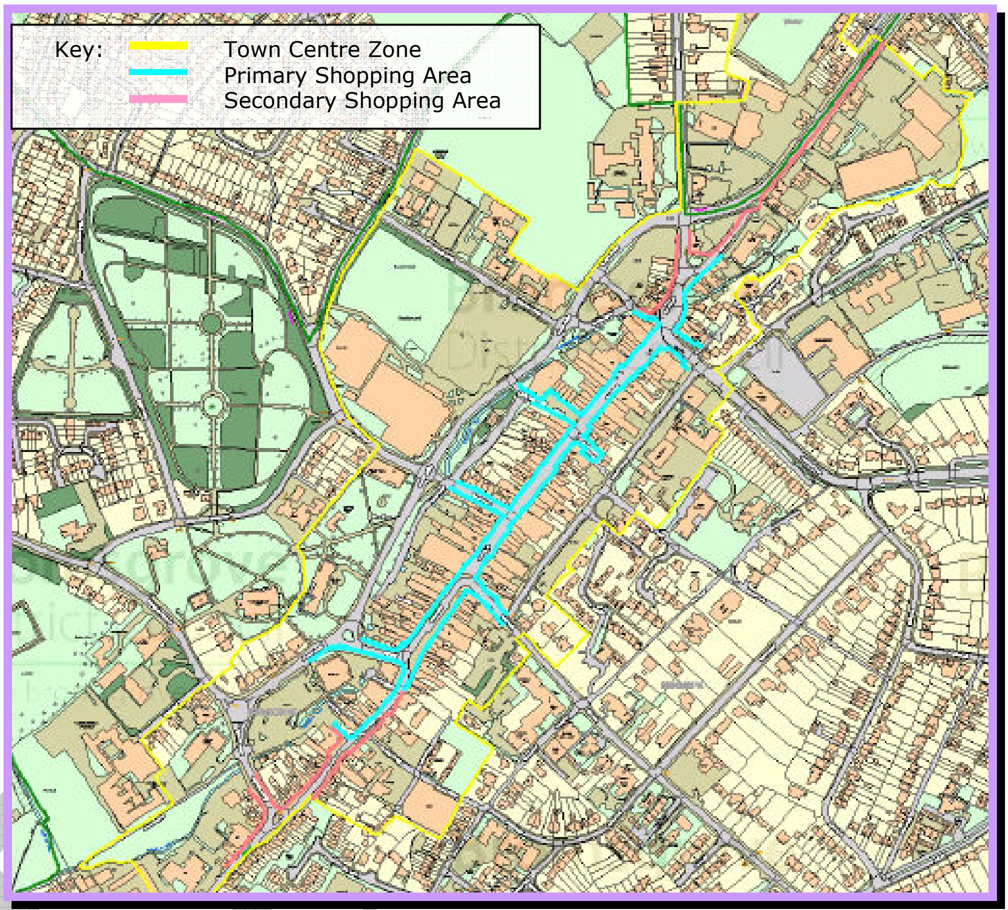
- It is in accordance with national guidance in PPS6 that supports the monitoring of town centres;
- It helps assess the success of retail policies within the adopted Bromsgrove District Local Plan;
- It will be used to assist the development of town centre and retail policies within the Local Development Framework and
- It helps assist with retail planning and development management in Bromsgrove town centre.

3.4 Town centres are constantly changing and therefore elements of this document will only provide a snapshot in time e.g. the ground floor street survey. Despite this the document still has a number of benefits:

- It provides baseline data for future health checks to compare with
- It allows positive and negative aspects of the town centre to be identified.
- It provides data that can be used to make sure that the centre remains competitive with neighbouring centres in the region and not over.

Boundaries

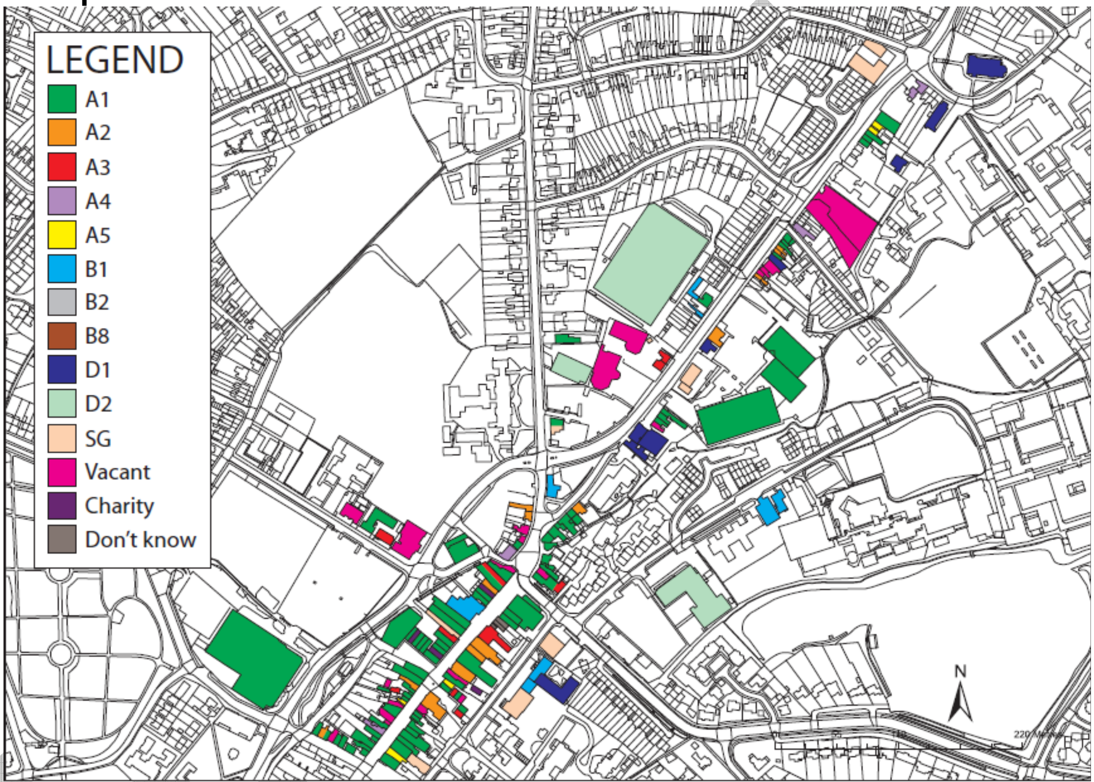
3.5 The extent of the town centre surveyed is illustrated on the map below. Principally it covers: Birmingham Road, Chapel Street, Church Street, Crown Close, George Street, Hanover Street, High Street, Market Street, Mill Lane, New Road, St John Street, Station Street, The Strand, Windsor Street and Worcester Road. Although this area is larger than the primary shopping areas and secondary shopping areas identified in the 2004 Local Plan, it is considered important to include the additional areas in order to gain a true picture of the town centre.

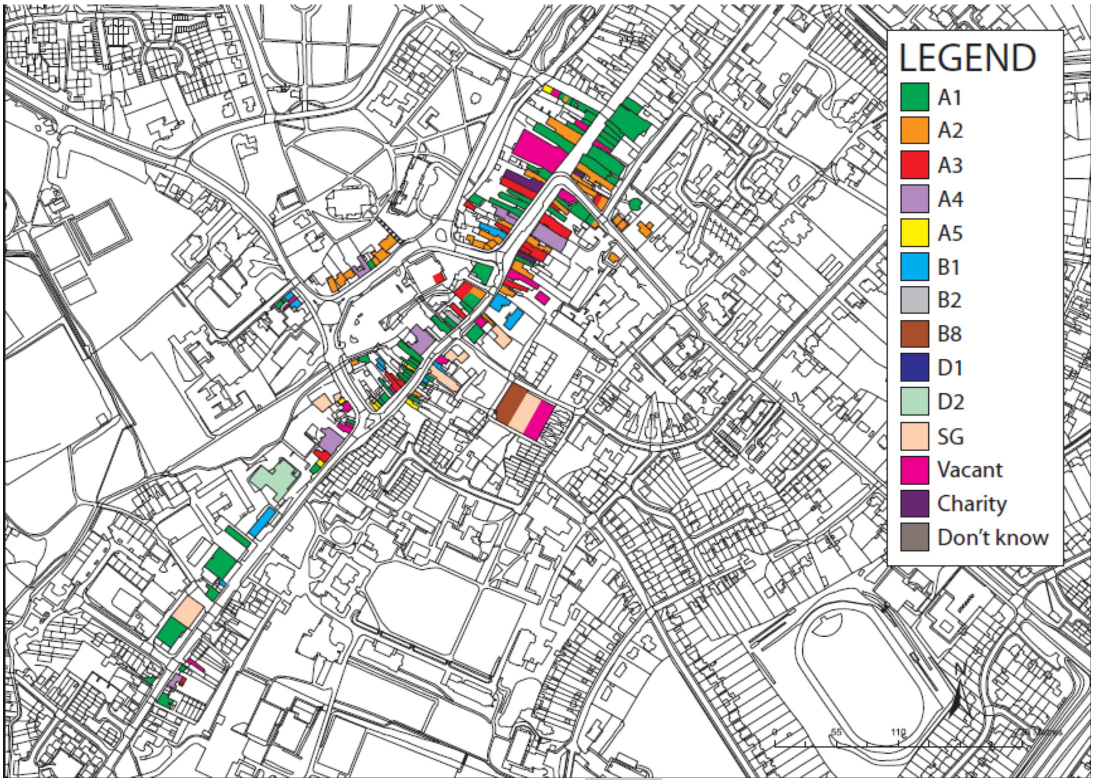


DIVERSITY OF MAIN TOWN CENTRE USES

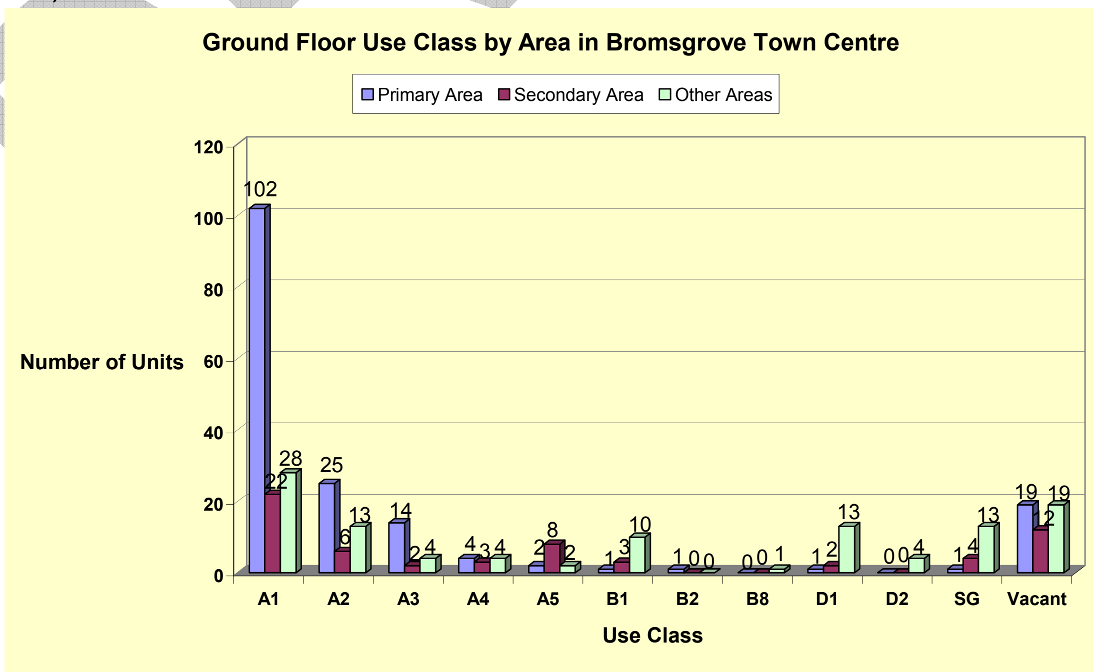
3.6 There are 343 units surveyed in Bromsgrove town centre at the time of the summer survey. Use class C1, C2 and C3 are not recorded in the survey. Records of survey are attached in Annex A. It should be noted that entrances that led to properties above or below the ground floor level were not included as they tend not to have a "frontage". The two maps below give a pictorial representation of the surveyed area's land use composition.

