
Bromsgrove Town Centre Strategic Framework

Relevant Portfolio Holder	Councillor Karen May
Portfolio Holder Consulted	Yes
Relevant Head of Service	Rachel Egan Assistant Director – Property and Regeneration
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Wards Affected	Bromsgrove Central, Sanders Park,
Ward Councillor(s) consulted	Yes
Relevant Strategic Purpose(s)	Economic Development
Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	

1. RECOMMENDATIONS

The Cabinet RESOLVE that:

- 1) The Bromsgrove Town Centre Strategic Framework be approved.**

2. BACKGROUND

- 2.1 There are a number of strategies and plans that relate to Bromsgrove Town Centre including the Bromsgrove Centres' Strategy, the Bromsgrove 2040 Vision, the Local Plan, Strategic Car Parking review, and the regeneration projects funded through the levelling up fund. While there has been much focus on the town centre over recent years there is no single strategy that brings all these elements together.
- 2.2 In order to address this, a strategic framework has been developed to provide an anchor for future decisions relating to the town centre. The aims of the framework are to:
 - a) Develop a vision and narrative describing the future ambitions for Bromsgrove Town Centre and what this means for residents, businesses and visitors
 - b) Provide a framework within which the Council can take a strategic view of sites within the town centre and how they work together in support of the vision

- c) Consider the needs of residents, businesses and visitors in relation to transport and access and the impact on air quality
- d) Inform the Local Plan
- e) Reflect on the findings of the strategic car parking review in light of the vision and possible future land uses and further develop the recommendations
- f) Clarify the approach to conservation
- g) Inform the investment plan for the Town Centre

2.3 Two multi-stakeholder workshops were held to inform the development of the framework. The first workshop was based on a method called 'Future Search' which aims to get whole systems in the room to develop vision, commitment and action. This involved looking at the past, present and desired future for the town centre through a series of exercises including the use of personas to understand what the town centre looks and feels like now for different types of people or businesses and what those people would want it to look like in the future.

2.3 The second workshop focused on developing a vision for Bromsgrove Town Centre, relating that vision to possible future developments in the town centre and developing shared actions.

2.4 A dedicated workshop session was also held with the Cabinet Advisory Group to provide all elected members with the opportunity to share views on what the vision for Bromsgrove Town Centre should be and the actions required to deliver this vision.

3. OPERATIONAL ISSUES

3.1 The Strategic Framework includes a comprehensive delivery structure, to be overseen by a new Town Centre Steering Group (TCSG). The group will coordinate partners, monitor progress, and develop a detailed action plan with timescales, budgets, and delivery responsibilities.

3.2 The TCSG will also oversee feasibility work relating to the formation of a Business Improvement District (BID) for the town centre. Should this progress to ballot and approval, the BID board will take over delivery of relevant actions, with the TCSG operating in a transitional capacity.

3.3 In support of implementation, the Steering Group may establish specialist umbrella groups—such as a Landlord Forum, Youth Focus Group, and Culture and Events Group—to ensure stakeholder representation and thematic delivery.

- 3.4 A set of Key Performance Indicators (KPIs) will underpin delivery, with reporting to be provided quarterly and through an annual "State of the Town Centre" report.

4. FINANCIAL IMPLICATIONS

- 4.1 The implementation of actions arising from the Framework will draw on existing Council resources. It will also draw upon the resources of partner organisations to deliver shared actions.
- 4.2 Further external funding opportunities will be pursued, including grants to support ongoing delivery and programme expansion.

5. LEGAL IMPLICATIONS

- 5.1 There are no legal implications arising directly from this report. The Framework is a non-statutory document that provides strategic direction.

6. OTHER - IMPLICATIONS

Local Government Reorganisation

- 6.1 The Strategic Framework was developed and will be delivered with a wide range of stakeholders and it is envisaged that the Town Centre Steering Group will continue to deliver the strategy and action plan following local government reorganisation.

Relevant Council Priority

- 6.2 The Strategic Framework supports the Council's priority of economic development, by creating the conditions for a vibrant town centre economy.
- 6.3 It also complements and supports the work of business associations, community groups, and stakeholders through a coordinated approach to regeneration and town centre management.

Climate Change Implications

- 6.4 The Framework supports sustainable development through promotion of active travel, enhanced public transport access, and an emphasis on town centre living and environmentally conscious design.

Equalities and Diversity Implications

- 6.5 The Framework's delivery will be informed by inclusive engagement and impact assessments where necessary to ensure the needs of all community members are considered.

7. RISK MANAGEMENT

- 7.1 Project-specific risks will be managed through the action planning process and overseen by the Bromsgrove Centres Manager in collaboration with the Assistant Director of Property and Regeneration.

8. APPENDICES and BACKGROUND PAPERS

Appendix 1 – Bromsgrove Town Centre Strategic Framework 2024–2027

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Cllr Karen May	30 June 25
Lead Director / Head of Service	Rachel Egan Assistant Director Property and Regeneration	30 June 25
Financial Services	Debra Goodall Assistant Director Finance	27 June 25
Legal Services	Claire Green Principal Solicitor	27 June 25
Policy Team (if equalities implications apply)	Rebecca Green Policy Manager	01 July 25
Climate Change Team (if climate change implications apply)	Matthew Eccles Climate Change Manager	01 July 25