Ground Floor Use Class Distribution in Bromsgrove Town Centre Zone on Map

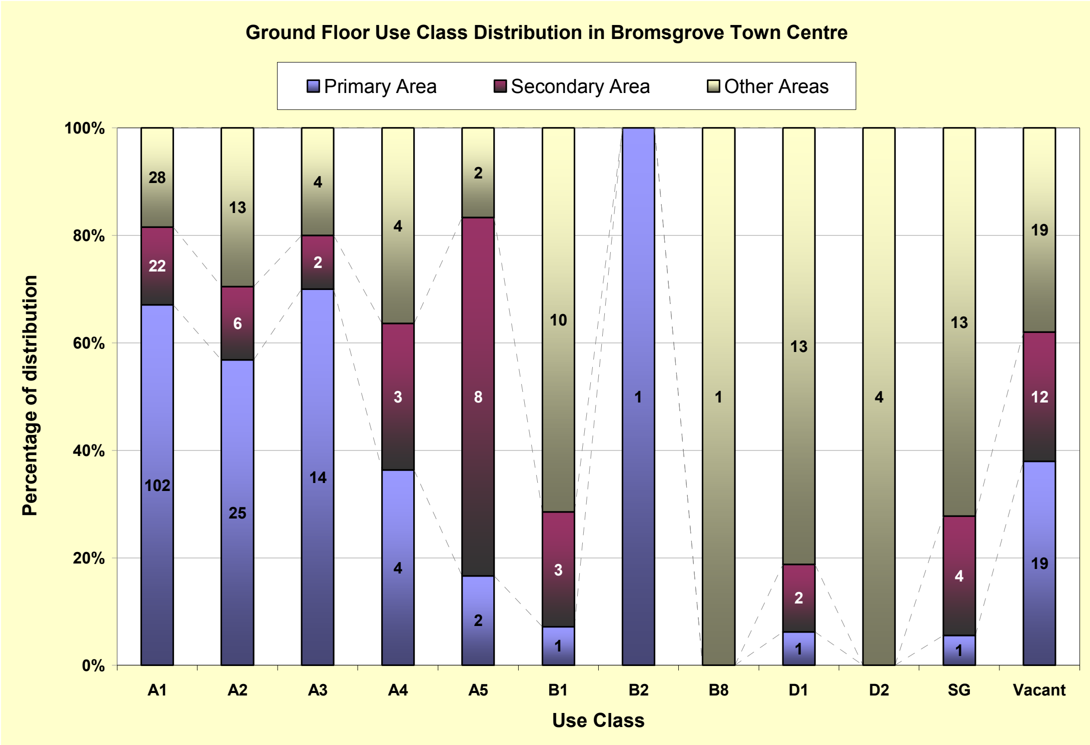




3.7 Among the 343 businesses/ vacant units, almost half of the shops are for retail use (44%/ 152 units), followed by vacant shops (15%/ 50 units) and A2 financial and professional offices use (13%/ 44 units). The rest are made up of uses with 20 or less units: A3 restaurants and cafes (6% / 20 units), sui generis (5% / 18 units), D1 non residential institutions (5% / 16 units), B1 business use (4% / 14 units), A5 hot food takeaways (3% / 12 units), A4 drinking establishments (3% / 11 units), D2 amenity and leisure use (1% / 4 units), B2 general industry (0%/ 1 unit) and B8 storage or distribution (0%/ 1 unit).



3.8 The stacked column below shows the use class by percentage of distribution in the primary, secondary and other areas.



3.9 In the primary shopping area, 86% of its shops fall within use class A. 67% of all A1 retail uses (including charity shops) locate in this area (102 units), this is followed by A2 professional and financial services (57% / 25 units) and A3 food and drink (70% / 14 units). Although it looks surprising that 100% of the B2 general industry use locates in the primary shopping area, the percentage figure is distorted by the fact that there is only 1 B2 use in the town centre (the Bromsgrove Printing Co. on Worcester Road). The possible explanation for the B2 use to be located in the primary shopping areas could be due to the more diverse uses of the nearby secondary shopping area. 19 vacant units (38% of the total vacant units) were also recorded in the primary shopping area.

3.10 In the secondary shopping area, 66% of its shops fall within use class A. They are A1 use 35% (22 units), A2 use 10% (6 units), A3 use 3% (2 units), A4 use 5% (3 units) and A5 use 13% (8 units). In accordance to the PPS6 definition of secondary shopping area, the uses in this area are more diverse than in the primary shopping areas. 5% (3 units) are used as B1 offices, 3% (2 units) D1 and 6% (4 units) SG. 12 vacant units were recorded in the secondary area, making up 19% of the total units in the secondary shopping area.

3.11 For areas outside the primary and secondary shopping areas, 46% of the units fall within use class A. The rest of the units fall within use class B (10%), use class D (27%) and other uses (12%). 19 vacant units (17% of the total units in this area) were recorded in this area.

3.12 Government guidance in PPS6 says that different but complementary uses in the town centre during the day and in the evening can reinforce each other and attract people from different age and social groups, making town centres more attractive to local residents, shoppers and visitors. Most of the night time uses in the town centre such as restaurants, takeaways, night clubs, and drinking establishments, locate either at the West End of the High Street and Worcester Road or outside the primary shopping areas, resulting in a quiet primary shopping area at night time.

3.13 In the Bromsgrove Town Centre AAP survey (2008), 82% of the respondents prefer their venues of visit to spread along the length of the High Street. Only 18% would like the venues concentrated with existing venues at the West End of the High Street.

Mix of Uses - floorspace

3.14 The Goad Category Report for Bromsgrove 2008 (the most up to date available at the time of this report) only cover ground floor units in the primary shopping areas and part of the secondary shopping areas identified in the Bromsgrove Proposals Map. The Goad Category Report is attached in Annex B.

3.15 The report illustrates that floorspace in Bromsgrove town centre was dominated by comparison goods such as booksellers, charity shops, DIY & home improvement shops and telephones & accessories shops, etc (37.92%). Compared with the UK average, the index figures (the index figure illustrates the difference between a percentage figure for the centre and the UK average) shows that Bromsgrove town centre has a significantly lower proportion of convenience goods such as convenience stores, fishmongers and greengrocers (37% less) and leisure services such as bars, fast food and takeaways and sports and leisure facilities (48% less) but significantly higher proportion of retail service such as photo processing/ studios, vehicle repairs & services, etc (44% more) and financial & business services such as building societies, legal services and financial services, etc (33% more). Bromsgrove also suffers from a higher percentage (3%) of vacant retail & service outlets than the UK average.

Floorspace (Sq Ft) by Sector in Bromsgrove, April 2008

	Outlets	Area %	Index
Comparison	207,400	37.92	100
Convenience	107,500	19.66	63
Retail Services	55,000	10.06	144
Leisure Services	63,900	11.68	52
Financial & Business Services	63,800	11.67	133
Vacant Retail & Service Outlets	49,300	9.01	103

Source: Goad Category Report for Bromsgrove, April 2008

THE AMOUNT OF RETAIL, LEISURE AND OFFICE FLOORSPACE IN EDGE-OF-CENTRE AND OUT-OF-CENTRE LOCATIONS

3.16 The town centre area is mainly surrounded by residential use, except to the southwest which has some industrial use.

Retail

3.17 With regard to edge-of-centre retail, there is an Asda Store situated on Market Street. There is a multi-storey car park, an off street car park and a recreation ground beside it. The store is physically separated from the primary shopping streets by the busy Market Street. A traffic light crossing has been installed to aid movement between the two. The pedestrian count shows that the Asda crossing is a busy one. However, it is difficult to judge whether supermarket shoppers would also spend time in the town centre as people going to the town centre may also park at the car parks by Asda and use the crossing to get to the town centre.

3.18 Other well known retailers on the edge-of-centre are *Halfords* on Birmingham Road and *Just for Pets* in Market Street.

3.19 On the edge-of-centre outside the primary and secondary areas, there are 25 small independent businesses, including 5 salons, 2 DIY shops, etc. further down on Worcester Road, Birmingham Road, Crown Close, Hanover Street, Perry Lane, Recreation Road, St John Street, Stourbridge Road and Windsor Street.

Leisure

3.20 Just around 200 metres from the primary shopping areas in School Drive is the Dolphin Centre which includes swimming pools, fitness suites, exercise studio, sports halls and training and conference centre. There are two off street car parks by the centre which provide 164 spaces and 13 spaces for the disabled.

3.21 There are 2 takeaways, 4 restaurants and 4 pubs on the edge-of-centre in St John Street, on Worcester Road and Birmingham Road.

Office

3.22 Along St John Street are mainly used for professional businesses (6 offices), such as solicitors, accountants and architects and estate agent. Further down the primary shopping area on New Road are three A2 uses (an accountant and 2 estate agents) and an off street car park. Along Birmingham Road further down the secondary shopping area are a small business park Holts Studio with 6 independent small businesses and some professional uses such as a solicitor a mortgage advisor.

THE POTENTIAL CAPACITY FOR GROWTH OR CHANGE OF CENTRES IN THE NETWORK

3.23 The land uses surrounding the town centre zone can act as a physical barrier to the future expansion of the town centre. However within the town centre zone, there are several sites/ areas that may have development opportunities. These are the bus station, Market Hall & George House, the car park or recreation ground by Asda, police and fire stations, library, Recreation Road and the Dolphin centre. Birmingham Road around Hop Pole and the Council office adjacent to the town centre zone are also considered having development potentials.

3.24 The present states of these sites/ areas are in need of regeneration. These sites could offer opportunities to bring about change in the Town Centre, the production of the AAP will be looking into potential development schemes for various town centre sites.

RETAILER REPRESENTATION

3.25 According to the Goad Category Report, a multiple retailer is defined as 'being part of a network of nine or more outlets.' National multiples identified as major retailers by Goad are considered most likely to improve the consumer appeal of a centre. These national multiples are put under five categories, department stores, mixed goods retailers, supermarkets, clothing and other retailers. In Bromsgrove town centre, there are no major retailers present in the department stores and supermarkets categories. In the mixed goods retailers category, Argos, Boots and WH Smith are represented. In the clothing category, Burton, Dorothy Perkins, New Look are represented. In the other retailers category, Carphone Warehouse, Clintons, O_2, Superdrug, Phones 4 U, Vodafone and Waterstones are represented.

3.26 Some other well known convenience retailers which are not considered as national multiples in the Goad Category Report but are represented in Bromsgrove town centre are: Asda in Market Street with 5,360m^2 floorspace and Somerfield on Birmingham Road with 1,370m^2 floorspace. An application for a major supermarket development of 4,700m^2 is submitted on the current site of Somerfield, Lush Furniture and Focus on Birmingham Road.

3.27 Several financial and business services like national banks and housing societies also have their branches in the High Street. These include HSBC, Natwest, Barclays, Abbey, Lloyds, Halifax, West Bromwich Building Society and Nationwide Building Society. Other comparison and service retailers that are represent in the High Street include Knights Pharmacy, Bodycare, Mothercare, F Hind, Claires Accessories, Halfords, Focus, Going Places, Co-op Travel, First Choice, Thomas Cook, Orange, Iceland, Subway, Julian Graves, Pizza Hut, Prezzo, Pizza Express, Wetherspoon and The Slug and Lettuce etc.

3.28 Despite the presence of all these multiple retailers, 83% of respondents in the Bromsgrove Town Centre AAP survey (2008) still considered the range of shops in Bromsgrove as very poor or poor, only 16% considered them as adequate or good and none considered it as excellent. The top choices which respondents considered would make the town centre a better place to shop are:

1. More small independent and specialist shops (63%)
2. A department store (59%)
3. More national chain stores (53%)

4. Regular farmers markets (44%)
5. A high quality national food store for the Market Hall site (39%)
6. Occasional special markets such as French street market (39%)

The major retailer that respondents most wanted to see in Bromsgrove is Marks and Spencer (41%).

3.29 In regards of the range of eating and drinking places in Bromsgrove, 61% considered it as adequate, good or excellent and 38% considered it as poor or very poor. The top choices that would be most likely to attract respondents into the town centre in the evening are:

1. A safe environment (59%)
2. Theatre or cinema (56%)
3. Restaurants and cafés (55%)

PROPORTION OF VACANT STREET LEVEL PROPERTY

3.30 One important indicator of a town's health is the proportion of vacant shops. The distribution of vacant units and other associated uses (i.e. charity and other outlets with rate rebates) provide an indicator of the attractiveness of an area to new business, although it should be noted that vacancies in outlets occur not only when an area is economically unattractive to potential businesses, but also due to redevelopment, building renovation or changeovers between tenants.

3.31 The Goad Category Report (April 08) shows that there were 24 units (9.68%) of vacant retail & service outlets in the Bromsgrove town centre, which were 8% lower than the UK average. In terms of floorspace, the total floorspace recorded vacant was 49,300sq ft. (9.01%), which was 3% higher than the UK average. This indicates that vacancies occurred mostly in bigger units.

3.32 According to the LDC Mid-Year Report 2009, town centre vacancy rates in England and Wales have risen from just over 4% in the middle of 2008 to nearly 12% at the end of June this year. The damage is spread across the country and affects all levels of the retail hierarchy from the largest regional centre to the smallest High Street.

3.33 At the time of the street survey, 50 units or 15% of the units were vacant. This is significantly higher than the figure recorded in Goad (9.68%) and above the 12% England and Wales average in end of June 2009. In terms of geographic location of vacant units in Bromsgrove town centre, they were spread throughout the centre and varied in size and configuration, ranging from big units like the old Woolworth store to small units in the Strand Centre. The vacant units located in Worcester Road were found to be in a poor state of repair and were detracting from the overall Town Centre environment.

3.34 Bromsgrove town centre is dominated by small units with 225 units[8] (81.8%) being less than $250m^2$ in size. As a result it can be difficult for retailers (multiple retailers in particular) to supply the number and range of goods that

[8] Goad Retailer Address Data 2008

they would supply in larger stores elsewhere. It is hoped that the sites mentioned in para 3.23 will help address this imbalance and encourage new retailers and other occupiers into the town centre.

SHOPPING RENTS & COMMERCIAL YIELDS ON NON-DOMESTIC PROPERTY

Shopping rent

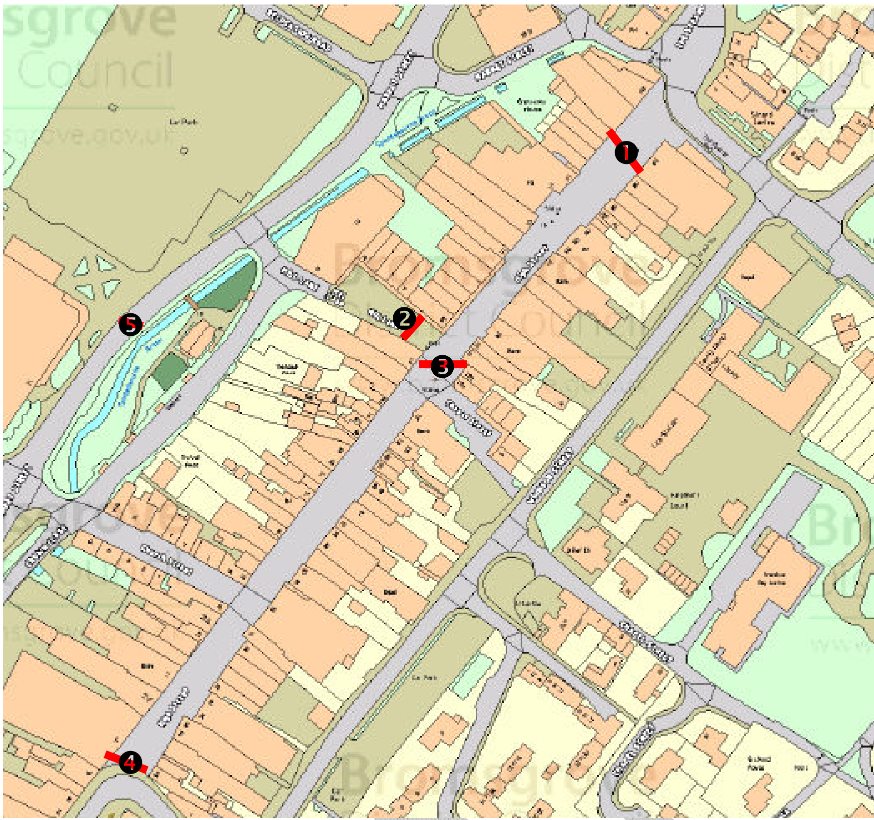
3.35 The area to the front of the shop is normally referred to as ‘zone A’. Zone A rent refers to the rental value for the first 6 metres depth of floorspace in retail units from the shop window and it is the most valuable area of the shop. Normally the rate per square metre drops as it moves towards the rear of the shop. Due to commercial sensitivity, data of zone A rent is very hard to acquire.

3.36 According to the West Midlands Retail Market Overview (Autumn 2008), prime in-town retail rents in the West Midlands fell on average by -0.6% and well below the UK average of 1.1% during May 2007 to May 2008. This places the region last in the regional ranking for 2007/08. The region experienced a real rental fall of -4.7% compared to -3.1% during the same period. Birmingham has achieved the top rent in the region although its zone A rent has remained static at £325 per square foot. Ranked number ten is Wolverhampton with its zone A rent at £130 per square foot. Detailed figures of Bromsgrove’s rent were not available at the same period, but in July 2009, the High Street zone A rent is thought to be around £50 to £60 per square foot.

Commercial yields

3.37 The commercial yields on non-domestic property shows the capital value of the non-domestic properties in relation to their expected market rents. The level of yield broadly represents the market’s evaluation of the risk and the long term profitability of the centre for retail, office and other commercial developments. Broadly speaking, low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields. In 2009, the yield for shops in Bromsgrove is thought to be around 6%. For comparison purpose, the yield of Barnsley, Doncaster, Huddersfield, Leeds & Wakefield in 2007 were 7.25%, 5.50%, 7.00%, 4.25% & 6.75%. In other words, among these centres, Leeds centre in general was seen by investors as having the lowest market risk and higher long term profitability for retail, office and other commercial developments.

PEDESTRIAN FLOWS (FOOTFALL)



3.38 Measuring the flow of pedestrians provides a basic measure of town centre usage and involves counting the number of people passing specific points over a particular period of time. The counts could be influenced by a number of factors such as the location of car parks, public transport interchanges and the most popular retailers, etc.

3.39 The use of this indicator is more useful over time as it can be used to identify trends both as a result of local and national influences. For example the opening of a new retail unit may encourage more people to visit a certain area so the level of footfall rises.

3.40 The pedestrian count was carried out at four points in the morning, midday and afternoon peak on a Thursday, Friday and Saturday. The survey points are the main entry/ exit point of visitors to the High Street (see the above map) due to the different locations of car parks and public transport stops:-

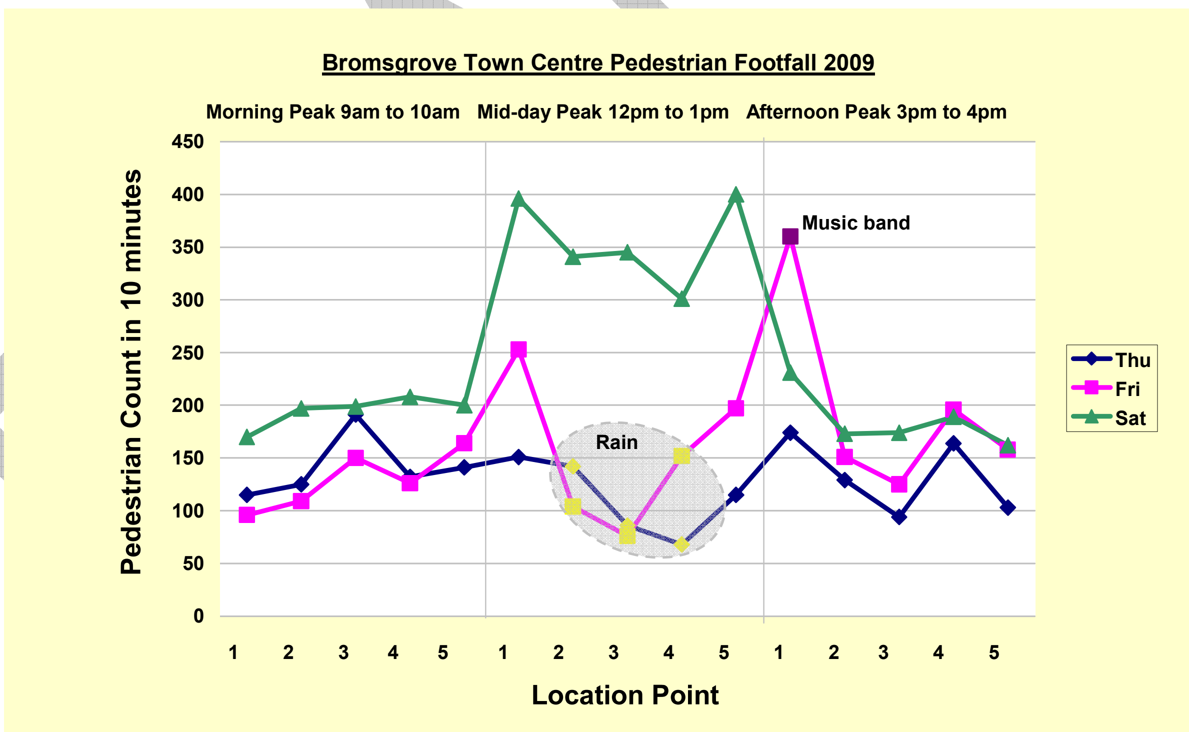
3.41 To the north of the High Street are 4 car parks, Parkside, Stourbridge Road, Dolphin Centre and School Drive. They provide 330 spaces and 24 spaces for the disabled. Visitors parking at these car parks will likely to enter/ leave the town at the top of the High Street and pass by counting point 1.

3.42 To the east of the High Street is the Windsor Street car park which provides 65 spaces and 4 spaces for the disabled people. Visitors parking here are likely to enter/ leave the town from Chapel Street and pass by counting points 3 or 4.

3.43 To the south of the High Street are the New Road and Hanover Street car parks. They provide 194 spaces and 13 spaces for the disabled. Visitors parking here are likely to enter/ leave the town at the bottom of the High Street and pass by counting point 4.

3.44 To the west of the High Street lies the two largest car park in the Centre. They are Recreation Road South off street car park and the Churchfields multi-storey car park by Asda. There is also a small car park further away Recreation Road North. They provide 645 spaces and 42 spaces for the disabled. Visitors parking at these car parks will likely to cross at the Asda crossing and enter/ leave the town from Mill Lane, i.e. counting points 2 and 5. The bus station and taxi stand locate at Clown Close near the Asda crossing, hence visitors taking public transport are also likely to enter/ leave the town from Mill Lane.

3.45 Although it is more meaningful to compare pedestrian count over time, the surveys done on market days and non market day could be served as a general indicator of the attractiveness of the outdoor market newly introduced in Bromsgrove High Street. It is important to note though, weather by itself is one of the major factors affecting pedestrian footfall. The pedestrian survey counts are attached in Annex C.



3.46 The Saturday farmers market was found to have the highest footfall at all times of the day, except at location point 1 on the Friday afternoon peak when performance of a music band near location point 1 had attracted many school pupils to the town centre after school.

3.47 If it was not due to the heavy rain at the time of survey on Friday midday (at location points 2 and 3), it was expected that the Friday midday and afternoon footfalls would be consistently higher than Thursday's.

3.48 Footfalls were therefore higher on the two outdoor market days (Friday and Saturday) in this survey. However, future pedestrian counts should be carried out on different days to verify if the higher footfalls were results of the outdoor markets or the fact that generally there are more people out for shopping on Fridays and Saturdays.

3.49 The footfall of the location points show that the busiest part of the shopping areas is the north of the High Street (i.e. location point 1 where Argos is), followed by the Asda crossing (i.e. location point 5).

ACCESSIBILITY

3.50 Accessibility is very important if people are to be attracted to an area. This covers a number of issues including cost, frequency and proximity of parking or public transport in relation to final destination. It is also important that movement within the town centre is simple by providing a co-ordinated network of facilities that are well signposted and user friendly.

3.51 Visitors can access Bromsgrove town centre via a variety of means: train, bus, taxis, on foot, bicycle and car.

Rail

3.52 The town is served by Bromsgrove station in Aston Fields. It is around 1 mile away from the town centre. However, connection between the town centre and the train station is quite poor. There is no frequent bus service connecting the two and normally there is no taxi waiting at the taxi rank to take passengers. The station provides passenger services to Birmingham New Street to/ from Hereford calling at University (Birmingham), Droitwich Spa, Worcester Shrub Hill, Worcester Foregate Street, Malvern Link, Great Malvern, Colwall and Ledbury.

3.53 A new rail station in Bromsgrove is proposed adjacent to the current one and the new station will have longer platforms and allow more trains to stop at. The County Council is also talking to the bus companies to ensure that frequent bus service to the town centre is secured in the future.

3.54 In the Bromsgrove Town Centre AAP survey (2008), 56% of respondents considered a new regular bus link between the town centre & the train station would help them get around Town.

Bus

3.55 The bus station in Bromsgrove locates in Market Street, which is just 10 metres away from the High Street. The bus shelters have all been replaced recently. A range of local bus services within Bromsgrove provide access to the town centre from residential areas within the town like Charford and nearby area such as Alvechurch, Barnt Green, Belbroughton, Catshill, Cofton Hackett, Fairfield, Lickey, Lickey End, Marlbrook, Rednal, Rubery, Merryhill, Halesowen, Birmingham, Redditch, Droitwich, Worcester, Cotteridge, Stourbridge, Kidderminster and Stourport. The services are provided by different bus operators: Ludlow's, Dudleys Coaches, M.R.D. Ltd, First, Diamond, A Touch of Class and Hansons of Wordsley and the bus fares vary from operators.

3.56 In the Bromsgrove Town Centre AAP survey (2008), 52% of respondents considered the current location of the bus station as good and would like to see it remains at its current place.

Taxi

3.57 There is a taxi rank beside the bus station in Bromsgrove town centre. Depends on the time of the day, there are sometimes taxis waiting at the rank for passengers.

Walking and Cycling

3.58 The town centre is readily accessible to pedestrians and cyclists as significant residential areas lie close to the town centre. The flat topography of the town (apart from area to the east) could also be considered an aid to the promotion of walking and cycling. The cycling map in Bromsgrove shows that the national cycle route 5 passing through the town from the southeast to the southwest. There is also a local cycle route that leads to the town centre from the northeast near Elm Grove by the Princess of Wales Community Hospital.

3.59 Cycle parking are available at the Centre for free, for example at High Street (near Argos and near Weatherspoon), at Church Street and by the Market Hall. However, during the time of survey, none of the cycle stands were used. The reasons could be that the cycle stands are very basic and have no shelter. Facilities for pedestrians include benches and the public conveniences. Benches are available around the primary and secondary shopping areas and they are popular among visitors. The public toilet by the bus station has recently been refurbished and opens 24 hours. The refurbishment was done in response to the comments received from the AAP consultation.

3.60 Market Street, St John Street, Hanover Street, New Road and the Strand all have very busy traffic. Pedestrians can only cross these roads at designated points and these roads become major physical barriers to pedestrians/ visitors. Unfortunately, the crossing facilities are poor and have not assisted substantially in alleviating the impact of the barriers.

3.61 Signage is only available in the town centre such as at the Strand, New Road and Market Street. Signage with estimated distance to destination in a wider area will encourage visitors to walk/ cycle to town. With the recent closure of the Tourist Information Centre on Birmingham Road, signage is particularly important to help visitors get around Town.

3.62 In the Bromsgrove Town Centre AAP survey (2008), respondents considered that opening up, decluttering pedestrian routes into the High Street (57%), improving signage and extend the network of cycle and pedestrian routes leading into the town centre (43%) would help them get around Town.

Car

3.63 The town centre is located approximately 1 mile from junction 1 of the M42, 3 and 4 miles from junctions 4 and 5 of M5. There is one multi-storey car park and 9 off street car parks in the town centre zone. In total there are 553 short stay and 763 long stay parking spaces. Among them, there are 82 disabled parking spaces. They are all within a couple of minutes walking distance to the town centre.

	Bromsgrove		West Midlands		England	
	Count	%	Count	%	Count	%
No car or van (Households)	4,686	13%	576,484	27%	5,488,386	27%
1 car or van (Households)	13,971	40%	923,743	43%	8,935,718	44%
2 cars or vans (Households)	12,783	36%	521,452	24%	4,818,581	24%
3 cars or vans (Households)	2,749	8%	101,086	5%	924,289	5%
4 or more cars or vans (Households)	977	3%	30,907	1%	284,453	1%
Total cars or vans (Vehicles)	52,104		2,406,815		22,607,629	
All Households (Households)	35,166		2,153,672		20,451,427	
Average number of cars/ vans per household	1.48		1.11754		1.11	

Source: Office of National Statistics

3.64 The car ownership levels in Bromsgrove are 87%. Among them, 40% have 1 car/ van, 36% have 2 and 11% have 3 or more. Compare with the regional and national average, which both have a car ownership of 73%, Bromsgrove's car ownership is significantly higher than the regional and national average. Together with the rural nature of the district, it is therefore not surprising that car is the main mode of transport for local residents visiting the town centre.

3.65 Although parking is within a short walking distance to the town centre, visitors from all car parks, except the Parkside car park, need to cross the roads to reach the High Street. This can cause inconvenience and safety concerns to visitors especially those with disabilities and young children.

3.66 In the Bromsgrove Town Centre AAP survey (2008), respondents considered that improvements to the junction of Stourbridge Road and Birmingham Road, and increase the provision of short stay car parking spaces in the town centre would help car users to get around Town.

Shop-mobility

3.67 Shop-mobility is a service that helps all people who consider themselves to have mobility problems (whether through disability, illness or injury) to continue to get around the town centre independently, with freedom, confidence and dignity. In the town centre, there are parking for the disabled, the main shopping streets are pedestrianised, the shops have ramps for wheelchair users, and the pedestrian crossings have special tiles for the visually impaired.

3.68 A mobility scheme such as letting people with mobility problem to hire a scooter, a motorised wheelchair or a manual wheelchair for a few hours free of charge may help improve the shop mobility in the town centre.

CUSTOMER AND RESIDENTS' VIEWS AND BEHAVIOUR

3.69 Residents' views are collected from the Bromsgrove Town Centre AAP survey (2008).

Shops and Services

3.70 In terms of the range of shops and the range of eating in Bromsgrove, half of the respondents considered the range of shops as very poor but the range of eating as adequate/ good. One third of the respondents shop most in Bromsgrove, followed by Redditch. Similarly, almost half of the respondents socialise most in Bromsgrove, followed by Birmingham.

3.71 Respondents considered that more independent and specialist shops, a department store, more national chain stores, regular farmers markets, occasional special markets such as French Street Market and a high quality national food store for the Market Hall site would help improve the attractiveness of the town centre as a shopping location. Marks and Spencer is the retailer that most respondents want to see represented in the town.

3.72 Locationally, most respondents prefer to see shops and restaurants spreading along the length of the High Street. Such arrangement would improve opportunities for natural surveillance along the whole street at different times of the day, create a sense of vibrancy and reduce the possibility of crime. Respondents also want to see a theatre or cinema and more restaurants and cafés in the town centre to encourage more evening visitors.

PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

3.73 Bromsgrove town centre lies within the St Johns ward and is served by the Bromsgrove St. Johns Local Policing Team of West Mercia Constabulary North Worcestershire Division.

3.74 Compare to the crime figures of Bromsgrove town centre in 2007-08, there was a fall in burglary, robbery, violence against the person and other offences in 2008-09 but an increase in criminal damage, drug offences, fraud & forgery, anti social behaviour and theft & handling. The number of house burglary and sexual offences remained unchanged.

Crime figures for Bromsgrove Town centre sector

	2007-08 (Count)	2008-09 (Count)	Change in %

Burglary Dwelling	1	1	0%
Burglary Other	13	9	-31%
Criminal Damage	41	63	54%
Drug Offences	10	14	40%
Fraud & Forgery	19	23	21%
Other Offences	9	2	-78%
Robbery	4	1	-75%
Sexual Offences	3	3	0%
Theft & Handling	199	224	13%
Violence Against the Person	87	52	-40%
Anti Social Behaviour	499	617	24%

Source: West Mercia Constabulary (2009)

3.75 There are 20 CCTV cameras in the town centre area and they operate 24 hours. The cameras are designed to create a "net" over the centre in which they operate. The idea is that a person cannot enter or leave the main shopping areas without passing at least one camera. They record and are monitored 24 hours a day, 365 days a year. They have the ability to identify an offender by their face and by their clothes at a fair distance. The police can view incidents as they occur, track a person's movement and direct officers to the location of an incident.

3.76 The cameras play a vital role against crime by addressing specific problems such as alcohol related violence in the town centre, acting as a deterrent to potential offenders and by reducing the fear of crime amongst the local community.

3.77 All car parks run by the Council in Bromsgrove town centre are also covered by CCTV cameras and this helps reduce the risk of car related crime. All CCTV cameras are governed by very strict operating guidelines that work in line with the latest data protection code to prevent breaches of privacy and civil liberties.

3.78 The High Street in Bromsgrove town centre is a pedestrianised area and it creates a strong sense of enclosure. Although this creates a nice shopping environment, it affects the perception of safety to pedestrians after dark. The high enclosure means that pass-by traffic is unlikely to see what is going on in the street. The upper floors of shops currently are mainly used as shop storage or offices and there is a lack of natural surveillance outside shops' trading hours and office hours.

3.79 In the Bromsgrove Town Centre AAP survey (2008), respondents (59%) considered that a safe environment is the most important thing that will attract them into Bromsgrove Town Centre in the evening.

STATE OF THE TOWN CENTRE ENVIRONMENTAL QUALITY

Environment

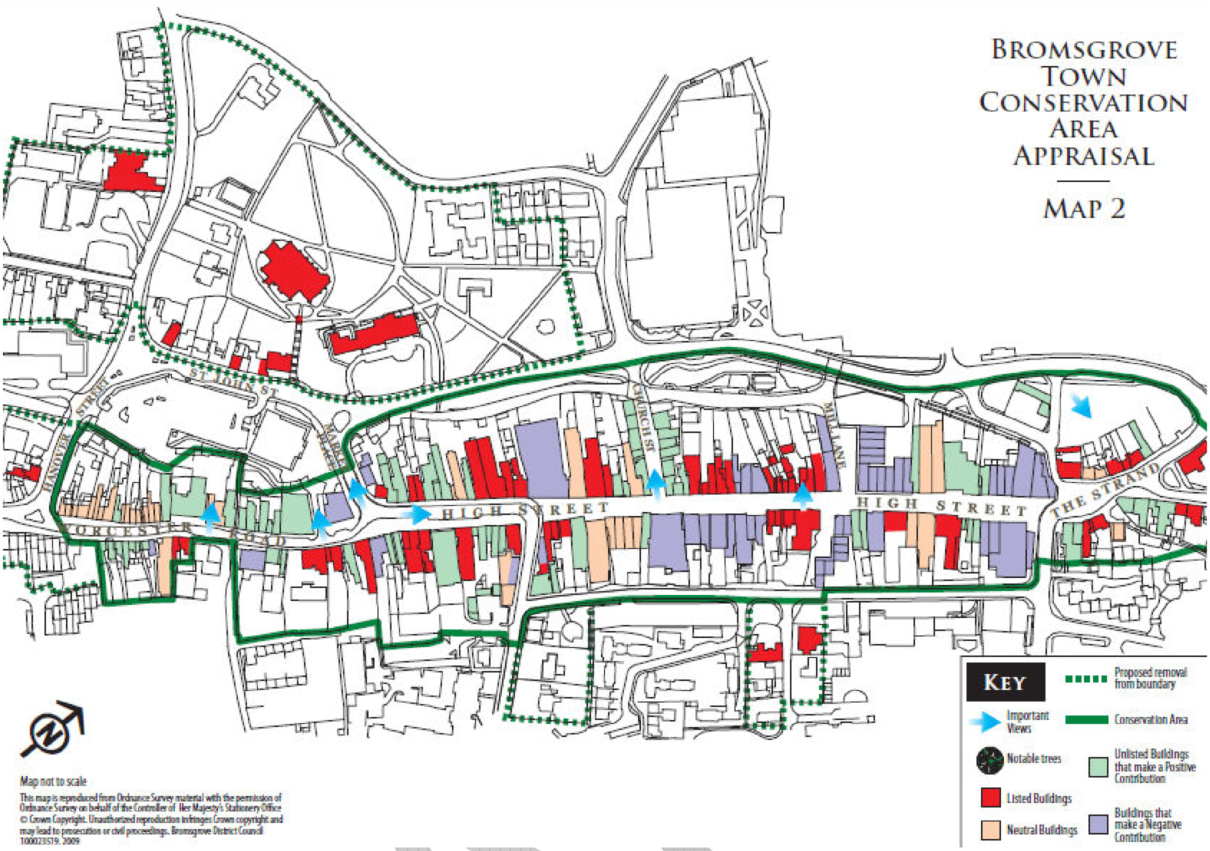
3.80 The major transport routes such as Brimingham Road, Kidderminster Road, Worcester Road, Stourbridge Road entering Bromsgrove are all poorly defined. There are no gateway features to inform people their entrance to Bromsgrove town centre. The image of the town to the pass-by traffic is bad. It is dominated by the rear views of the High Street such as Crown Close and Windsor Street. These areas are mainly the backs of buildings used for parking and have poor boundary treatment. Similarly, there is a lack of enclosure to the town centre car parks and the streetscape is often left open and poorly defined. The connecting routes that link the car parks and surrounding roads to the High Street are enclosed by poor quality buildings and blank side elevations.

3.81 The traditional High Street with deep plots and narrow commercial frontages contribute to a strong character in the town centre. Whilst this character is typically at odds to the scale and form of development sought by many modern retailers, it is this character that is one of the town's core and key strengths, contributing strongly to the attractiveness of the town.

3.82 In the Bromsgrove Town Centre AAP survey (2008), the top five choices of respondents that would make the town centre a nicer environment to visit are: 1) making the look of shop fronts and signs in keeping with historic architecture (56%); 2) New paving (54%); 3) more frequent litter patrols (52%); 4) more landscaping and trees in the High Street (48%); and 5) improved appearance of historic buildings (47%). In regards of The Recreation Ground in front of Asda, respondents would like t see the landscaping, planting and facilities on the site be improved (42%).

The Historic Environment

3.83 The town centre has a variety of building styles, with no one style dominating. All of these add to the character of the town. The following map is extracted from the Bromsgrove Town Conservation Area Appraisal 2009. It outlines the boundary of the town centre conservation area and buildings that are protected, or are making positive/ negative contribution to the area.



3.84 Bromsgrove town centre contains an assortment of notable historic buildings dating from predominantly the 18th and 19th centuries but with some earlier surviving timber framed buildings. A range of architectural styles is represented from English vernacular, to restrained Georgian and more elaborate Victorian Gothic buildings. This variety of elevational treatments and styles demonstrate high quality construction and craftsmanship, giving a rich texture to the town centre, and are tangible reminders of the town's past prosperity.

3.85 The High Street and immediate vicinity clearly exhibit a number of medieval elements. The churchyard lies immediately to the West of the town on an area of raised ground overlooking the main road. This area may have been the site of an earlier Anglo Saxon Church, but the earliest remnants in the existing Church date from the 12th century. The street system in and around the High Street is very clearly medieval, consisting of the main South West /North East route between Worcester and Birmingham which is the High Street itself. From this road two roads go off to the West (Kidderminster Road and Stourbridge Road) and one to the East (Stratford Road). These roads are probably of medieval date along with Hanover Street and St John Street, which lead to the Church. The 1839 tithe map shows many small lanes leading from the High Street to the backs of burgage plots, many of which are medieval in origin, with narrow frontages to the High Street.

Air pollution

4.1 The Council has been monitoring the air quality in the district against several health based air quality objectives. There is one Local Air Quality

Management Area (AQMA) in Bromsgrove district, the Lickey End AQMA which is at junction 1 of M42 and 1 mile away from the town centre. In 2008, three locations were identified to have gone over one of these air quality objectives (the annual mean nitrogen dioxide objective) and one of them was within the town centre (16 Worcester Road). In 2007, two other town centre locations (Davenal House on Birmingham Road and Strand House on the Strand) were identified as failing to meet the objective but they had fallen just below the target objective in 2008. Road vehicle traffic is the cause of the air quality issue in these locations.

Annual mean concentrations ($\mu g/m^3$) adjusted for bias				
	Within AQMA?	2006	2007	2008
Davenal House	No	37	**42**	38
Strand House, The Strand, Bromsgrove	No	36	**41**	36
Ye Olde Black Cross, Worcester Road (triplicate)	No	**60**	**60**	**55**
Denise Lesley, Worcester Road, Bromsgrove	No	-	-	**52**
16 Worcester Road, Bromsgrove	No	-	-	**53**
35 Birmingham Road, Bromsgrove	No	-	-	34

Source: Local Area Quality Management Updating and Screening Assessment 2009, Bromsgrove District Council

3.86 Based on early discussions with Worcestershire County Council and after consulting the Department for Transport website, it was concluded that there was insufficient traffic data available with which to conduct a robust air quality assessment of the Bromsgrove town centre. As a result a DEFRA grant has been applied for in Spring 2009 to undertake a detailed traffic survey within Bromsgrove town centre, where potential exceedences of the one of the air quality objective have been identified through monitoring data, and insufficient traffic data is currently available. This should include: Worcester Road at its junction with Hanover Street and the Birmingham Road/Market Street/Stourbridge Road junction. This will assist in the decision making process relating to whether a town centre AQMA will need to be declared. If declaration takes place then an Action Plan will have to be formulated outlining measures to assist in, vehicle usage reduction, travel plans encouragement, use of public transport, improved traffic management schemes etc."

4. Conclusion

4.1 From the PPS6 indicators of vitality and viability, the strengths, weaknesses, opportunities and threats are identified in a SWOT analysis for Bromsgrove town centre.

Strengths

4.2 National multiples present (mixed goods, clothing and other retailers).

4.3 Good bus station location.

4.4 Pedestrianisation of the main shopping areas

4.5 Town centre conservation areas.

4.6 Regular street markets.

4.7 Good network of CCTVs.

4.8 Relatively flat topography of the town.

Weaknesses

4.9 Limited retail and food offer.

4.10 Proximity of competing centres.

4.11 Closure of the Tourist Information Centre.

4.12 Insufficient short stay parking.

4.13 Poor and irregular connections to the train station.

4.14 Busy and poor crossings to the main shopping areas.

4.15 Poor facilities for cyclists.

4.16 Busy traffic at the Stourbridge Road and Birmingham Road junction.

4.17 Littering.

4.18 Poor quality façades, especially shops on Worcester Road.

4.19 Poor rear view and function of High Street.

4.20 Poor image of town centre to pass-by traffic.

4.21 Growing vacancy level and lack of decorations in vacant shopfronts.

4.22 Increasing number of criminal damage, drug offences, fraud & forgery, anti-social behavior.

4.23 Limited natural surveillance at night time.

Opportunities

4.24 National multiples (department store and supermarket) and retail and food offer at the potential development sites (para 3.23).

4.25 More frequent farmers' or specialised markets.

4.26 Pedestrianisation of Market Street

4.27 New link road to connect the town centre and A38.

4.28 Regular connections with the new train station.

4.29 Improved signage and walking/ cycling network to encourage sustainable travel.

4.30 Environmental improvement at the Spadebourne Brook and High Street.

4.31 More frequent litter patrols.

4.32 Shopmobility scheme.

4.33 Night time economy.

4.34 Efficient use of rear areas of main shopping areas.

4.35 More quality shops to meet the potential demand of the relatively high income residents.

4.36 To build on the strong services growth in the region.

Threats

4.37 Potential town centre AQMA designation.

4.38 Potential increase of crime levels.

Glossary

Term	Definition
Commercial yield	The commercial yields on non-domestic property shows the capital value of the non-domestic properties in relation to their expected market rents. Broadly speaking, low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields.
Comparison shopping	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
Convenience shopping	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
Economically active	People are considered to be economically active if they are aged 16 and over and are either in work or actively looking for work.
Edge of centre	For retail purposes, a location that is well connected to and within easy walking distance (ie. up to 300 metres) of the primary shopping area.
Gross value added (GVA)	Gross value added is the value of goods and services produced by an area, sector or producer minus the cost of the raw materials and other inputs used to produce them.
House affordability	The house affordability ratio is a measurement of the average annual income to the average house price.
Index of multiple deprivation	The Index of Multiple Deprivation combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation.
Major retailer	Among all the multiple outlets, Goad has further identified 30 retailers that are most likely to improve the consumer appeal of a centre and named them as Major Retailers.
Multiple retailer / national multiple	A multiple retailer/ national multiple is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers.
Primary shopping area	The defined area where retail development is concentrated. It is likely to include a high proportion of retail uses.

Term	Definition
Secondary shopping area	Secondary shopping area is usually contiguous and closely related to the primary shopping area. It provides greater opportunities for a diversity of uses.
Shop-mobility	Shop-mobility is a service that helps all people who consider themselves to have mobility problems (whether through disability, illness or injury) to continue to get around the town centre independently, with freedom, confidence and dignity.
Use Class	The Town and Country Planning (Use Classes) Order 1987 puts uses of land and buildings into various categories by the way in which land or buildings are used. Planning permission is not needed for changes of use within the same use class.
Zone A rent	Zone A rent refers to the rental value for the first 6 metres depth of floorspace in retail units from the shop window and it is the most valuable area of the shop. Normally the rate per square metre drops as it moves towards the rear of the shop.

_Annex A: Street surveys record of Bromsgrove Town Centre, 2009

Primary shopping area			
Business Name	**No**	**Street**	**Class**
Tullet & Sons	3	Chapel Street	A1
Scruples salon	7	Chapel Street	A1
Bromsgrove Sports	1	Church Street	A1
Spex 4 U	1	Church Street	A1
Cartridge World	3	Church Street	A1
Clippers salon	4	Church Street	A1
The Bromsgrove Colier	6	Church Street	A1
Aubrey Bernard salon	7	Church Street	A1
Beauty Accessories	8	Church Street	A1
Country Kasuals	11	Church Street	A1
The Korner Kitchen	12	Church Street	A1
School Days	13 to 15	Church Street	A1
Umberto Giannini	9	High Street	A1
Urban Angel	10	High Street	A1
Primrose Hospice	12	High Street	A1
Holland & Barrett	15	High Street	A1
Thomson Travel Agent	23	High Street	A1
Eye Deals	38	High Street	A1
UK Barber Shop	42	High Street	A1
Bromsgrove Standard	44	High Street	A1
Vodaphone	49	High Street	A1
British Heart Foundation	50	High Street	A1
Leigh Jones Butchers & Delicatessen	53	High Street	A1
Smash n Grab	55	High Street	A1
F Hinds	59	High Street	A1
20 minute photo	63	High Street	A1
Dolland & Aitchison optician	64	High Street	A1
Glitz accezzorie	65	High Street	A1
Oswald Bailey	67	High Street	A1
Phones 4 U	69	High Street	A1
Claires Accessories	71	High Street	A1
O2	74	High Street	A1
Blunts	75	High Street	A1
Bon Marche	76	High Street	A1
Boots	78	High Street	A1
Carphone warehouse	80	High Street	A1
First Choice	91	High Street	A1
Thomas Cook	92	High Street	A1
The Works	94	High Street	A1
Ryman Stationery	95	High Street	A1
Martin's local shop	96	High Street	A1
New Look	97	High Street	A1
Card Party	99	High Street	A1
Oxfam book shop	101	High Street	A1
Chapmans opticians	103	High Street	A1
The Peer Group	106	High Street	A1
Three Cooks	109	High Street	A1
Dorothy Perkins (Burtons on first floor)	113	High Street	A1
The Orange Shop	114	High Street	A1
M & Co	115	High Street	A1
Foto Factory	123	High Street	A1
Lasenza	125	High Street	A1
The Blue Cross	127	High Street	A1
Specsavers	131	High Street	A1
Chapters Hair	133	High Street	A1
Mothercare	138	High Street	A1
Argos	140	High Street	A1
Sweetz	140	High Street	A1
Going Places	102 to 104	High Street	A1
Savers	105 to 107	High Street	A1

Primary shopping area			
Business Name	**No**	**Street**	**Class**
Sporting Barbers	112a	High Street	A1
Timpsons	112a	High Street	A1
Greggs	112b	High Street	A1
Post Office	117 to 121	High Street	A1
Peacocks	120,120a	High Street	A1
Subway	131a	High Street	A1
Imperial Cancer Research	132 to 136	High Street	A1
Gilesports	138 - 140	High Street	A1
YMCA shop	27 to 29	High Street	A1
Ponden Mill	33,35	High Street	A1
Bodycare	43 to 45	High Street	A1
W H Smith	54 to 56	High Street	A1
Superdrug	58 to 60	High Street	A1
Waterstone	66 to 68	High Street	A1
Edinburgh Woollen Mill	81 to 83	High Street	A1
Clinton Cards	88 to 90	High Street	A1
Nails 4 U	89b	High Street	A1
Shiny gift shop	91a	High Street	A1
Julian Graves	98 to 100	High Street	A1
Midlands Co-op Travel	2	Mill Lane	A1
Fresh Flowers	4	Mill Lane	A1
Thompsons	6	Mill Lane	A1
Extra Care	8	Mill Lane	A1
Johns Fruit & Veg	10	Mill Lane	A1
Iceland	12	Mill Lane	A1
Spains	2	New Road	A1
Alberto Policarpo hair salon	5	New Road	A1
Cupitts	16	The Strand	A1
Hair Art	16	The Strand	A1
Arty Facts Studio	18	The Strand	A1
Midland Water Life	20 to 24	The Strand	A1
Red Kite Health Foods	6 and 10	The Strand	A1
Echo vintage clothing	2 to 4	The Strand, The Strand Centre	A1
Sewing, knitting and craft supply	2 to 4	The Strand, The Strand Centre	A1
Strand Nails	2 to 4	The Strand, The Strand Centre	A1
The Strand - selling clothes	2 to 4	The Strand, The Strand Centre	A1
Blockbuster	2	Worcester Road	A1
Kate Barclay fashion & Lingerie	6	Worcester Road	A1
The Clothes Rail	8	Worcester Road	A1
Chevaz	16	Worcester Road	A1
KSH O Carpet & Flooring	18	Worcester Road	A1
Go global travel	6a	Worcester Road	A1
Vacant Outlet	NM	Market Hall (Market Place)	A1
CV Firminger & Co financial advisor	6a	Church Street	A2
Allan Morris	18	High Street	A2
Dixons Countrywide	31	High Street	A2
HSBC	47	High Street	A2
West Bromwich	48	High Street	A2
Nationwide	52	High Street	A2
Robert Oulsnam & Co	61	High Street	A2
Ladbrokes	82	High Street	A2
Abbey National	93	High Street	A2
Lloyds TSB	112	High Street	A2
Barclays	118	High Street	A2
National Westminster Bank	124	High Street	A2
Premiere People	129	High Street	A2
Halifax	122,122a	High Street	A2

Primary shopping area			
Business Name	**No**	**Street**	**Class**
Betfred	17 to 21	High Street	A2
A Plan Insurance	6 to 8	High Street	A2
National Cash Advance	87a	High Street	A2
mfc solicitors	1 to 3	High Street (& 2 to 6 Market Place)	A2
Gb hairdressing	4	New Road	A2
Andrew Grant	5	New Road	A2
Hansons estate agent	6	New Road	A2
Your Move	1 to 3	New Road	A2
Thomas Holton Property Shop	26,26a	The Strand	A2
Ladbrokes	3	Worcester Road	A2
Adams & Creed estate agent	4	Worcester Road	A2
Lemon tree café	1	Chapel Street	A3
Arts Café	9	Chapel Street	A3
Shimla Peppers	1	George Street	A3
Indian Spice	7	High Street	A3
Pizza Express	25	High Street	A3
Regency Restaurant	40	High Street	A3
Pizza Hut	14 to 16	High Street	A3
Prezzo	22 to 24	High Street	A3
Costa	84 to 86	High Street	A3
Langtrys café	89a	High Street	A3
The Lunch Box snacks	NN	Market Hall (Market Place)	A3
Café	2 to 4	The Strand, The Strand Centre	A3
Tamanna	1	Worcester Road	A3
Maekong Thai	12	Worcester Road	A3
Golden Cross Hotel Weatherspoon	20	High Street	A4
The Red Lion	73	High Street	A4
The Rousler pub	11 to 13	High Street	A4
The Slug and Lettuce	126 to 130	High Street	A4
Fench connection baguette	87	High Street	A1
Ocean Fish Bar	12	The Strand	A5
Bromsgrove Advertiser	5	High Street	B1
Bromsgrove Printing Co	14	Worcester Road	B2
Bromsgrove Community Hall	14	The Strand	D1
Shipleys	111	High Street	SG
Vacant	5	Chapel Street	Vacant
Vacant	9	Church Street	Vacant
Vacant	10	Church Street	Vacant
Vacant	11	Church Street (Coronation House)	Vacant
Vacant	46	High Street	Vacant
Vacant	51	High Street	Vacant
Vacant	62	High Street	Vacant
Vacant	85	High Street	Vacant
Vacant	116	High Street	Vacant
Vacant	108	High Street	Vacant
Vacant	110	High Street	Vacant
Vacant	12a Holland House	High Street	Vacant
Vacant	133a	High Street	Vacant
Vacant	2 to 4	High Street	Vacant
Vacant	37 to 41	High Street	Vacant
Birthdays (Vacant)	77 to 79	High Street	Vacant
Vacant	The Coach House	High Street	Vacant
The Garden Shed (Vacant)	2 to 4	The Strand, The Strand Centre	Vacant
The Strand - selling clothes (Vacant)	2 to 4	The Strand, The Strand Centre	Vacant

Secondary shopping area			
Business Name	**No**	**Street**	**Class**
Knights Chemist	36	Birmingham Road	A1
Focus Do It All	54	Birmingham Road	A1
Lush	54a	Birmingham Road	A1
Somerfield	54b	Birmingham Road	A1
Kash Kwik	17	The Strand	A1
Bridal Studio	17	Worcester Road	A1
Hairs & Graces	19	Worcester Road	A1
Simply Weddings and Parties	21	Worcester Road	A1
The Maxx (Tatooists & Body Peircing)	36	Worcester Road	A1
The cork screw wine	38	Worcester Road	A1
Manhattan nails & spa	40	Worcester Road	A1
Capillago	41	Worcester Road	A1
The sandwich lady and sons	42	Worcester Road	A1
PTL Computer Accessories	45	Worcester Road	A1
Eileen Bicknell Interiors	48	Worcester Road	A1
SNIPZ hairdressing	53	Worcester Road	A1
The Sugarcraft Emporium	56	Worcester Road	A1
Instruments for You	64	Worcester Road	A1
Denise Lesley salon	78	Worcester Road	A1
Bromsgrove Carpets & bedding warehouse	28 to 32	Worcester Road	A1
Zig-Zag Hair	42a	Worcester Road	A1
Worcester Road News	52 to 54	Worcester Road	A1
Citizens Advice Bureau	50 to 52	Birmingham Road	A2
Ormerod Rutter accountants	25	The Strand	A2
Mitre House financial planning	27	The Strand	A2
Thomas Holton Solicitors office	The Strand House	The Strand	A2
Simply Lets	11	Worcester Road	A2
PJB Accountancy	51	Worcester Road	A2
Bacchus restaurant	44	Worcester Road	A3
Spice Valley Balti	74	Worcester Road	A3
Queen's Head	1	The Strand	A4
Dog & Pheasant pub	24 to 26	Worcester Road	A4
Black Cross	70 to 72	Worcester Road	A4
Papa Johns	32	Birmingham Road	A5
CP steak out	34	Birmingham Road	A5
Winglee	3,3a,3c	Hanover Street	A5
Antonio's pizza	34	Worcester Road	A5
Anarkali Indian Takeaway	55	Worcester Road	A5
Charlies Kebabs	58	Worcester Road	A5
New Orient	60	Worcester Road	A5
Ruby	76	Worcester Road	A5
Gough Allen Stanley Marketing Communications - Kembrey House	5	Worcester Road	B1
Commercial Credit Service Group	7	Worcester Road	B1
Bromsgrove Conservative Association	37	Worcester Road	B1
Catherine Adams Physiotherapist	48	Birmingham Road	D1
Adrian Kriss & Associates	47 to 49	Worcester Road	D1
Texaco petrol station and auxillary shop	38 to 46	Birmingham Road	SG
Hi Q Autos	3a,3c	Hanover Street	SG
Neales Garage - Hyundai	2 to 12	Station Street	SG
Love 2 Love	39	Worcester Road	SG
Vacant	30	Birmingham Road	Vacant
Vacant	1	Hanover Street	Vacant

Secondary shopping area			
Business Name	**No**	**Street**	**Class**
Vacant	19	The Strand	Vacant
Vacant	21	The Strand	Vacant
Vacant	33	Worcester Road	Vacant
Vacant	35	Worcester Road	Vacant
Vacant	43	Worcester Road	Vacant
Vacant	46	Worcester Road	Vacant
Vacant	50	Worcester Road	Vacant
Vacant	13 to 15	Worcester Road	Vacant
Vacant	66 to 68	Worcester Road	Vacant
Vacant	76a	Worcester Road	Vacant

Other areas			
Business Name	**No**	**Street**	**Class**
Benesseie hair & beauty	68	Birmingham Road	A1
Geeves dry cleaner	104	Birmingham Road	A1
Costello	106	Birmingham Road	A1
The local	108	Birmingham Road	A1
Halfords	114	Birmingham Road	A1
Speeds	72,72a	Birmingham Road	A1
Townsend Textiles	74 to 76	Birmingham Road	A1
Wills Wigs hairdresser	49	Birmingham Road	A1
Hamptons Optical Ltd.	9	Crown Close	A1
BSS Office Supplies	12	Hanover Street	A1
Wine warehouse	18	Market Street	A1
Asda Stores Ltd.	21	Market Street	A1
Just for pets	20 to 22	Market Street	A1
Harveys	The Well House	Market Street	A1
Chemist (Alliance)	1	Perry Lane	A1
Barrie Beard Ltd	Basby House	Recreation Road	A1
George davis salon	14	St John Street	A1
Michael Stuart Photography	8	Stourbridge Road	A1
Jame Giles & Sons Funerals	22a	Stourbridge Road	A1
Meridian health & beauty clinic	2	Windsor Street	A1
Daub & Wattle studio Pottery & Gallery	5	Windsor Street	A1
Bromsgrove Domestic	124	Worcester Road	A1
Broadstreet DIY	128	Worcester Road	A1
Roy Huins Fishing Tackle	138	Worcester Road	A1
Jewsons DIY	106 to 116a	Worcester Road	A1
The flower pot	141 to 143	Worcester Road	A1
Phoenix Carpet & Bed Sales	94 to 96	Worcester Road	A1
Britannia House salon	165	Worcester Road (Britannia House)	A1
Hollies Solicitor	60	Birmingham Road	A2
UK Mortgage Limited	70	Birmingham Road	A2
G R Brickstock & Assocaites - accountant	10	Hanover Street	A2
Martyn Ameg & Company - solicitors	7	Kidderminster Road	A2
John Sanders estate agent	8	New Road	A2
Chamberlains Estate Agent	13	New Road	A2
Kenneth Morris accountants	9 to 11	New Road	A2
Holt & Sellars - solicitors	10	St John Street	A2
A Victor Powell	12	St John Street	A2
Pattmans solicitors	16	St John Street	A2
J Haskey: architect	18	St John Street	A2
Harrison Priddy & Co - accountants	22	St John Street	A2
Scotts Holt & sellars	12a	St John Street	A2

Other areas			
Business Name	**No**	**Street**	**Class**
solicitors			
Mint Lounge	31 to 33	Birmingham Road	A3
Tandoori	11	Crown Close	A3
Dragon paradise cantonese restaurant	2-4	Recreation Road	A3
Pappadom Lounge	147a	Worcester Road	A3
Hop Pole	78	Birmingham Road	A4
The Crabmill Inn	116 to 122	Birmingham Road	A4
The Wishing Well	16	St John Street	A4
The Turk's Head	147	Worcester Road	A4
Ideal	110	Birmingham Road	A5
Oriental Royal	112	Birmingham Road	A5
Office	45	Birmingham Road	B1
Independent	49,49a	Birmingham Road (1, 2, 3, 7 & 8 Holt Studios)	B1
Independent	49,49a	Birmingham Road (1, 2, 3, 7 & 8 Holt Studios)	B1
Independent	49,49a	Birmingham Road (1, 2, 3, 7 & 8 Holt Studios)	B1
Office	14	Hanover Street	B1
Register Office		School Drive	B1
Homestart	20	St John Street	B1
County Council Office		Windsor Street	B1
weaver	86	Worcester Road	B1
Handy Print	118	Worcester Road	B1
Kay-bee engineering	Unit 4, Bromsgrove Industrial Estate	Station Street	B8
Bromsgrove Museum	26	Birmingham Road	D1
Davenal House Surgery	28	Birmingham Road	D1
Dental surgery	66	Birmingham Road	D1
All saints church		Burcot Lane	D1
All Saints church and Sunday School		Burcot Lane	D1
Nursery		Shenstone Close	D1
St John's Street Surgery	5	Kidderminster Road	D1
Bromsgrove Allergy & Nutrition Centre	11	Kidderminster Road	D1
Churchfields Surgery		Recreation Road	D1
The Dolphine Centre		School Drive	D1
North Bromsgrove High School		School Drive	D1
Parkside County Middle School	1,1a	Stourbridge Road	D1
Library		Windsor Street	D1
Bromsgrove Football Club		Birmingham Road	D2
The Artrix		School Drive	D2
Bromsgrove DDS & S Club	14 to 22	Stourbridge Road	D2
Altered Images fitness	80	Worcester Road	D2
All Saints Garage (Vauxhall)	125 to 137	Birmingham Road	SG
Bromsgrove car & commercial sales	container office by 31	Birmingham Road	SG
Tan & Tone Centre	Rear of 43	High Street	SG
Bromsgrove Dog Beauticians	NM	Little Lane	SG
Renault garage	Garage	Station Street	SG
KW Autos	Unit 6, Bromsgrove Industrial Estate	Station Street	SG
Parkside Motors	8	Stourbridge Road	SG
Tyre Centre		Stratford Road	SG
Age Concern	51	Windsor Street	SG
Tyrecare (Midlands) Ltd.	NN	Windsor Street	SG
Fire Station		Windsor Street	SG
Police		Windsor Street	SG
Kwik-fit	126	Worcester Road	SG
Phoenix MG Rover	29	Birmingham Road	Vacant

Other areas			
Business Name	**No**	**Street**	**Class**
(Vacant)			
Westland Toyota (Vacant)	29	Birmingham Road	Vacant
Vacant	37	Birmingham Road	Vacant
Vacant	39	Birmingham Road	Vacant
Vacant	41	Birmingham Road	Vacant
Vacant	43	Birmingham Road	Vacant
Vacant	47	Birmingham Road	Vacant
Wills Wigs hairdresser	49	Birmingham Road	Vacant
Vacant	64	Birmingham Road	Vacant
Vacant land	88 to 92	Birmingham Road	Vacant
Vacant	49,49a	Birmingham Road (4 & 5 Holt Studios)	Vacant
Vacant	49,49a	Birmingham Road (4 & 5 Holt Studios)	Vacant
Vacant	12	Hanover Street	Vacant
Vacant	9	Kidderminster Road	vacant
Vacant	Shire House	Paradise Row	Vacant
Vacant	The Clinic	Recreation Road	vacant
Vacant		Recreation Road / Market Street	Vacant
Vacant	Unit 8, Bromsgrove Industrial Estate	Station Street	Vacant
Vacant	139	Worcester Road	Vacant

Annex B: Goad Category Report 2008

Goad Category Report

Bromsgrove

Survey Date: 07/04/2008

Goad Retail Centres

Nearest Location	Distance KM
Rubery	7.08
Redditch	8.89
Droitwich	9.56
Birmingham - Northfield	10.83
Hagley	10.99

Major Retailers Present

Department Stores

BhS	0
Debenhams	0
House of Fraser	0
John Lewis	0
Marks & Spencer	0

Mixed Goods Retailers

Argos	1
Boots the Chemist	1
T K Maxx	0
W H Smith	1
Wilkinson	0

Supermarkets

Sainsburys	0
Tesco	0
Waitrose	0

Clothing

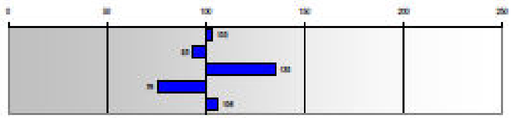
Burton	1
Dorothy Perkins	1
H & M	0
New Look	1
Next	0
Primark	0
River Island	0
Topman	0
Topshop	0

Other Retailers

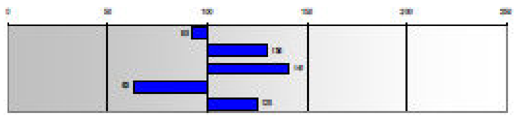
Carphone Warehouse	1
Clarks	0
Clintons	2
H M V	0
O2	1
Superdrug	1
Phones 4 U	1
Vodafone	1
Waterstones	1

Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	43	43.43	42.10	103
Convenience	10	10.10	10.83	93
Retail Service	14	14.14	10.48	135
Leisure Services	16	16.16	21.38	76
Financial & Business Services	16	16.16	15.22	106
Total Multiple Outlets	99			



Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	149,300	43.74	47.23	93
Convenience	89,900	26.34	20.24	130
Retail Service	24,500	7.18	5.09	141
Leisure Services	39,600	11.60	18.52	63
Financial & Business Services	38,000	11.13	8.92	125
Total Multiple Floorspace	341,300			



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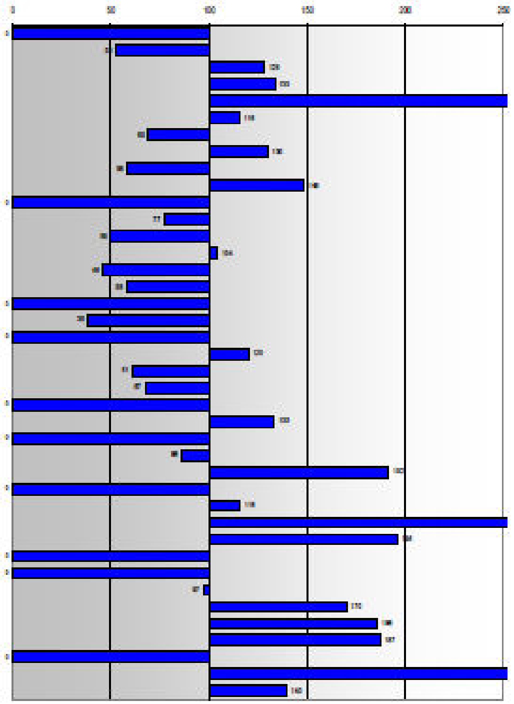
Outlet Counts

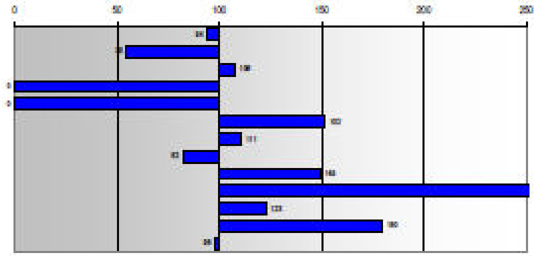
Centre: Bromsgrove **Survey Date:** 07/04/2008

Base: All UK Centres

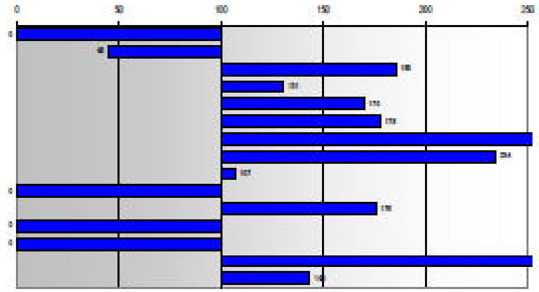
Sector	Classification	Outlets	Area %	Base %	Index
Comparison		Outlets	Area %	Base %	Index
	Antique Shops	0	0.00	0.46	0
	Art & Art Dealers	1	0.40	0.77	53
	Booksellers	2	0.81	0.63	128
	Carpets & Flooring	2	0.81	0.60	133
	Catalogue Showrooms	1	0.40	0.15	266
	Charity Shops	6	2.42	2.09	116
	Chemist & Drugstores	2	0.81	1.17	69
	Childrens & Infants Wear	2	0.81	0.62	130
	Clothing General	3	1.21	2.07	58
	Crafts, Gifts, China & Glass	5	2.02	1.36	148
	Cycles & Accessories	0	0.00	0.22	0
	Department & Variety Stores	1	0.40	0.52	77
	DIY & Home Improvement	1	0.40	0.81	50
	Electrical & Other Durable Goods	4	1.61	1.55	104
	Florists	1	0.40	0.88	46
	Footwear	2	0.81	1.39	58
	Furniture Fitted	0	0.00	0.44	0
	Furniture General	1	0.40	1.05	38
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	3	1.21	1.01	120
	Hardware & Household Goods	2	0.81	1.32	61
	Jewellery, Watches & Silver	3	1.21	1.80	67
	Ladies & Mens Wear & Acc.	0	0.00	0.75	0
	Ladies Wear & Accessories	13	5.24	3.93	133
	Leather & Travel Goods	0	0.00	0.25	0
	Mens Wear & Accessories	2	0.81	0.94	86
	Music & Musical Instruments	1	0.40	0.21	192
	Music & Video Recordings	0	0.00	0.31	0
	Newsagents & Stationers	2	0.81	0.70	116
	Office Supplies	1	0.40	0.10	393
	Other Comparison Goods	4	1.61	0.82	196
	Photographic & Optical	0	0.00	0.18	0
	Secondhand Goods, Books, etc.	0	0.00	0.23	0
	Sports, Camping & Leisure Goods	2	0.81	0.83	97
	Telephones & Accessories	5	2.02	1.19	170
	Textiles & Soft Furnishings	4	1.61	0.87	186
	Toiletries, Cosmetics & Beauty Products	4	1.61	0.86	187
	Toys, Games & Hobbies	0	0.00	0.90	0
	Vehicle & Motorcycle Sales	4	1.61	0.34	471
	Vehicle Accessories	1	0.40	0.29	140
	Totals	85	34.27	34.67	99



Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	4	1.61	1.72	94
Butchers	1	0.40	0.74	55
CTN	3	1.21	1.12	108
Convenience Stores	0	0.00	0.92	0
Fishmongers	0	0.00	0.12	0
Frozen Foods	1	0.40	0.27	152
Greengrocers	1	0.40	0.36	111
Grocers & Delicatessens	2	0.81	0.98	82
Health Foods	2	0.81	0.54	149
Markets	1	0.40	0.11	380
Off Licences	2	0.81	0.66	123
Shoe Repairs Etc	2	0.81	0.45	180
Supermarkets	2	0.81	0.82	98
Total Convenience	21	8.47	8.80	63



Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.09	0
Dry Cleaners & Launderettes	1	0.40	0.90	45
Filling Stations	1	0.40	0.22	185
Health & Beauty	22	8.87	6.79	131
Opticians	6	2.42	1.42	170
Other Retail Services	2	0.81	0.45	178
Photo Processing	2	0.81	0.27	298
Photo Studio	1	0.40	0.17	234
Post Offices	1	0.40	0.38	107
Repairs, Alterations & Restoration	0	0.00	0.29	0
Travel Agents	5	2.02	1.15	176
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	4	1.61	0.52	313
Video Tape Rental	1	0.40	0.28	143
Totals	46	18.55	13.00	143



Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.18	0

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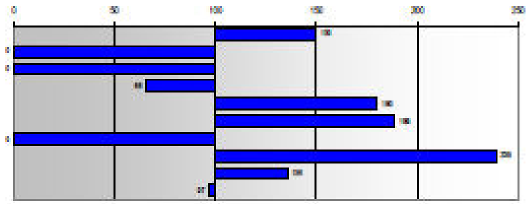
Outlet Counts

Centre: Bromsgrove   **Survey Date:** 07/04/2008

Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	1	0.40	1.46	27
Bingo & Amusements	1	0.40	0.52	77
Cafes	4	1.61	3.09	52
Casinos & Betting Offices	4	1.61	1.28	126
Cinemas, Theatres & Concert Halls	0	0.00	0.23	0
Clubs	0	0.00	0.80	0
Disco, Dance & Nightclubs	1	0.40	0.19	209
Fast Food & Take Away	13	5.24	5.49	96
Hotels & Guest Houses	0	0.00	0.57	0
Public Houses	6	2.42	3.22	75
Restaurants	7	2.82	4.31	65
Sports & Leisure Facilities	0	0.00	0.26	0
Totals	37	14.92	21.46	70
Financial & Business Services				
Building Societies	2	0.81	0.54	150
Building Supplies & Services	0	0.00	0.65	0
Business Goods & Services	0	0.00	0.04	0
Employment & Careers	1	0.40	0.61	66
Financial Services	7	2.82	1.57	180
Legal Services	5	2.02	1.07	189
Other Business Services	0	0.00	0.32	0
Printing & Copying	2	0.81	0.34	239
Property Services	12	4.84	3.57	136
Retail Banks	6	2.42	2.50	97
Totals	35	14.11	11.19	126
Vacant Outlets				
Vacant Retail & Service Outlets	24	9.68	10.54	92
Total Number of Outlets	248			



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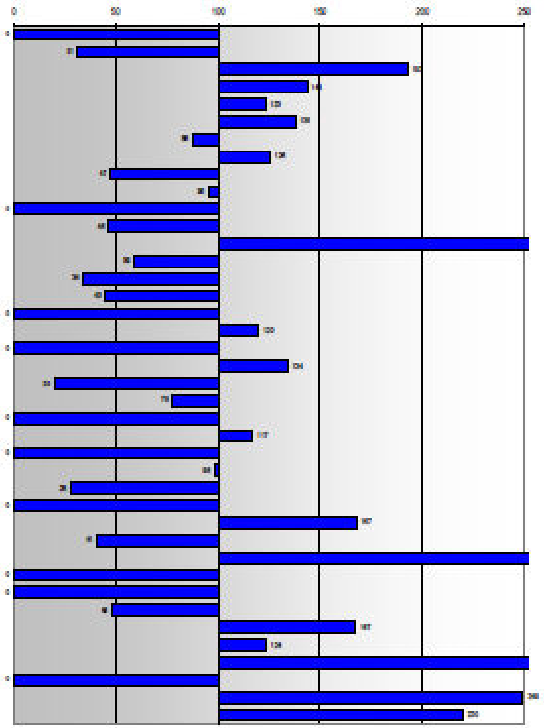
Floorspace Sq Ft	Centre:	Bromsgrove	Survey Date:	07/04/2008

Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.25	0
	Art & Art Dealers	700	0.13	0.41	31
	Booksellers	5,700	1.04	0.54	193
	Carpets & Flooring	5,000	0.91	0.64	144
	Catalogue Showrooms	3,700	0.68	0.55	123
	Charity Shops	9,000	1.65	1.20	138
	Chemist & Drugstores	7,700	1.41	1.61	88
	Childrens & Infants Wear	3,400	0.62	0.50	126
	Clothing General	9,400	1.72	3.62	47
	Crafts, Gifts, China & Glass	3,500	0.64	0.67	95
	Cycles & Accessories	0	0.00	0.17	0
	Department & Variety Stores	14,200	2.60	5.60	46
	DIY & Home Improvement	32,900	6.02	1.35	445
	Electrical & Other Durable Goods	4,200	0.77	1.30	59
	Florists	600	0.11	0.32	34
	Footwear	2,700	0.49	1.10	45
	Furniture Fitted	0	0.00	0.40	0
	Furniture General	11,200	2.05	1.71	120
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	4,900	0.90	0.67	134
	Hardware & Household Goods	2,600	0.48	2.37	20
	Jewellery, Watches & Silver	3,300	0.60	0.78	78
	Ladies & Mens Wear & Acc.	0	0.00	0.99	0
	Ladies Wear & Accessories	20,400	3.73	3.18	117
	Leather & Travel Goods	0	0.00	0.13	0
	Mens Wear & Accessories	4,000	0.73	0.75	98
	Music & Musical Instruments	200	0.04	0.13	28
	Music & Video Recordings	0	0.00	0.34	0
	Newsagents & Stationers	6,600	1.21	0.72	167
	Office Supplies	300	0.05	0.13	41
	Other Comparison Goods	11,600	2.12	0.68	314
	Photographic & Optical	0	0.00	0.09	0
	Secondhand Goods, Books, etc.	0	0.00	0.11	0
	Sports, Camping & Leisure Goods	2,900	0.53	1.10	48
	Telephones & Accessories	5,700	1.04	0.62	167
	Textiles & Soft Furnishings	4,300	0.79	0.64	124
	Toiletries, Cosmetics & Beauty Products	13,500	2.47	0.85	291
	Toys, Games & Hobbies	0	0.00	0.67	0
	Vehicle & Motorcycle Sales	9,600	1.76	0.70	249
	Vehicle Accessories	3,600	0.66	0.30	220
	Totals	207,400	37.92	37.95	100



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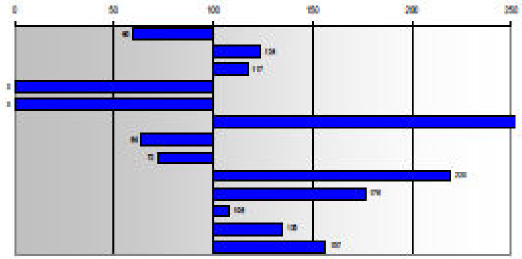
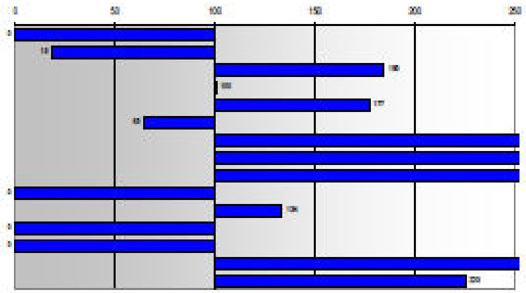
Floorspace Sq Ft

Centre: Bromsgrove **Survey Date:** 07/04/2008

Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	2,700	0.49	0.83	60
Butchers	2,500	0.46	0.37	124
CTN	3,200	0.59	0.50	117
Convenience Stores	0	0.00	0.92	0
Fishmongers	0	0.00	0.05	0
Frozen Foods	9,200	1.68	0.67	253
Greengrocers	600	0.11	0.17	64
Grocers & Delicatessens	2,100	0.38	0.53	72
Health Foods	3,300	0.60	0.27	220
Markets	8,200	1.50	0.85	176
Off Licences	2,300	0.42	0.39	108
Shoe Repairs Etc	900	0.16	0.12	135
Supermarkets	72,500	13.26	8.46	157
Total Convenience	107,500	19.66	14.13	63



Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	400	0.07	0.39	19
Filling Stations	1,100	0.20	0.11	185
Health & Beauty	16,600	3.04	3.02	100
Opticians	7,800	1.43	0.81	177
Other Retail Services	1,100	0.20	0.31	65
Photo Processing	1,600	0.29	0.10	295
Photo Studio	1,100	0.20	0.08	253
Post Offices	8,200	1.50	0.42	357
Repairs, Alterations & Restoration	0	0.00	0.10	0
Travel Agents	4,500	0.82	0.62	134
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	9,600	1.76	0.68	258
Video Tape Rental	3,000	0.55	0.24	225
Totals	55,000	10.06	6.98	144



Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0

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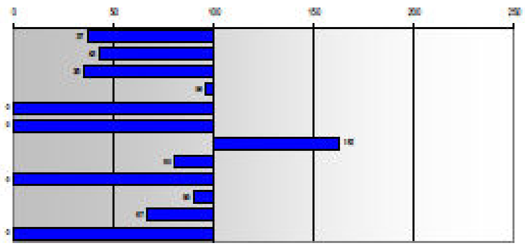
Floorspace Sq Ft

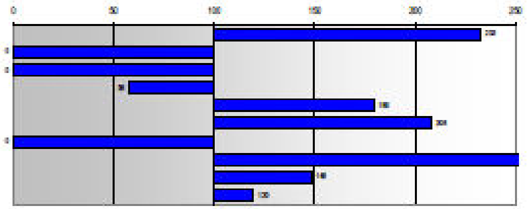
Centre: Bromsgrove

Survey Date: 07/04/2008

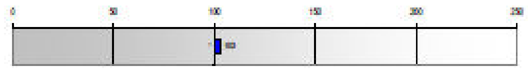
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	4,200	0.77	2.09	37
Bingo & Amusements	2,400	0.44	1.03	43
Cafes	3,200	0.59	1.66	35
Casinos & Betting Offices	5,000	0.91	0.95	96
Cinemas, Theatres & Concert Halls	0	0.00	1.46	0
Clubs	0	0.00	1.38	0
Disco, Dance & Nightclubs	4,100	0.75	0.46	162
Fast Food & Take Away	11,200	2.05	2.55	80
Hotels & Guest Houses	0	0.00	1.79	0
Public Houses	20,900	3.82	4.25	90
Restaurants	12,900	2.36	3.54	67
Sports & Leisure Facilities	0	0.00	1.50	0
Totals	**63,900**	**11.68**	**22.68**	**52**



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	5,300	0.97	0.42	233
Building Supplies & Services	0	0.00	0.60	0
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	1,100	0.20	0.35	58
Financial Services	9,100	1.66	0.93	180
Legal Services	9,100	1.66	0.80	208
Other Business Services	0	0.00	0.39	0
Printing & Copying	3,500	0.64	0.21	299
Property Services	15,500	2.83	1.91	148
Retail Banks	20,200	3.69	3.09	120
Totals	**63,800**	**11.67**	**8.76**	**133**



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	49,300	9.01	8.77	103
Total Floorspace	**546,900**			



Annex C: Pedestrian footfall in Bromsgrove Town Centre, June 2009

Date	Day	Time	Weather	Location	Count from Top to Bottom	Count from Bottom to Top	Total
11.6.09	Thursday, non-market day	0913 to 0923	Sunny	1	64	51	115
11.6.09	Thursday, non-market day	0930 to 0940	Sunny	3	191	N/A	191
11.6.09	Thursday, non-market day	0930 to 0940	Sunny	2	125	N/A	125
11.6.09	Thursday, non-market day	0944 to 0954	Sunny	4	69	63	132
11.6.09	Thursday, non-market day	0958 to 1008	Sunny	5	65	76	141
11.6.09	Thursday, non-market day	1220 to 1230	Rain	4	44	24	68
11.6.09	Thursday, non-market day	1233 to 1243	Rain	3	86	N/A	86
11.6.09	Thursday, non-market day	1233 to 1243	Rain	2	142	N/A	142
11.6.09	Thursday, non-market day	1244 to 1254	Light Rain	1	70	81	151
11.6.09	Thursday, non-market day	1256 to 1306	Sunny	5	60	55	115
11.6.09	Thursday, non-market day	1533 to 1543	Sunny	1	88	86	174
11.6.09	Thursday, non-market day	1544 to 1554	Sunny	3	94	N/A	94
11.6.09	Thursday, non-market day	1544 to 1554	Sunny	2	129	N/A	129
11.6.09	Thursday, non-market day	1557 to 1607	Sunny	4	68	96	164
11.6.09	Thursday, non-market day	1608 to 1618	Sunny	5	66	37	103
13.6.09	Saturday, market day	0925 to 0935	Sunny	1	103	67	170
13.6.09	Saturday, market day	0936 to 0946	Sunny	2	197	N/A	197
13.6.09	Saturday, market day	0936 to 0946	Sunny	3	199	N/A	199
13.6.09	Saturday, market day	0949 to 0959	Sunny	5	78	122	200
13.6.09	Saturday, market day	1004 to 1014	Sunny	4	114	94	208
13.6.09	Saturday, market day	1206 to 1216	Sunny	1	220	176	396
13.6.09	Saturday, market day	1218 to 1228	Sunny	3	345	N/A	345
13.6.09	Saturday, market day	1218 to 1228	Sunny	2	341	N/A	341
13.6.09	Saturday, market day	1237 to 1247	Sunny	4	158	143	301
13.6.09	Saturday, market day	1253 to 1303	Sunny	5	213	187	400
13.6.09	Saturday, market day	1502 to 1512	Sunny	1	128	103	231
13.6.09	Saturday, market day	1513 to 1523	Sunny	3	174	N/A	174
13.6.09	Saturday, market day	1513 to 1523	Sunny	2	173	N/A	173
13.6.09	Saturday, market day	1524 to 1534	Sunny	5	93	69	162
13.6.09	Saturday, market day	1537 to 1547	Sunny	4	104	85	189
26.6.09	Friday, market day	0907 to 0917	Cloudy	1	60	36	96
26.6.09	Friday, market day	0918 to 0928	Cloudy	3	150	N/A	150
26.6.09	Friday, market day	0918 to 0928	Cloudy	2	109	N/A	109
26.6.09	Friday, market day	0943 to 0953	Cloudy	4	61	65	126
26.6.09	Friday, market day	0930 to 0940	Cloudy	5	82	82	164
26.6.09	Friday, market day	1258 to 1308	Rain	4	89	63	152
26.6.09	Friday, market day	1225 to 1235	Heavy rain	3	76	N/A	76
26.6.09	Friday, market day	1225 to 1235	Heavy rain	2	104	N/A	104
26.6.09	Friday, market day	1200 to 1210	Cloudy	1	134	119	253
26.6.09	Friday, market day	1213 to 1223	Cloudy	5	117	80	197
26.6.09	Friday, market day	1515 to 1525	Cloudy, Music band	1	267	93	360
26.6.09	Friday, market day	1529 to 1539	Cloudy	3	125	N/A	125
26.6.09	Friday, market day	1529 to 1539	Cloudy	2	151	N/A	151
26.6.09	Friday, market day	1555 to 1605	Cloudy	4	98	98	196
26.6.09	Friday, market day	1541 to 1551	Cloudy	5	74	84	158